



Centre for Community Journalism

Annual Review January 2014 - January 2015



The mission

The Centre for Community Journalism works with communities in Wales and beyond to support the development of news services created by local people, for local people. Part of Cardiff University's School of Journalism, Media and Cultural Studies we provide high quality training, specialist support and advice to those who want to start, or improve, a community news service. We train both community journalists on our doorstep in Wales and internationally; we share knowledge and provide a platform for discussion and advocacy; and undertake research into this emerging sector.

As one of Cardiff University's Flagship Engagement projects we engage on a grassroots level with communities across Wales. As a result we are seeing news services develop and grow in all corners of the country.

"We believe in the value of local news. We believe it contributes to maintaining a sense of community and to supporting healthy democratic engagement. Digital technologies have allowed communities to redefine the role of news in local areas."

Professor Justin Lewis, Dean of Research for the College of Arts, Humanities and Social Sciences.



2014-15: the headlines

- Trained 9,000 online from 113 countries
- Taught over 100 face-to-face throughout Wales
- Work experience for over 50 young people, including Cardiff University and sixth form students
- Worked with: AHRC, Welsh Government, National Theatre Wales, FutureLearn, S4C, National Assembly of Wales
- Media coverage from: BBC Radio Cymru, BBC College, Journalism.co.uk, Wales Online, Western Mail
- Developed world's first free WordPress theme for community journalism, in English and Welsh

Training in Wales

Over 100
trained in
Wales!

The Centre for Community Journalism gives individuals, groups and companies across Wales access to the highest standard of training, both face to face and online.

Centre Manager, Emma Meese, leads the development and delivery of this training and is herself an experienced journalist and a Social Media Trainer for the BBC College of Journalism.

We recently won funding from the Welsh Government to develop training online and in communities throughout Wales (Digidol ar Daith), in digital journalism skills so as to create more community news in Welsh. Training across Wales will commence in early 2015.

**Some of the
organisations
we've trained:**



"Loved Emma Meese at CIPR Cymru - insightful, great attitude and a lot of knowledge I didn't know I needed. The Centre for Community Journalism sounds amazing!"

Catrin Hopkins, Stroke Association Wales

Training worldwide

We delivered one of Cardiff University's first ever MOOCs (Massive Open Online Courses), hosted by FutureLearn, in April – May 2014.

The course covered all aspects of Community Journalism and was led by Professor Richard Sambrook, Director of the Centre for Journalism and former Head of BBC Global News.

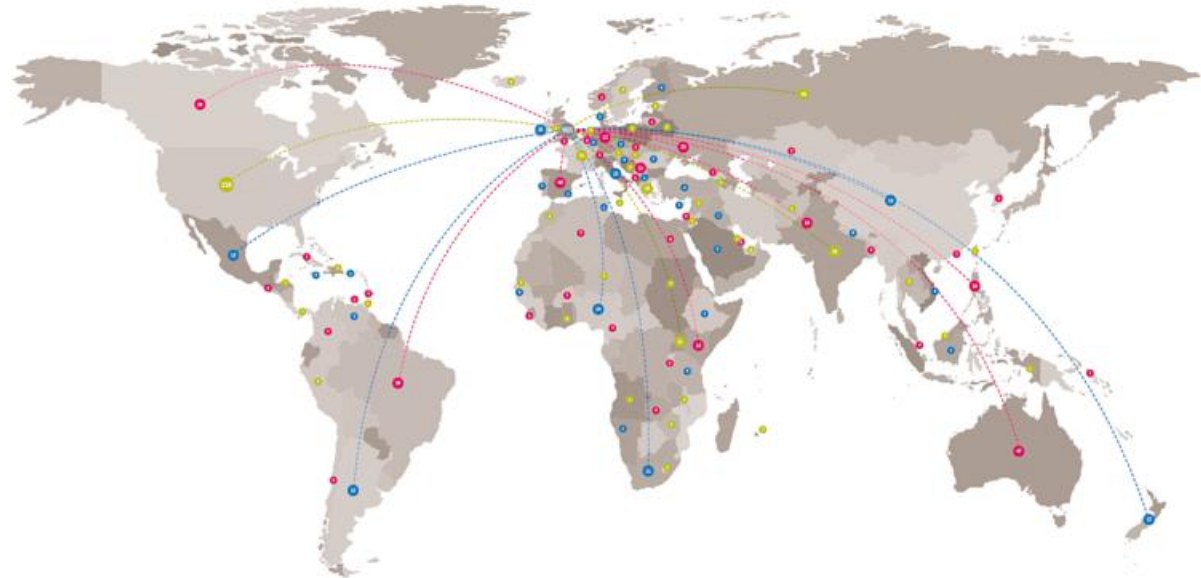
Course topics included: news verification, social media news gathering and promotion, online publishing, media law and how to write a good story.

"Very sad to have finished course, felt like ending a brilliant book does. Thank you... this MOOC should win awards & be used as an example of best practice."

MOOC learner

- **8,847 learners**
- **113 countries**
- **Majority aged 26 - 45 years old**
- **92% said the course was 'good' or 'excellent'**
- **13,800 comments posted throughout the course**

"I live in Pakistan and I'm a housewife. I wanted to become a journalist but this wish I couldn't fulfil, but this is a great opportunity for me..."





Pobl Caerdydd is Cardiff's first Welsh language digital news service, which grew out of a need to develop the city's papur bro, 'Y Dinesydd'. A core team of volunteers edit and plan content, and dozens of pupils from the capital's Welsh medium comprehensives have had their first experience of reporting and publishing with Pobl Caerdydd.

Readership and audience in 2014-15

- Over 10,000 unique users this year
- Nearly 40,000 page views this year
- Tweets in July 2014 seen more than 60,000 times
- Over 2,200 Twitter followers
- Nearly 1,000 likes on Facebook

Most engaging

stories of 2014-15

- 1) The First Minister celebrates Pobl Caerdydd's first birthday at Tafwyl.
- 2) The S4C challenge. Reporter assesses S4C during prime time for a week.
- 3) Reflecting the campaign for a new Welsh language school in Grangetown.

"Pobl Caerdydd is immensely valuable for the city. This is a new service that was much needed and is appreciated by Welsh speakers in Cardiff. It would not have happened without the Centre for Community Journalism and we are really pleased to be working as partners."

Sian Lewis, Chief Executive, Menter Caerdydd





"I love working with our fantastic group of volunteers at Rhondda People. Seeing such enthusiasm for local news in my area and watching the community engage with the website is very rewarding. "

Tyler Mears, Rhondda People Editor



Rhondda People was launched as a community news service in January. It is the legacy of a National Theatre Wales' residency in Treorchy and supported by Leighton Andrews AM as a community project. It is managed by a dedicated team of local people, including a Cardiff University student, a shopkeeper and a teacher. Rhondda People aims to shine a spotlight on the great things to see and do in the Rhondda.

Readership and audience in 2014-15

- **Over 1,000 unique users on average a month**
- **Tweets in Nov 2014 seen over 9,000 times**
- **Nearly 500 Twitter followers**
- **Over 300 likes on Facebook, updates seen in one week by 5,000**

Most engaging stories of 2014-15

- 1) **Urgent Drugs Warning Following Chemist Break-In**
- 2) **15 Things You Didn't Know About The Rhondda Valleys!**
- 3) **Treorchy 100 celebrates centenary of the Parc & Dare**
- 4) **Rhondda Library closure REVERSED as Rhondda Cynon Taf Council backs down from legal battle**
- 5) **Young People and Youth Workers Speak Out Against Cuts To Youth Provisions**

LLAIS Y MAES

Eisteddfod Sir Gâr 2014

Llais y Maes is the student-run, bilingual digital newspaper produced in partnership with the National Eisteddfod of Wales, one of Europe's largest cultural festivals. This year's editorial team of seven students included a number of Welsh speakers, an Englishman and a Galician. Llais y Maes showcased the most extraordinary events from the Eisteddfod, as well as producing interviews with festival goers.

Readership and audience in 2014-15

- 'Sosban Fach!' video received almost 1300 views on You Tube, including First Minister of Wales and many Welsh celebrities
- 420 followers on Twitter
- More than 2800 views collectively on the YouTube channel

Most engaging stories of 2014-15

- 1) Impact of the National Eisteddfod on Llanelli
- 2) Common Struggles for Minority Languages
- 3) Big Brother in the Eisteddfod?
- 4) Mystery solved: 'Croeso' Eisteddfod 2014
- 5) Sosban Fach! (local Welsh song gets festival makeover)

"I really wanted to get involved in Llais y Maes because it's a fantastic opportunity to immerse myself in another culture that I've hardly explored before."

Toby Mott, Llais y Maes team



"We are disappointed to have missed the Eisteddfod in Camarthenshire this year, but we found the Sosban Fach video captured the laughter and fun of the festival. Eisteddfod for life!"

Tomos Ap Gwilym, YouTube comment

Networking and advice

Creating a network of community news hubs to share learning is especially important in an emerging sector where many practitioners work in isolation. We have developed our website and social media channels with regular daily, weekly and monthly updates sharing the latest news, advice and knowledge from the sector.

Key statistics from 2014-15:

- **250 news hubs registered to our network**
- **Over 1,200 unique website visitors per month**
- **Over 2,000 Twitter followers**
- **Social media engagement from influential media commentators including the BuzzFeed UK Editor and the Financial Times Communities Editor**
- **Nearly 500 email subscribers and growing**
- **Collectively our YouTube videos have been viewed over 1,700 times**

“The Centre for Community Journalism's engagement strategy on social media was continuously impressive... sparking further exciting discussion and debate.”

Howard Bell, Chief Business Officer, FutureLearn





Addressing the democratic deficit

We have been working in partnership with the National Assembly for Wales, to make it easier for community journalists to access the Assembly and their local members and report from the Senedd.

Our Assembly news day, with journalists from nine community news sites, came up with a wealth of content immediately relevant to local people as well as a range of suggestions on how to improve accessibility in the future. We will continue to put some of these into action with the Assembly over the coming year.

"I am committed to ensuring that the National Assembly for Wales is open and accessible to everyone in Wales. That process is hindered by a UK media which often fails to properly reflect the different policy routes taken in Wales to its large Welsh audiences. It is an issue that I have called the "Democratic Deficit" and is further compounded by a Welsh domestic media that is in decline.

"Cardiff University's Centre for Community Journalism has been a valued partner in tackling this issue, helping the Assembly to connect with hyperlocal and community journalists in a bid to plug that gap in the reporting of its work to communities across the country. We will continue to work with them to further develop this important emerging media sector in Wales."

Dame Rosemary Butler AM, Presiding Officer

Research

The School of Journalism, Media and Cultural Studies has a very strong reputation for research and development grounded in a thorough knowledge of the sector. Over the past year we have:

- **completed a research and development project funded by REACT and the Welsh Government to develop an app for crowdsourcing community news;**
- **developed a free Wordpress theme to enable community journalists to publish in English and in Welsh, available in January 2015;**
- **worked with the AHRC Creative Citizens project to showcase our project at events;**
- **learnt from and publicised Creative Citizens research carried out at Cardiff University and Birmingham City University into the value of hyperlocal news;**
- **identified and shared innovation in the sector including crowdfunding initiatives, use of community media to engage electorates, and investigative journalism;**
- **generated nearly 14,000 MOOC comments and 2,000 survey responses as a basis for future analysis and research**



"By bringing together researchers and practitioners to explore this emerging news landscape and to find solutions to real problems, we are fuelling innovation in the hyperlocal sector. This builds on Cardiff University's excellent research reputation in journalism."

Professor Richard Sambrook, Director for Centre for Journalism

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

Get trained by us

Find out more about our free training for community journalists and our bespoke commercial training for organisations and institutions.

Email: meesee@cardiff.ac.uk

Visit: communityjournalism.co.uk/training

Partner with us

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

Email: meesee@cardiff.ac.uk

Research this growing sector

We work with some of the leading UK researchers in this sector, as well as generating our own rich data and insights. Find out more.

Email: moseleys@cardiff.ac.uk

Visit: communityjournalism.co.uk/research

Discover the latest news, advice and opinion on community journalism

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