



The Canadian  
Journalism Foundation  
La Fondation pour le  
journalisme canadien

# Year in Review **2014-2015**

## 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](http://www.cjf-fjc.ca/j-talks).



### Election 2015: What Stories Swing Votes?

May 13, 2015 | National Arts Centre, Ottawa

With Canadians headed to the polls no later than October, are voters looking for news stories on the horse race or detailed reporting of policy platforms? Has coverage of the 41st Parliament educated the population or led voters to disengage? What's the cost of covering campaigns when the growing power of social media is making mainstream media increasingly less popular? This discussion will examine how parties develop media strategies, how journalists counter the spin and the impact the resulting coverage has on voters.

This event featured **Susan Delacourt**, author and columnist for the *Toronto Star*; **Frank Graves**, president and founder of EKOS Research Associates; **David Herle**, principal partner with The Gandalf Group; **Adam Radwanski**, political columnist with *The Globe and Mail*; and **Tom Clark**, chief political correspondent for *Global National* and the host of *The West Block with Tom Clark*, as moderator.



### Jeremy Scahill

April 23, 2015 | TMX Broadcast Centre, Toronto

He's the reporter who doesn't stop. Meet **Jeremy Scahill**, in his prime as one of the biggest rabble-rousing investigative reporters and authors there is. Best known for his foreign reporting, Scahill is the author of best-selling books: *Dirty Wars: The World Is a Battlefield* (his documentary of the same name garnered an Academy Award nomination in 2014) and *Blackwater: The Rise of the World's Most Powerful Mercenary Army*. A co-founder of *The Intercept*, the news site best known for reporting on the Edward Snowden-leaked National Security Agency documents, he continues his scrutiny of American-led actions and practices both at home and overseas as the government seeks to combat terrorism. Scahill participated in an intimate conversation with **David Walmsley**, editor-in-chief of *The Globe and Mail*.



## Ceiling, Cracked? News Women in Charge

March 2, 2015 | TD Tower, Toronto

How do women who hold top spots in the media see their role when it comes to news coverage, workplace culture, and management issues?

**Elena Cherney**, Canada bureau chief and global resources editor for *The Wall Street Journal*

**Jane Davenport**, managing editor with the *Toronto Star*

**Wendy Freeman**, president of CTV News

**Jennifer McGuire**, general manager and editor-in-chief of CBC News and Centres

**Dawna Friesen**, anchor and executive editor of *Global National*, moderated this discussion on women in journalism.



## More Than Hockey: Canada's Expanding Sports Media Landscape

February 5, 2015 | TMX Broadcast Centre, Toronto

Our top athletes play tennis and ride a bobsled. "Drunk Jays Fans" are a legitimate media source. And while hockey won't be usurped any time soon as Canada's national sport, Canada's sports landscape is more open than ever before. As fans look to connect with athletes, understand the latest scandal, and track the business of their teams, how are Canadian media and journalists tackling the challenge? How is technology changing how we cover the big leagues, the amateurs, and emerging issues—from the NFL's handling of players' off-field conduct to concussions in hockey? And with Canada's sports landscape shifting with our demographics, what are the next big sports Canadians will clamber to watch? How will we cover them?

**Bruce Arthur**, sports columnist with the *Toronto Star*, **Brenda Irving**, commentator with *CBC Sports Weekend*, and **Stephen Brunt**, writer and broadcaster with Rogers *Sportsnet*, discussed the future of sports journalism.



## Breaking the Big Stories

November 27, 2014 | TMX Broadcast Centre, Toronto

Investigative journalists uncover scandal and corruption, exposing secrets individuals and institutions want hidden. Their relentless enterprise and initiative leads to the big stories that provoke change and serve the public interest. In a special CJF presentation, **Kevin Donovan**, investigative reporter and editor with the *Toronto Star*, and **Diana Swain**, senior investigative journalist with CBC News, shared the stories behind their biggest recent exposés. **Paula Todd**, investigative journalist, author, and broadcast and digital media professor, moderated this discussion on the secrets of responsible reporting and why investigative journalism matters to the future of news.



## Jim Roberts on Mashable: In Conversation with James Bradshaw

November 17, 2014 | TMX Broadcast Centre, Toronto

You may know him as [@nycjim](#). **Jim Roberts**, the executive editor and chief content officer of *Mashable* was quick to recognize the power of social platforms for engaging with news. In recent years, he has attracted more than 150,000 followers to his [@nycjim](#) Twitter feed. Roberts now leads the editorial team and oversees editorial strategy and operations at *Mashable*, a popular news source for the “Connected Generation,” with 40 million monthly unique visitors and 19 million social media followers.

This acclaimed digital leader was in conversation with *Globe and Mail* media reporter **James Bradshaw** to discuss his leadership journey from legacy media (*The New York Times*) to Reuters Digital to *Mashable*. He also discussed the challenges *Mashable* faces in balancing journalistic credibility with innovative forms of viral storytelling that connect with digital audiences.



## Glenn Greenwald in Conversation with David Walmsley

October 21, 2014 | Glenn Gould Studio, CBC, Toronto

Open source hero or every government's worst nightmare? **Glenn Greenwald** has championed making secret documents part of the daily news. Working with Edward Snowden to publish NSA secrets, Greenwald is a Pulitzer Prize-winner, lawyer and co-founding editor of *The Intercept*. He spoke with **David Walmsley**, editor-in-chief of *The Globe and Mail*, about power, secrecy and journalism's role in an era of digital openness.



## Native Advertising: Journalism's Saviour or Sellout?

October 2, 2014 | TMX Broadcast Centre, Toronto

Native advertising. Branded content. Custom content. Whatever it's called, these ‘advertorials’ are controversial, yet news organizations see them as the latest and best business strategy. Can Journalism's tattered integrity be rescued when the lines between editorial and advertising content are blurred? Can sponsored content be palatable to readers, and to journalists? And while these ads are delivering new dollars to legacy news outlets, are they also eroding trust and driving readers away?

**Jill Borra**, executive editor at *The Globe and Mail*; **Cathrin Bradbury**, executive director of content development at Star Media Group; and **Scott White**, vice-president of content strategy and business development at Postmedia Network, discussed paid content with moderator **Ivor Shapiro**, chair of the School of Journalism and associate professor specializing in journalism ethics at Ryerson University.

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