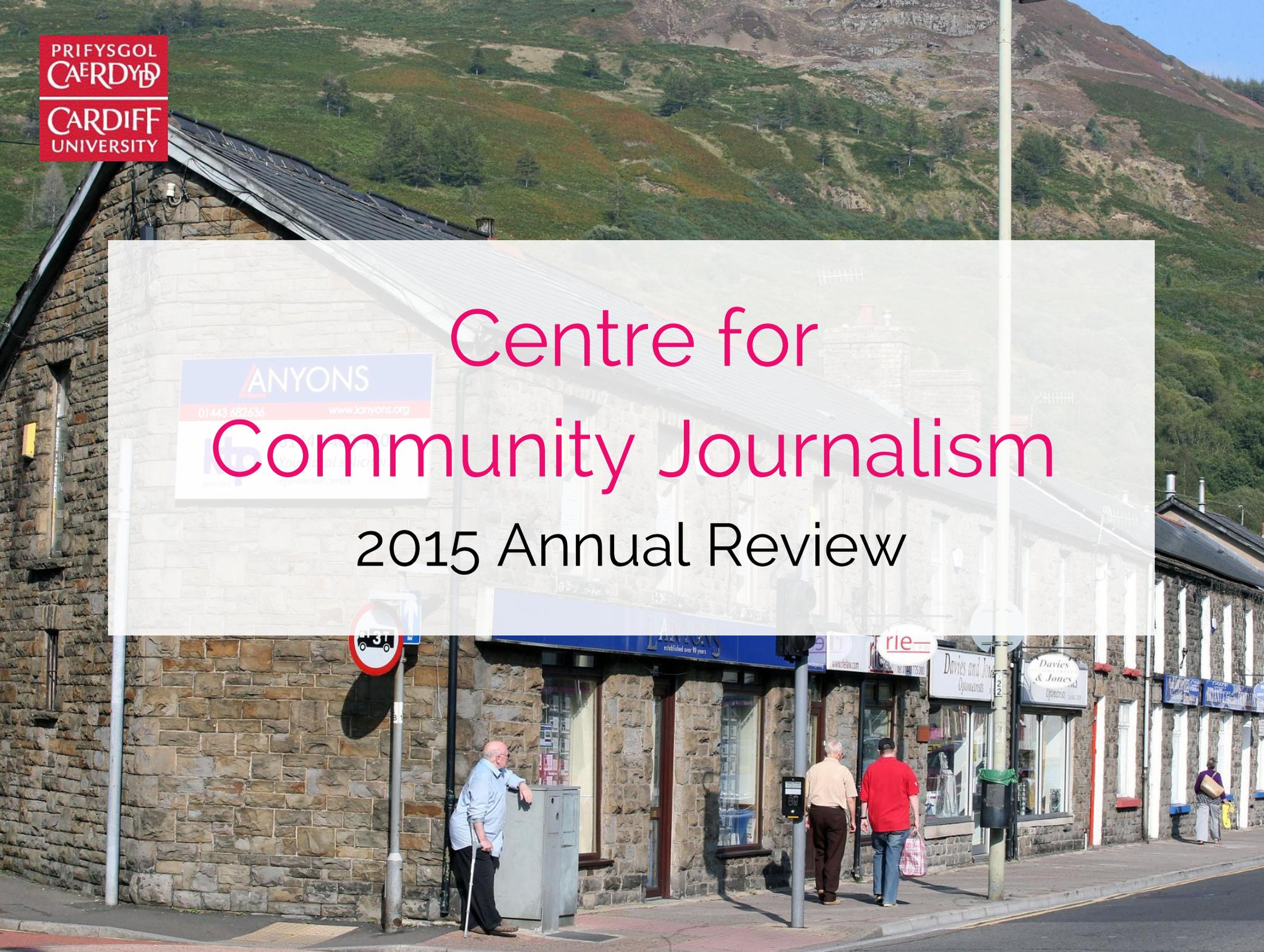




Centre for Community Journalism

2015 Annual Review



2015: the headlines

- Trained nearly 15,000 online from 130 countries
- Taught over 300 face-to-face throughout Wales
- Over 160 people attended our biennial conference
 - Worked with: BBC, Welsh Government, Nesta, National Eisteddfod of Wales, FutureLearn, National Assembly of Wales, NUJ Training Wales
- Media coverage from: The Guardian, Nieman Lab, BBC Radio Cymru, Journalism.co.uk, BBC World Service, BBC Wales online
- Commissioned a landmark report on the hyperlocal news in the UK, in partnership with Nesta

The story so far...

The Centre for Community Journalism is one of Cardiff University's Transforming Communities Engagement Projects. We are working with communities across Wales to create or improve ten community news services by 2018. By the end of this year, we will have worked with seven community news groups in total.

Based in the Cardiff University's prestigious School of Journalism, Media and Cultural Studies, we provide expert training and advice to community journalists, both online and face-to-face. We work with researchers within the School to apply their findings about community journalism to strengthen and inform our grassroots action. We are strong voice for the sector, and this year we have advocated for it in discussions with organisations such as the BBC and the Press Regulation Panel. We also provide a space for discussion and amplify best practice examples.

Winner

Outstanding contribution to the community
Cardiff University Celebrating Excellence Awards



What's next for community journalism?

On Wednesday 9 September 2015, over 160 people came together to discuss the future of community journalism. The event was held in partnership with Nesta and tickets were free of charge. It is estimated that a third of the attendees were community journalists themselves.

The day was led by keynote speaker Dan Gillmor, Professor of Practice, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, and Faculty Associate, Harvard Berkman Centre for Internet & Society.

Over 30 speakers contributed to the conference, showcasing the innovative work being undertaken by community journalists across the UK in areas such as data journalism, crowdfunding and partnership building.

For those who couldn't make it, they could follow the action through the hashtag #CJ15 on Twitter and Periscope. On the 9 September alone, the Centre for Community Journalism's Twitter account (@C4CJ) earned 53,300 impressions.

"Cardiff University's Centre for Community Journalism is doing great work to help us navigate through the roughest media seas we've seen in decades. The conference in September was inspiring, not because it produced a solution - we're too early for that - but because it gathered smart, energetic people who are determined to provide essential information for their communities, and who are experimenting with innovative ways to do it."

Dan Gillmor



Digidol ar Daith

Over 300
trained in
Wales!



Digidol
ar Daith

Digidol ar Daith (Digital on tour) is, a training programme funded by Welsh Government and delivered by the Centre for Community Journalism in partnership with Golwg. It aimed to improve digital and social media skills for creating and sharing news online through the Welsh language.

Training workshops were held in 12 locations across the length and breadth of Wales, from Llandeilo to Llangefni. Hundreds of people attended the sessions, ranging from curious individuals to representatives of major organisations such as National Museums Wales. Many traditional Welsh community groups also attended, including Papurau Bro (community newspapers), Merched y Wawr (a women's organisation) and Ffermyr Ifanc (Young Farmers).

Skills covered by the course included:

- **How to create and share images**
- **How to set up your own WordPress site**
- **Basic journalism skills**
- **Online writing in Welsh language**

"Digidol ar Daith was an invaluable source of learning to us, as an organisation and as individuals. The course taught us new skills and tools which have enabled us to move forward with our social media engagement. It has given us confidence to progress and extend our networks and communicate effectively with our different audiences."

Carys Jones, Cadi Newbery and Catrin Evans, National Eisteddfod of Wales

Community Journalism: Digital and Social Media

Following its successful launch in 2014, the Community Journalism MOOC returned in March 2015.

On its second run, the course attracted 65% more learners than its maiden voyage, making it the largest journalism MOOC run by a UK university.

Professor Richard Sambrook took the helm again, and the course included new tutorials on topics such as crowdfunding, diasporic media and data journalism.

Community news sites such as the Grimsby Spotlight were established as a direct result of the second run of the MOOC, and feedback from learners was incredibly positive: 93% said the course was 'Good' or 'Excellent'.

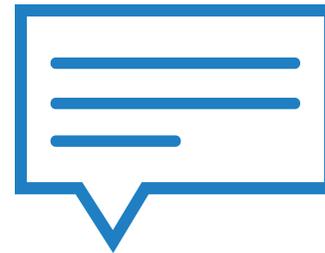
"I learned about social media engagement tools and analytics that I have since used in my personal and professional life.

The educators are great and always provide extra useful information. I recommend it to everyone interested in social media and journalism."

Lucio Albenga, Software Developer



130 countries worldwide



15,000 + comments

Pobl **DINEFWR**



Port Talbot **Magnet**



Pobl **CAERDYDD**
Y Dinesydd
Digidol

Community news services in Wales

We have been working hands on with five community news hubs with a variety of different needs and audiences.

Our pilot news hub Pobl Caerdydd is going from strength to strength with an engaged audience and regular contributions from citizens across the city. Rhondda People is continuing to grow an audience on Social Media and is building relationships with local groups and organisations.

Our ongoing work with Menter Iaith Dinefwr, following Llais y Maes at the Carmarthenshire Eisteddfod 2014, resulted in the launch of Pobl Dinefwr. The Port Talbot Magnet publication was already established but needed support moving forward. We held a public event, which raised awareness and generated volunteer staff who now work with the team on a weekly basis.

We have also started supporting Grangetown Community Action, run by a team of volunteers in a Cardiff suburb, who have been publishing a community newsletter for 40 years. Our ongoing work will help them provide a better news service with a wider reach for their area.

"We are very grateful to the team at the Centre for Community Journalism for all their work in helping us set up Pobl Dinefwr. It has been invaluable. We have resurrected the Eisteddfod Appeal Committees across the County they now provide community news from their areas which works very well. We're delighted to be able to offer this service to our community."

Owain Gruffydd, Menter Iaith Dinefwr

Llais y Maes 2015

2015 marked the final year of the student run news service, Llais y Maes, which provides an alternative view of the National Eisteddfod of Wales. The seven-strong team experimented with new social media platforms including Periscope and Social Shorthand.

This year's cohort have gone on to achieve highly, with one student now employed by Archant while another is applying for the postgraduate Broadcast Diploma at Cardiff University. There are also plans for a local organisation, Menter Iaith Maldwyn, to set up a community news site as a legacy of the project.

Key highlights

- Coverage from BBC Wales, ITV Wales and Hold the Front Page
- Interviews with the First Minister Carwyn Jones, BBC Controller Rhodri Talfan and TV personality Alex Jones (pictured)
- 100 reports
- 66,900 Twitter impressions



"The work carried out by Llais y Maes this year was excellent. Partnerships like this are very important to us, particularly as leaving a legacy in communities is an important part of our strategy."

Gwenllian Carr, National Eisteddfod of Wales

Networking and advice

Our website, social media channels and newsletter provide daily, weekly and monthly discussion on the community news sector. This year we have covered a range of issues from open data to how to leave a legacy for your community news site. We have also provided breaking news and comment on developments such as press regulation and BBC collaboration.

Key statistics from 2015:

- **Over 3,800 Twitter followers and 105,000 impressions on average per month**
- **Over 10,000 users of the website**
- **Social media engagement from influential media commentators and users including Nieman Lab, the British Library and Crowdfunder UK**
- **Recommendations from other media newsletters including the Local Fix and Media Mill**
- **58 blog posts published throughout the year from community journalists, academics and supporting organisations such as Carnegie UK Trust and National Association of Local Councils**

“If you’re keen to follow the hyperlocal media world, follow @C4CJ for starters. Publications, events, projects...”

Kathryn Geels, Programme Manager, Nesta





Encouraging democratic engagement

Democratic engagement is always important, but especially so in the year of the General Election. We created the 'Guide to covering the General Election for community journalists in Wales', in partnership with Cardiff University's Wales Governance Centre, which encompassed a wide range of advice and information - from staying on the right side of the law to contacting your local candidates.

We also provided comprehensive coverage on how community journalists across the UK were covering the General Election, providing best practice case studies on hustings, collaboration with mainstream media and social media engagement.

We partnered with the National Assembly of Wales and Glyndwr University to host a Senedd Hyperlocal News Day in North Wales, in which Dame Rosemary Butler addressed local community journalists on their role in countering democratic deficit.

"Thanks for your superb round-up on ways community journalists have covered the General Election. Lots of ideas and inspiration for the next one!"

Jamie Summerfield, A Little Bit of Stone

Advocacy and stakeholder engagement

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The Centre for Community Journalism provides a voice for the community news sector, working with and for journalists to make their case to key stakeholders.

In 2015, C4CJ joined the BBC's Local Journalism Working Group alongside major players in mainstream news including Trinity Mirror and Johnston Press, as well as supporting organisations including Nesta and Carnegie UK Trust. We are working with our colleagues to ensure positive developments such as the BBC's Local Live scheme sufficiently benefit the community journalism sector.

We have also attended key briefings by the Press Recognition Panel, providing commentary on the outcomes for community journalists through our website. In similar vein, we have hosted blog posts by IMPRESS on their efforts to regulate the community news sector.



How can you get involved?



communityjournalism.co.uk



@C4CJ



029 208 70101

Find your local community news provider

Discover what's going on in your area by locating your community news service using our map, or register your own site.

Visit: communityjournalism.co.uk/find-a-hyperlocal

Email: scarbroughh1@cardiff.ac.uk

Share your story

If you have advice or a community journalism success story to share, make your voice heard by writing a guest blog post.

Email: scarbroughh1@cardiff.ac.uk

Visit: communityjournalism.co.uk/blog

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Visit: communityjournalism.co.uk/training

Partner with us

Have a partnership opportunity you think we should know about? Get in touch.

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