

2025 Highlights Report



Centre for Anthropology and Journalism

The Centre for Anthropology and Journalism (AxJ) was created with the goal of bridging social research and journalism to advance ethical, community-rooted storytelling.

In our first year, we were supported by journalists from local newsrooms to national organizations; and academics in communications and anthropology—across Canada, the USA, and the UK!

We are very grateful to the institutions, news organizations, and individual journalists and anthropologists that helped (re)launch the Centre for Anthropology and Journalism.

2025



Highlights Timeline

JANUARY

Centre (re)Launch

FEBRUARY

Workshop for anthropologists with
Utrecht University

APRIL

Lab at The Association of Social
Anthropologists of the UK

MAY

Visual submission presented at University
of Calgary conference

JULY

Partnership with Rolli

OCTOBER

Workshop for journalists with
Reynolds Journalism Institute

DECEMBER

Think-tank sessions launched

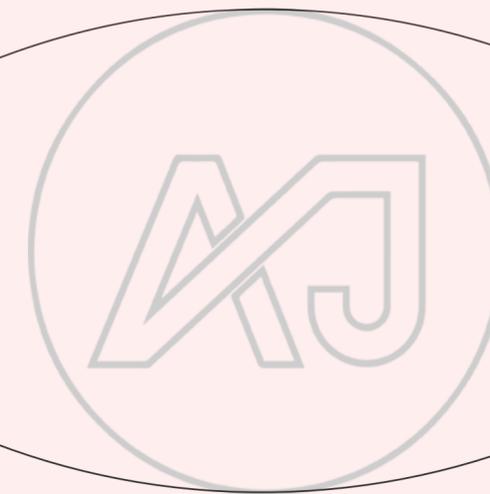
2025 Highlights

The biggest news from 2025 was the official launch of the Centre for Anthropology and Journalism (AxJ). In some ways this was a relaunch: The Center for Anthro-Journalism was established in 1987 in Washington, D.C. This centre relocated to Florida in the 1990s, and was renamed the Center for Anthropology and Science Communications in 1994, closing in 2009.

AxJ Launches

The need for anthropology's insights has only grown, as its time-tested, cross-cultural understanding of global issues offers journalism a powerful way to address mounting challenges. At the same time, anthropologists are increasingly interested in engaging with the media and bringing research into the public eye.

And so, AxJ was established as a hub where the two disciplines can learn from, and help each other. We support collaboration between anthropologists and journalists to advance ethical, community-rooted storytelling through tools, training, research, and a member network to promote ethnographic reporting and public engagement. Now based in Ottawa, ON, the Centre's mission builds on a 40-year legacy of bridging social research and journalism.



Workshops

The Center for Anthropology and Journalism offers workshops for journalists and anthropologists. In 2025 AxJ developed and facilitated two workshops: one for anthropologists and one for journalists.



UTRECHT UNIVERSITY

AxJ ran an intimate workshop with anthropologists from Utrecht University. The workshop aimed to empower participants to connect their work with the public across multiple channels—ranging from traditional media such as op-eds, articles, and interviews to self-published platforms including blogs, podcasts, and social media. Participants arrived with story ideas and worked in small breakout groups to practice key tools and receive tailored feedback. In partnership with *Otherwise Magazine*.



Utrecht University

“I truly enjoyed it.”

“Thank you so much for facilitating the workshop, it was really helpful!”

REYNOLDS JOURNALISM INSTITUTE

In partnership with the Reynolds Journalism Institute, AxJ introduced journalists from small and medium-sized newsrooms to shared methods between anthropology and journalism. This two-part workshop focused on ethnographic interviewing and methods to reduce bias. Designed for tight deadlines, the sessions combined hands-on exercises, templates, and one-on-one coaching, empowering journalists with ethnographic reporting methods they could immediately apply on their own beats.



Reynolds Journalism Institute
University of Missouri

“Fantastic – more of these sessions please!”

“Liked the reading, slides, workbooks, etc. will apply to stories currently researching”



Conferences



UNIVERSITY OF
BIRMINGHAM

College of
Arts and Law

Lab at The ASA 2025

The Association of Social Anthropologists of the UK (ASA) held their conference ASA2025: “Critical Junctions: Anthropology on the Move” in Birmingham, UK, in April. Over 460 delegates attended four days of panels and presentations. AxJ convened a laboratory for delegates, titled: Moving into the role of journalist to amplify the reach of your expertise. Panel/paper abstracts and full conference information were published on the >>[ASA2025 website](#).

“Thank you so much, really interesting and the workbook is great aswell!”

“Thank you! This has been really useful and interesting...”

University of Calgary

Visual Submission

AxJ was pleased to be accepted to share a visual submission at the University of Calgary’s Department of Communication, Media and Film graduate conference, held in May. The conference aimed to hold inter-disciplinary conversations that unite rather than divide, on research areas loosely related to communications. The artwork presented was a collage, whose overlapping materials visually represented interdisciplinary collaboration, and how methods cut out from ethnography are pasted into journalism as solutions to media industry challenges. >>[Read more about the artwork here](#).
FUN FACT: The visual submission now hangs in the department’s MA office.



Partnerships

Otherwise Magazine

In partnership with *Otherwise Magazine*, AxJ runs an on-demand workshop. Based in the UK, *Otherwise* is a collective of academics in anthropology who publish an online magazine that practices storytelling through ethnographic research, activism, fiction and non-fiction writing, poetry, and visual essays. >>[Learn more about the workshop here.](#)

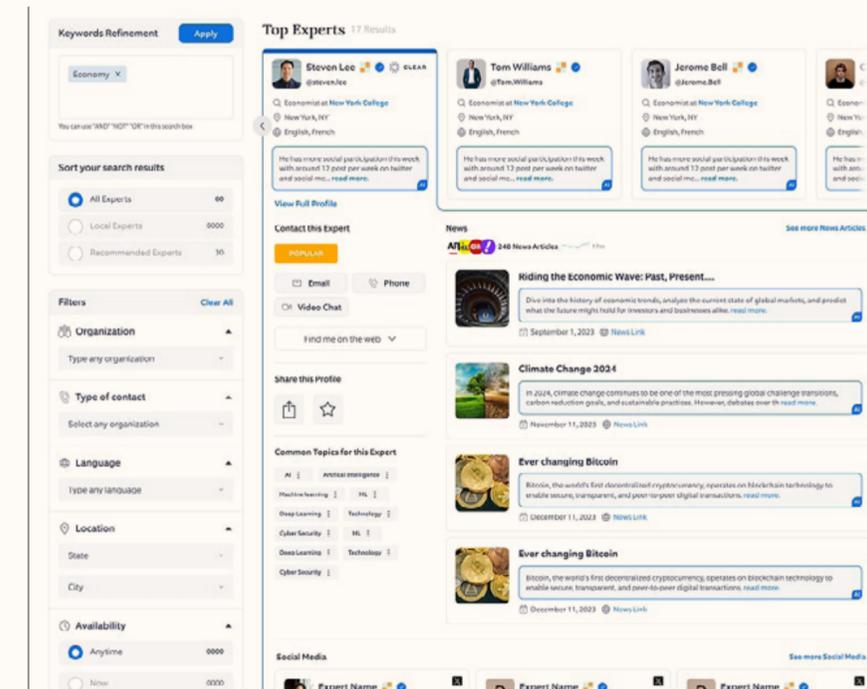
Anthrocurious

AxJ partnered with Anthrocurious to promote its (free) series “Anthros on the Public Stage” — a video bank on increasing anthropologists’ public visibility and impact.



Rolli.ai

In 2025, we partnered with Rolli to offer a new perk for journalist members: free access to a premium tier of Rolli. Rolli is an online platform that connects journalists with vetted experts and leverages advanced AI newsgathering resources to help reporters find sources, and much more.



AxJ journalist members have free access to a premium tier of Rolli

Events

This year we launched AxJ Think-Tank Sessions. These free virtual sessions aim to provide a casual and collaborative space where anthropologists and journalists can learn from each other.

THINK-TANK SESSION "STUDYING UP"

HOW CAN JOURNALISTS
BORROW FROM ANTHROPOLOGY
TO REACH ELITE SOURCES?

~~JOIN US!~~

SOLD OUT!



Centre for
Anthropology
and Journalism



THINK-TANK SESSIONS

Our inaugural session sold out, with over 50 participants pondering the question: Can anthropology help journalists access the elite & powerful? Journalists from national orgs (such as the IJF, Thomson Reuters, and PBS) joined reporters from local newsrooms and anthropologists to brainstorm where journalism could borrow from ethnographic methods for accessing elites (called "studying up" in anthropology).

"Thank you! So glad to have attended"

"I think this is a very important conversation! Thank you for doing this!"

AxJ

Looking to

2026...

AxJ will continue to offer workshops, coaching, online resources, a member network, and maintaining a living library of ethnographic-reporting examples.

1

TUNE-UP SESSIONS

Mini workshops aimed at refreshing members' skills.

2

THINK-TANK SESSIONS

A space for collaboration where anthropologists and journalists can brainstorm solutions together.

3

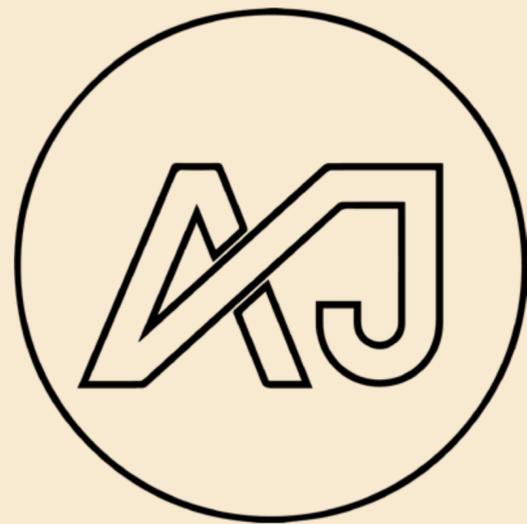
RESEARCH PUBLICATION

Research on ethnographic reporting in engagement journalism.

4

CONFERENCE

Engagement journalism conference. Dates and call for proposals coming soon...



There is a lot more to come. Here's a look at what else is coming up for AxJ in 2026...

CONTACT

Please get in touch with any questions about workshops, memberships, or suggestions for future Think-Tank Sessions. You can also sign up to keep in touch >>[here](#).



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