



The Canadian
Journalism Foundation
La Fondation pour le
journalisme canadien

CJF J-Talks

2012-2013 Season

CJF J-Talks

Journalism matters.

Through our live events, media experts and other industry leaders share information, exchange perspectives, and debate ethics and values to gain an understanding of the realities that drive the other's policies and practices. To watch webcasts, view photos, read liveblogs and more, visit www.cjf-fjc.ca/j-talks.

2012-2013 SEASON



Face-off: Are We Getting What We Deserve From Sports Reporters?

May 23, 2013 | TMX Broadcast Centre

Where does the truth lie when pro players and reporters work for the same big company? When players and teams can communicate directly with fans on Twitter, what's left for sports journalists? When sports reporting requires a detailed knowledge of economics, is the story still about the game? **Steve Maich**, publisher and editor-in-chief of *Sportsnet* magazine, **Carly Agro**, host and reporter for CBC Sports, **Bruce Kidd**, champion runner and University of Toronto sports expert, and moderator **Bruce Dowbiggin**, sports journalist and broadcaster, discussed the challenges facing sports journalism.



The Walking Dead: Do Traditional Art Critics Have a Future?

April 25, 2013 | BMO Financial Group

With armchair art and theatre critics proliferating online, with media cutbacks reducing the number of those who critique for a living, and with celebrity news trumping cultural coverage, are the traditional art and theatre critics less--or more--relevant than they once were? This discussion explored the state of cultural criticism, including the impact of online media. **Ben Brantley**, chief theatre critic, *The New York Times*; **Robert Cushman**, theatre arts critic, *The National Post*; **Peter Schjeldahl**, arts critic, *The New Yorker*; and moderator **Sara Angel**, visual arts journalist and Trudeau Doctoral Scholar at the University of Toronto's Department of Art, discussed the state of arts criticism.



Tyler Brûlé

April 24, 2013 | Ryerson University

This journalist-turned-entrepreneur is the chairman of brand and design agency Winkreative and editor-in-chief of Monocle, an ever-expanding global media conglomerate comprising a magazine, video and audio programming via the Internet, a semi-annual newspaper, cafés, and shops both online and on the ground. Tyler Brûlé talked about Monocle's business model, the state of journalism, and the importance of design.



On the Hill, Online and In the Loop: How Social Media is Changing Politics and Reporting

March 27, 2013 | Carleton University, Ottawa

Social media gives politicians more access to reporters. But is the public losing out on the conversation? Do politicians have more or less control of their message? Does it help reporters strengthen their political sources? Our back-to-back panels saw political reporters, then politicians, discuss how social media is changing the way they work. The political reporting panel featured **Glen McGregor**, **Kady O'Malley**, **David Reevely**, **Joanna Smith** and **Nick Taylor-Vaisey**, with **Andrew Potter** moderating. The politicians panel included MP **Marc Garneau**, MP **Megan Leslie**, and Ottawa Mayor **Jim Watson**, with **Christopher Waddell** moderating.



The Twitter Effect Is Journalism Still Able to Get it Right?

February 28, 2013 | TMX Broadcast Centre

On **February 28**, the CJF presented a discussion on media ethics in the aftermath of the Newtown, Conn. shootings. **Andy Carvin**, senior social media strategist at NPR and author of *Distant Witness*; **Esther Enkin**, ombudsman for CBC English services; and **Mathew Ingram**, senior writer at GigaOM; and moderator **Kathy English**, public editor at the *Toronto Star*, discussed media ethics in the rush to report breaking news.



Journalism, Disrupted How to Create Media Innovation

January 31, 2013 | TMX Broadcast Centre

The Canadian government has committed \$400 million to fund early stage venture capital start-ups. What could this mean for journalism innovation? What does an incubator ecosystem look like? How can traditional media companies learn from tech start-ups, and where does journalism fit in? **Zach Seward** (right), senior editor at Atlantic Media's *Quartz*; **Michael De Monte**, CEO of ScribbleLive; **David Skok** (left), co-author of *Breaking News, Mastering the Art of Disruptive Innovation in Journalism* and director of digital for Global News; and moderator **Marissa Nelson**, acting director of digital media for CBC News and Centres, discussed how innovation can be fostered within newsrooms.



Keeping You on the Tube The Mission of Broadcast News

November 22, 2012 | TMX Broadcast Centre

When audiences choose Bieber over Syria and Twitter over television, what's a news network to do? Are cutbacks in investigative and foreign reporting the price networks naturally have to pay? What is the role of the conventional news broadcast when the networks all have 24/7 news cable channels? **Wendy Freeman** (right), president of CTV News; **Troy Reeb**, senior vice-president of news and station operations at Global News; **Jonathan Whitten** (left), executive director of CBC News Content; and moderator **Steve Paikin**, anchor and senior editor of the TVO's *The Agenda with Steve Paikin*, discussed how best to deliver quality journalism while keeping ever-fragmenting audiences.



Gutenberg's Last Stand Reinventing the Modern Newspaper

October 18, 2012 | TMX Broadcast Centre

Newspapers came late – and somewhat reluctantly to the Web. Then they embraced "digital first," SEO and all things Internet as the way ahead. But, with digital dollars stalling, what's next? Video, longreads, quick hits? **Lou Clancy**, vice-president of editorial and editor-in-chief of Postmedia News; **Michael Cooke**, editor of the *Toronto Star*; **Charlotte Empey**, editor-in-chief of Metro English Canada; and **John Stackhouse**, editor-in-chief of *The Globe and Mail* discussed the latest challenges to journalism and strategies to save the news business. **Scott White**, editor-in-chief of The Canadian Press, moderated.



Yes, Genius, the Sky is Falling. So Now What?

September 13, 2012 | TMX Broadcast Centre

It's clear that between evaporating business models and dispersing audiences that legacy media is on the run. Would it be better to blow it all up and start over or can the dinosaurs dance to a new soundtrack? **David Carr** (left), business columnist and culture reporter for *The New York Times*, examined the value of traditional media in a cluttered, confusing age, in conversation with **Michael Enright** (right), host of CBC Radio One's *The Sunday Edition*.

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YEAR IN REVIEW 2012-2013

J-SOURCE and **PROJETJ** are website projects of the CJF in collaboration with leading journalism schools and organizations across Canada. Collectively known as the Canadian Journalism Project, this team is dedicated to enabling a national online conversation about the achievement of, and challenges to, excellence in Canadian journalism, and providing a trustworthy source of information.

Highlights

J-Source continues to be the must-read site for Canadian journalism news, with an average of 19,500 people visiting each month. It's wrapping up this year on a high note: April saw more than 58,000 page views, its highest number ever. The number of Twitter followers, meanwhile, has surpassed 8,000, which is the amount of total CJP followers combined this time last year.

Some notable changes, which has contributed to its success: a redesigned newsletter; a more frequently updated homepage; and greater emphasis on industry news, people news, commentary, and lists. While job and internships listings and articles about how much journalists get paid continue to be the most popular pages, top stories included several about Ezra Levant, the much-debated list of top 101+ Canadian Twitter accounts to follow, and the Margaret Wente plagiarism story.

The J-Source Newsperson of the Year Award was once again a success, with the posting of nominees allowing visitors to watch the list grow as nominations were submitted. To draw more discussion around the award, the jury came up with a shortlist a month before announcing the winner, Jorge Barrera, a reporter with APTN, at a CJF J-Talk in February.

As this year draws to a close, a warm thank you to J-Source editor-in-chief to Janice Neil, who will be leaving the project to go on sabbatical.

ProjetJ also instituted some notable changes, with visuals populating stories on a consistent basis, more frequent postings, and new freelancers adding to the mix of stories. Top page views included stories about how a journalist feeling bullied in his work, how much journalists make, and Céline Galipeau on Twitter. Twitter followers grew to more than 5,000.

CJP Transition

With the CJP Transition Team busy solidifying the business plan, confirming collaborators and sorting out logistics, we are confident that the transition of J-Source and ProjetJ will be smooth.