

the Stand

Fiscal Year July 1, 2010 - June 30, 2011

ANNUAL
REPORT

www.mysouthsidestand.com

South Side
Newspaper Project



LETTER FROM THE DIRECTOR

The South Side Newspaper Project produces The Stand, a unique community newspaper and accompanying website, which focuses on the people and events on Syracuse's South Side.

The idea started with a project run by Syracuse University Prof. Steve Davis, the founder of the South Side Newspaper Project. After his students got to know the South Side, they wrote a number of stories, and the final collection was printed and distributed to the community. The articles offered a new perspective of the 13205 ZIP code, a community that typically does not get a lot of media attention. This spawned the idea to start a newspaper for the community written by students and residents.

This past year, we have brought this original idea into reality by completing eight print issues and providing even more coverage online. Another goal is to have community involvement, and we have done this through a series of free educational workshops and opportunities for residents' stories to be published.

The project has been successful thanks to its unique partnership between SU's S.I. Newhouse School of Public Communications and the local resident organization, the Southside Community Coalition. This collaboration allows The South Side Newspaper Project to produce human interest stories and provide a real-world reporting opportunity for the university's journalism students.

In the following pages, I highlight some of our community efforts from July 1, 2010-June 30, 2011, and the residents who contributed.



Ashley Kang

*The Stand Director
South Side Newspaper Project*

MISSION

As the voice of the South Side community of Syracuse, The Stand newspaper aims to start a community conversation by inviting residents to share their stories.

Our goal is to have a positive impact on the community by introducing youth and residents to opportunities in journalism while also helping college journalism students gain essential skills needed in their future fields.

COMMUNITY CORRESPONDENTS

Meet Some of the South Side residents writing for The Stand



Tonisha Gunn

Tonisha is a senior at Corcoran High School and member of Kristie Yarnell's journalism class. She contributed a column on the school's college visit day: "A Day at SU."



Megan Ripley

Megan is a senior at Corcoran High School and a member of Kristie Yarnell's journalism class. She contributed twice to The Stand this year, writing about tips for graduating seniors.



Katherine Hills

Katherine is a graduate of St. John Fisher College with a degree in Communication/Journalism. She works for News Channel 9, as part of the production crew and for Say Yes to Education. Her goal when writing is to help shed light on the dimly lit areas of our community.

From July 1, 2010
- June 30, 2011
The Stand had a

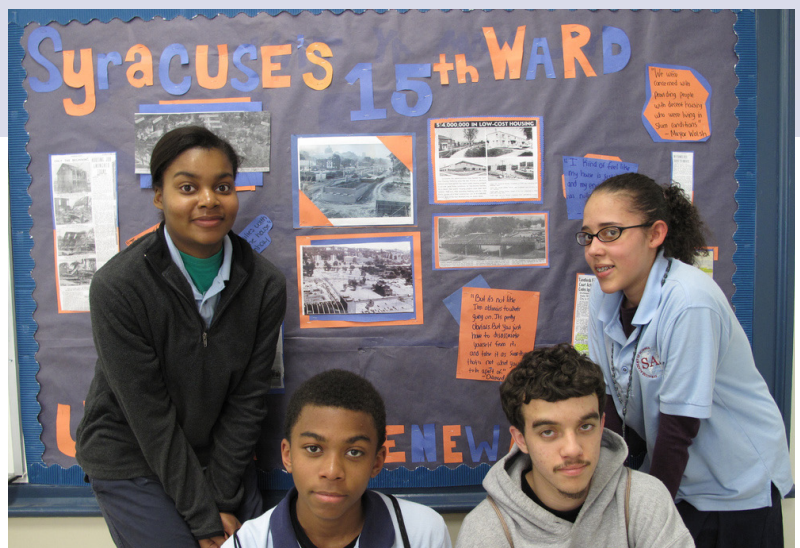
total of **12**
community
correspondents
who contributed

20 stories

PARTNERSHIP WITH STUDENTS

Syracuse Academy of Science Charter School

Students in the Reading and Research course conducted research about Urban Renewal and how it affected the city of Syracuse. From left to right, Charlette Murray, Phillip Howell, Christian Medina and Sashairis Arce created this display with items they discovered in their research. The class as a whole contributed an article to the Summer 2011 issue sharing their findings.



ACCOMPLISHMENT :: THE STAND

:: COVER :: Photo Walk

Saturday, July 24,
2010 The South
Side Newspaper
Project held its first
photo walk — a
*social photography
event* — & shared
images captured in
a photo spread

:: Date ::
September 2010
Issue 4

PRINT

The Stand is produced eight times a year in collaboration with journalism students at the S.I. Newhouse School of Public Communications. Articles spotlight the South Side community and focus on human interest news, events and residents' accomplishments.

ONLINE



The Stand is also an online site featuring all the stories from our print issues, downloadable pdfs of each edition, a calendar of community events, plus additional stories, photos, audio files and videos.

Visit The Stand's homepage at
www.mysouthsidestand.com

**the
Stand**
south side news
www.mysouthsidestand.com
Syracuse, NY
September 2010 issue 4 FREE

HOMESCHOOLED KIDS
Donna Reese discusses how she sees the world and will help others

Photo Walk
Photographers take to the streets to capture South Side snapshots

looking for a good loan
South Side businesses say it can be a struggle to find support to get started

FIND UPCOMING WORKSHOPS

Salina Shoe Salon, Inc.
Family-run shop makes shoe buying easy for South Side residents



**the
Stand**
south side news
www.mysouthsidestand.com
Syracuse, NY
October 2010 issue 5 FREE

YOUNG EQUESTRIAN
Local teenager and avid horse rider looks to take the next step

LEGIONS NEED WAR VETS
Recruiting local veterans to help local institutions hit it big

Fighting bullies
Volunteer group hopes to help local institutions hit it big

Creek Rats to the rescue
Volunteer group hopes to help local institutions hit it big

Young Equestrian

South Side student Jovan Daniel holds a passion for horses, one day hoping to become a professional trainer

October 2010
Issue 5

Community Huddle

After gunshots threatened The Kirk Park Colts' first game of the season, organizers and parents unite to keep the young athletes playing

November 2010
Issue 6



Global Experience

Newhouse Urban Affairs journalism students share stories from 11-day reporting trip to South Africa

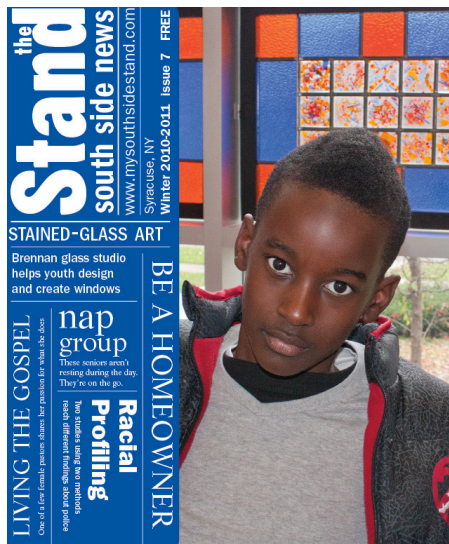
March 2011
Issue 9



Learning by Design

Local studio partners with students at Dunbar Center to create stained-glass windows

Winter 2010 -2011
Issue 7



Exploring Creativity

Students from the Creative Arts Academy design and paint a mural with a message discouraging violence

April 2011
Issue 10



Parker the Pioneer

Ann Parker was one of the first black women on Syracuse radio in the 1970s

February 2011
Issue 8



Sewing Basics

A special eight-week class teaches elementary school children how to sew by hand

Summer 2011
Issue 11



ACCOMPLISHMENT :: EDUCATIONAL WORKSHOPS

JOURNALISM WORKSHOPS

The Stand held 10 community journalism training workshops during our 2010-2011 fiscal year.

Our free workshops are open to all South Side residents of any age.

The Stand also provides notebooks, pens, digital cameras & flip video cameras for any community correspondent to borrow to complete a story.



> Prof. Steve Davis, left, and Prof. Stephen Mahan, right, work with Brenda Muhammad on a Soundslides project during The Stand's Multimedia Workshop held Nov. 13, 2011. Seven community members participated to produce this multimedia piece.

Workshops this year included:

July 2010 — Photo Workshop

August 2010 — Urban Reporting Workshop

September 2010 — Full-Day Video Workshop

October 2010 — Spoken Word Workshop

November 2010 — Multimedia Workshop

December 2010 — Finding the Writer Within Workshop

March 2011 — Haiku Workshop

April 2011 — Workshop 1 held for The Stand's Community Correspondents

May 2011 — Workshop 2 held for The Stand's Community Correspondents

June 2011 — Community Correspondents Cover Annual Juneteenth Event

During this period a

total of **57**
participants
attended
workshops



> Newhouse Television-Radio-Film Prof. Peter Moller volunteered his time to teach the September Video Workshop.

From July 1, 2010
- June 30, 2011
The Stand had a

total of **4**
different Newhouse
classes participate
in the project

Classed were:

- Advanced Reporting
- Advanced Editing
- Urban Affairs Reporting
- Proof Reading & Fact Checking



> Maureen Sieh, a journalist with more than 20 years experience and former Urban Affairs Editor at The Post-Standard, led the August workshop.



> Jason Scharf, left, a participant in The Stand's first South Side Photo Walk snaps a shot of local children playing at Kirk Park July 24, 2010 during the guided-walk led by Photo Walk leader and professional photographer-volunteer Jeffrey Chapman.



> Lynn Olcott, an educator and freelance writer, leads a workshop on how writers can find motivation.

COMMUNITY PARTNERSHIP

The Stand Welcomes The Syracuse Poster Project

The Poster Project aims to create a sense of place through a series of illustrated poetry posters displayed throughout downtown Syracuse. Project organizers sought to teach a workshop with The Stand as a way to connect with a part of the community that has an increasingly vibrant presence in the arts. Workshop organizer Herm Card said,

“Utilizing the energy of The Stand provides a connection to encourage writing and enhance our goal to provide artistic and educational opportunities throughout Syracuse.”



Herm Card

FINANCIALS

Fund Balances

Revenue

Contributions	\$44,759
Program service revenue	\$3,470
Total Revenue	\$48,229

Expenses

Grants and similar amounts paid	\$100
Salaries	\$32,209
Occupancy	\$986
Printing, publications, postage	\$8,625
Other expenses	\$3,890
Total Expenses	\$45,810

Net Assets

Excess of (deficit) for the year	\$2,405
Fund balances at beginning of year	\$1,419
Net assets at end of year	Totaling: \$3,824

** Financial statement prepared by Dannible & McKee, LLP*



COMMUNITY PARTNERSHIP

Joining the South Side Communication Center

The South Side Communication Center held its grand opening Jan. 26, 2011. The center is located at 2331 S. Salina St. in Syracuse and jointly run by the Southside Community Coalition (SCC) and the South Side Initiative (SSI). It serves as a public computer lab & meeting space and became the home base for The Stand and other local nonprofits such as the Black History Preservation Project.



> LEFT, Linda Littlejohn, associate vice president of SU's South Side Initiative, stands on the porch during the grand opening of the facility. RIGHT, Margie Gantt, director of engagement services for the SSI, and Joseph Bryant, president of the SCC, explains the center's purpose. The center will serve as a "hub for community residents, giving them access to computers for job search and other needs," Bryant said.

Advertising Rates

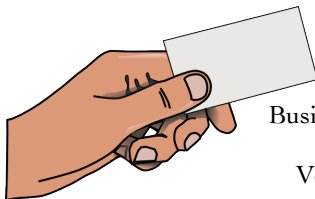
Full Page
\$300 *

Half
Page
Vertical
\$175 *

Half Page
Horizontal
\$175 *

Quarter
Page
Vertical
\$100 *

Quarter Page
Horizontal
\$100 *



Business card ads available
for just \$25.
Vertical or horizontal.

** Full color an additional \$50*

COMMUNITY CORRESPONDENT

Why I Joined The Stand, and Why You Should, Too

By | Ame Donkor
Community correspondent

From the very first workshop I attended for The Stand, I knew that I was on the cusp of a life-changing experience. I was introduced to The Stand through its director, Ashley Kang, who sent out a slew of emails to drum up interest in the newspaper project.

I've enjoyed writing since I was a kid. I saw contributing to The Stand as an opportunity to exercise my talent and to travel around the local area. I was excited about meeting the residents, business owners and politicians. I really wanted a better idea of this new city that I had come to.

By attending the free workshops and learning the writing styles, interviewing techniques and photography lessons, it all came together.

Although I'm leaving Syracuse, I'd definitely like to see more people from the South Side community contribute their views and positivity on what is happening in this part of the city.

The idea is that the newspaper will eventually be handed over to the community to be run as a locally owned and operated publication. I'd like to check out the news at The Stand's website, mysouthsidestand.com, in the coming years and read stories written by the South Side youth reporting about friends, neighbors and relatives ... and about the good things that are happening in their part of the city.



South Side Newspaper Project

is based out of the
South Side Communication Center
2331 South Salina Street
Syracuse NY 13205

(315) 882-1054
ashley@mysouthsidestand.com
www.mysouthsidestand.com

VISION

The long-term goal of the South Side Newspaper Project is to one day be self-sustaining and financially secure so The Stand can be handed over to the community to run and operate.

We also plan to maintain the partnership with Syracuse University by continuing to have journalism students contribute to the project as interns.

Founder

Prof. Steve Davis

Executive Director

Ashley Kang

Board Members

Charles Pierce-El
Shanteashia Harris El
Reginald A. Seigler
Deborah A. Willis
John A. Young
Yolanda L. Beckon
Monica Richardson

Financials

Shelly Collins

“I’m a big fan of The Stand.
I think it gives a different
perspective on things. The Stand
just sticks to the issues and lets
the story tell itself.”

— Frank Fowler,
Syracuse Police Chief and The Stand reader

How to purchase an ad

If interested in running an ad, contact Ashley Kang to request a rate card and discuss options by emailing Ashley@mysouthsidestand.com or by calling (315) 882-1054. The Stand's rate card can also be found online.

www.mysouthsidestand.com

