

the Stand

Fiscal Year July 1, 2012 - June 30, 2013

ANNUAL
REPORT

www.mysouthsidestand.com

South Side

Newspaper Project



LETTER FROM THE DIRECTOR

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.

The goal of The South Side Newspaper Project remains unchanged: to have even more South Side students from local schools involved, feature more stories by community members and gain more support from advertisers.

This year, we succeeded in many of these stated goals by partnering with the Syracuse City School District and a local church's youth group. These efforts allowed us to reach more youth and provide opportunities for them to gain journalism skills and share their voice with the South Side community.

And the project continues to be successful thanks to its unique partnership between Syracuse University'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 share human-interest stories and provide a real-world reporting opportunity for the university's journalism students.

This past year, we published eight print issues, involved more photo students and professors and welcomed more youth to our community correspondent lineup.

Another new outreach attempt featured The Stand's work live on TV. You may have seen me, other staff or contributors appear on WCNY's Reith Show, a nightly community news show. We appeared each month to spotlight an upcoming print issue and preview our cover story. Unfortunately seven months after the show began, it was canceled.

In the following pages, I highlight some of our community efforts from July 1, 2012-June 30, 2013.



> Ashley Kang

Ashley Kang

The Stand Director

South Side Newspaper Project

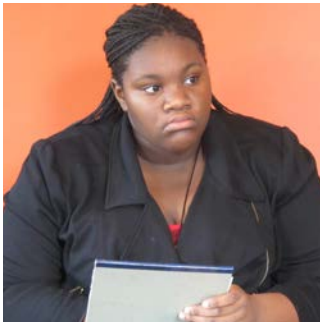
STINT ON PUBLIC TELEVISION



> Newhouse reporting student Tyler Greenawalt and graduate photo student Taylor Baucom stand with Caterina D'Agostino, center, the Reith Show producer, after the filming of The Stand's live segment on Oct. 30, 2012.

COMMUNITY CORRESPONDENTS

Meet some of the South Side residents writing for The Stand



Leasia Thompson

Leasia is an eighth-grader at Eagle Wings Academy and an aspiring journalist. After reading the paper in her class, she attended journalism workshops and began to contribute stories.



Reggie Seigler

Reggie is a Board Member of The Stand and also serves as our entertainment columnist, contributing *A Friendly Five*, a music column named in memory of a singing group that included his two uncles.



Miguel Balbuena

Miguel moved to Syracuse in 1990 and the South Side in 2006. He sees it as his mission to give back to the community by empowering South Side residents and increasing their consciousness, especially by sharing community news and stories.

From July 1, 2012
- June 30, 2013
The Stand had a

total of **11**
community
correspondents
who contributed

49 stories

PARTNERSHIP WITH STUDENTS

Institute of Technology at Syracuse Central

ITC High School prepares students for the 21st century through a rigorous, college-preparatory curriculum with a focus on automotive technology, biotechnology, computer engineering, culinary arts, robotics and media.

Sixteen seniors were part of the media focus during the 2012-2013 school year and partnered with The Stand to gain real-world reporting and multimedia experience.

Students worked as photographers, audio storytellers and reporters for The South Side Newspaper Project. Two seniors spent their final eight weeks of school completing an internship for The Stand, contributing stories and photos to the website.



> Media students work to complete portable sound booths to use in an audio recording project to share personal-history stories.

ACCOMPLISHMENT :: THE STAND

Photo
Walk

Saturday, July 21, 2012, The South Side Newspaper Project held its third annual photo walk — *where attendees snapped more than 200 pictures in a 90-minute swing through South Side neighborhoods led by a professional photographer who gave tips and feedback. Images were shared in a photo spread in print and online*

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.

September 2012
Issue 20

the Stand
south side news
www.mysouthsidestand.com
Syracuse, NY
SEPTEMBER 2012 issue 20 FREE

PHOTO WALK EVENT
Community members, professionals capture South Side community

STROLLING KIRK PARK

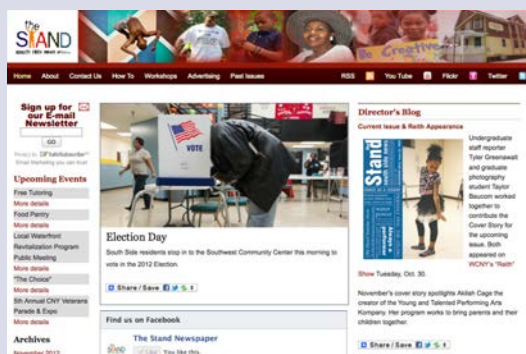
Special Profiles
Four people are featured in an eight-page segment in this issue

'real talk'
Battle rapper Justin Makarushka explains what inspires him

Now Coming to Your TV
The Stand to appear regularly on WCNY



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
OCTOBER 2012 issue 21 FREE

LEADING CRUSADE
Bernard Cannon takes stop-violence message to youth on the streets

AN AFTER-SCHOOL PLACE
stage loving
K's Angels
Staying in perfect pitch
Girl, 12, tirelessly hones baseball skills
Approved Productions putting on four plays through next July

Crusade for
Youth

Bernard Cannon makes it his mission to end neighborhood violence

October 2012
Issue 21



Young And Talented

Dance program requires parents' involvement for dancers' success

November 2012
Issue 22



Highest Honor

Corcoran High School senior wins Gold Key art award for self portrait "Eye See Me"

March 2013
Issue 25



South Side Achiever

Middle school teacher brings love of math and science to her students

Winter 2012 -2013
Issue 23



Faith Beyond Walls

Pastor leads congregation, revival of business along South Salina Street

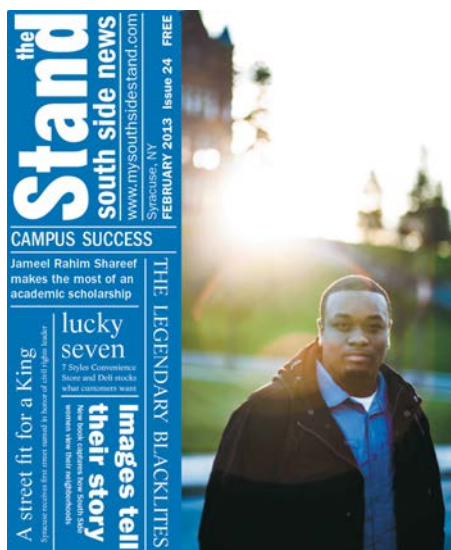
April 2013
Issue 26



Campus Success

Say Yes Scholar makes the most of his academic opportunity at Syracuse University

February 2013
Issue 24



Following Your Dreams

Actress Calmesha Givens pursues acting while also working at On Point For College to help local students

Summer 2013
Issue 27



ACCOMPLISHMENT :: EDUCATIONAL WORKSHOPS

JOURNALISM WORKSHOPS

The Stand held 10 community journalism training workshops during our 2012-2013 fiscal year.

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

The Stand also provides notebooks, pens, digital cameras & mentoring for any community correspondent.



> Eighth-grader Kevin Brunson, in red, interviews science teacher Gwen Raeford during a session on engineering as part of the annual MLK Community Celebration. The event was covered by participating correspondents during a journalism-mentoring session held Jan. 26, 2013.

Workshops this year included:

July 2012 — Photo Workshop

September 2012 — Volunteer for Annual Block Blitz

October 2012 — Behind the Scenes Workshop

December 2012 — Journalism Training Session

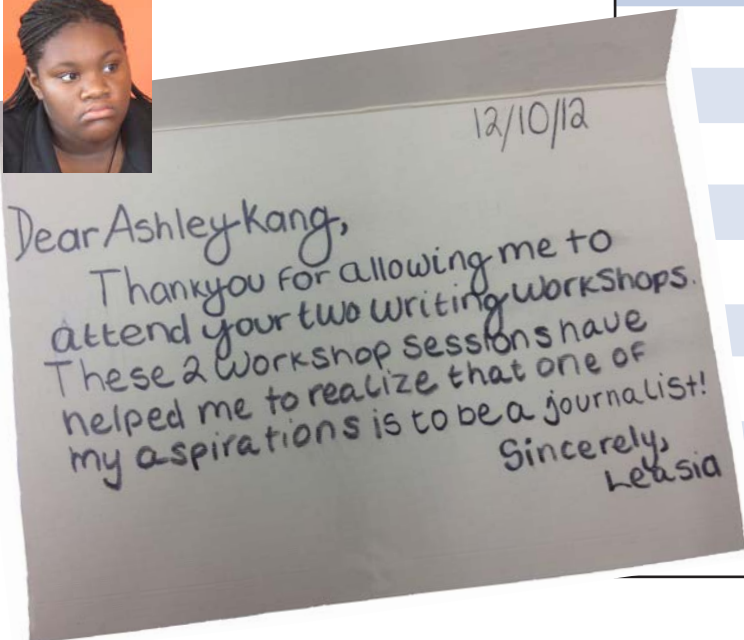
January 2013 — Full-Day Journalism Mentoring Session

February 2013 — South Side Poetry Workshop

April 2013 — Two General Interest Workshops

May 2013 — Teen Training Workshop

June 2013 — Community Correspondents
Cover Annual Juneteenth Celebration



Block Blitz

> In lieu of a September workshop, The South Side Newspaper Project volunteered its time at Home HeadQuarters' annual Block Blitz. This is a one-day event where residents donate their time, labor, money and materials to help improve homes in the city. On Friday, Sept. 14, our staff and community volunteers reported from this volunteer effort to share the stories of the residents on this block.



From July 1, 2012
- June 30, 2013
The Stand had a

total of **6**
different Newhouse
classes participate
in the project

Classes were:

- Advanced Reporting
- Advanced Editing
- Urban Affairs Reporting
- Editing
- Photography - *Fall & Spring*



> Interested community residents and students attend The Stand's journalism workshop taught by Prof. Steve Davis and held Saturday, Dec. 1, 2012, at the South Side Communication Center.



> Broadcast journalism students Hernz Laguerre Jr. and Farron Stark discuss video examples during the first meeting of The Stand's teen group on May 4, 2013.

INVOLVING LOCAL YOUTH

The Stand Collaborates with Teens

Working under the direction of Vincent Cobb, instructional technology analyst at the Newhouse School, The Stand welcomed local teens to contribute video pieces for the newspaper's online site (mysouthsidestand.com).

Students were trained by Cobb and community volunteers on video equipment and editing software in the summer of 2013 and then worked as reporters under the direction of volunteer broadcast journalism students to create news stories about South Side residents and events.

Youth and volunteers work out of the Greater Evangelical Church of God in Christ, located at 4325 S. Salina St., where students have access to a computer lab and equipment.

The teens completed their first pieces as part of The Stand's annual Juneteenth celebration coverage.

During this
period a

total of **85**
participants
attended
workshops

FINANCIALS

Fund Balances

Revenue	
Contributions	\$70,427
Program service revenue	\$9,965
Total Revenue	\$80,392
Expenses	
Salaries	\$59,390
Professional fees/payment to independent contractors	\$2,550
Occupancy	\$902
Printing, publications, postage	\$11,236
Other expenses	\$2,231
Total Expenses	\$76,309
Net Assets	
Excess of (deficit) for the year	\$4,083
Fund balances at beginning of year	\$9,319
Net assets at end of year	Totaling: \$13,402

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

Community Outreach

Speaking Up for Local News Coverage

During the 2012-2013 fiscal year, The Stand's director participated in several local events to speak about the importance of local news.

- April 4, 2012: **The News Re-Imagined** - As part of the "In-depth Local News: Successes and Challenges" panel, Kang spoke on the newspaper's experiences in providing consistent and specialized coverage of local issues.
- Fall 2012: **Citizen's Academy** - Kang completed an interactive educational program informing citizens about how local governments are organized and how services are funded and delivered. The semester-long course was sponsored by FOCUS Greater Syracuse, the City of Syracuse, Onondaga County and SU's University College.
- Nov. 13, 2012: **Meet Your Local Media Panel** - Kang spoke as part of a discussion sponsored by the Central New York Community Foundation for local news directors and nonprofits.



> Ashley Kang, director for The Stand, speaks during "The News Re-Imagined: The Promise of Foundation-funded Journalism," a daylong symposium focusing on the future of local news and its impact on the community.



Advertising Rates

Full Page
\$300 *

Half Page
Vertical
\$175 *

Quarter Page
Vertical
\$100 *

Quarter Page
Horizontal
\$100 *

Half Page
Horizontal
\$175 *

for just \$25.
Vertical or horizontal.

* Full color an additional \$50

Meet Our Staff Reporter

Grateful for This Community Journalism Experience



> Natalie Caceres

Prior to working at The Stand, my experience in journalism had been limited to a year-long course in high school nearly five years ago.

Throughout college the itch to report was always a lingering feeling that would not escape me.

Deciding to pursue a master's in Journalism from Syracuse University

was undoubtedly one of the best decisions I could ever expect to make. With it came extraordinary adventures and opportunities, perhaps none more so than the

chance to report for The Stand.

I was nervous at first that I wouldn't possess the experience to tell the stories of the incredible community of the South Side, but that quickly dissipated.

The support and kindness I received from South Side residents reaffirmed that this would be a once-in-a-lifetime journey: to truly learn what journalism was all about, and the extraordinary narratives I could help to create.

Whether it was interviewing a South Side native who made it his mission to stand on the corner of Midland and Colvin everyday with a sign encouraging youth to stop the violence, or sitting in the radio station room of Dr. Rick Wright's Sunday evening show for eight hours listening to the most

incredible soul tunes, my time at The Stand helped me understand just how unique journalism can be if you keep an open mind.

It fostered a love and need in me to meet new people and hear their story.

And what made my time at The Stand so much more special is the foundation the paper was built on — to report on the positive and inspiring stories of the South Side, rather than the negative ones so commonly seen in most other publications. It helped create a relationship with residents that not only built trust between both, but a long-lasting mutual respect that above all is what I'll cherish the most about my time with The South Side Newspaper Project.

“I read [The Stand] to see what others have achieved and the obstacles they’ve overcome to reach such milestones. I also like to see the South Side portrayed in a light that isn’t bad and mainly about statistics.”

— Gina Bryant, Senior Stylist at Ma'Dears Hair Salon & The Stand Reader



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

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.

South Side Newspaper Project
is based out of the
South Side Communication Center
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Syracuse NY 13205

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www.mysouthsidestand.com

