

www.mysouthsidestand.com

South Side

Newspaper Project

ANNUAL REPORT

the Stand

Fiscal Year July 1, 2013 – June 30, 2014



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.

This year, The South Side Newspaper Project tried something new. We set out to put cameras in the hands of residents, pair them with a mentor and have them tell their own stories. What emerged was a summer-long series — titled **From Where We Stand** – for eight community members to develop a series of photos or video stories. Through a Gifford Foundation Grant, we were able to provide professional camera equipment for each participant. We then shared their stories with the wider community online, aired them on TV through a partnership with WCNY, and finally held a celebratory event set for September 2014 to showcase final works to the public.



> Ashley Kang

The project was visual in nature — but writing was encouraged too. But more importantly, the pairing with professional mentors offered each participant the chance to learn new skills, and the difference between simply taking pictures and telling a story.

Also The South Side Newspaper Project took first place in the category of special interest print magazine from the **Syracuse Press Club**, receiving the award May 3, 2013, for a sister project completed over the summer. This project produced a glossy print magazine and digital tablet called Vox/Voz covering Syracuse’s West Side.

Our project also continued to be successful in 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 our project to share human-interest stories and provide a real-world reporting opportunity for the university’s journalism students through publication of The Stand print newspaper.

We continued to publish eight print issues, update our online news site weekly, involve more photo students and increase advertising. And while we welcomed two new board members, Nathaniel Brown and Tajuana Cerutti, we are saddened by our loss of board member John A. Young who passed away in February of 2014.

In the following pages, I highlight our community efforts from July 1, 2013-June 30, 2014.

Ashley Kang
The Stand Director
South Side Newspaper Project



THE STAND’S SISTER PROJECT

> Three journalism classes at Newhouse collaborated on The Stand’s sister project Vox/Voz to produce health stories about the Westside community. The 80-page glossy magazine was published in both Spanish and English. Students also produced a tablet magazine available from iTunes. Learn more about this project at vox-voz.com.



BOARD OF DIRECTORS

Meet The Stand’s board members



Charles Pierce-El
Charles was born and raised in Syracuse, is retired and currently serves as a member of the Southside Community Coalition. He is a resident of the South Side.



Prof. Steve Davis
Steve is the founder of The Stand and chair of the Newspaper and Online Journalism Department at Newhouse.



Reggie Seigler
Reggie works with the Syracuse Housing Authority and also contributes a music column, *A Friendly Five*, named in memory of a singing group that included his two uncles.



Shanteashia Harris El
Shanteashia is a graduate of Henninger High School and holds two nursing degrees. She is a member of the Southside Community Coalition and advocates for health-related coverage targeted to African-Americans.



Nathaniel Brown
Nathaniel is a lifetime resident of Syracuse’s South Side and works for Onondaga County Probation Department in the Juvenile Justice section.



Tajuana ‘Tae’ Cerutti
Recently out of college, Tae has returned home to Syracuse from graduate school and was eager to join our board to give back to the community.

The Late John A. Young



The Stand is sad to share that board member John A. Young passed away Feb. 27, 2014.

John first showed interest in The Stand at our launch party in 2010. He was enthusiastic about this community newspaper and eager to be a part of it. He quickly joined our board and began to bring ideas and outreach to the project.

John was a U.S. Army veteran, honorably serving his country for 26 years, and served as a photojournalist at the Pentagon. His journalism experience and photography skills played a major role in his efforts

at the paper. He was eager to share story ideas and provide photography tips at our annual photo walks.

He made every effort to attend The Stand’s community workshops and outreach efforts. He was also an active member of the Syracuse Association of Retired Men and the American Legion Dunbar Post 1642.

He is survived by his wife, Tonette; his mother, Alberta Young; and three children, Trebbe Shaw (Dwayne) of Atlanta, twin sons, Jamal Young of Rochester, N.Y., and Jafir Young (Mercedes) of Los Angeles; five grandchildren; nieces, nephews, cousins and friends.

Photo Walk

Saturday, July 13, 2013, The South Side Newspaper Project held its fourth annual photo walk — *where attendees snapped more than 2,000 pictures in a 90-minute swing through South Side neighborhoods led by professional photographers who gave tips and feedback. Images were shared in a photo spread in print and online*

September 2013
Issue 28

the Stand
south side news
www.mysouthsidestand.com
Syracuse, NY
SEPTEMBER 2013 Issue 28 FREE

ANNUAL PHOTO WALK
Participants snap their way through the South Side for a fourth year
PASTOR TANYHILL'S MISSION
Community Organizer Phil Prehn of SUN advocates for residents' rights
farm fresh Diane Turner brings produce directly to customers
Fanny Villarreal makes it her goal to lead by example
Empower women
Syracuse, NY
OCTOBER 2013 Issue 29 FREE



Africa Bound

Griot Vanessa Johnson plans move to Africa to create an international exchange center

November 2013
Issue 30

the Stand
south side news
www.mysouthsidestand.com
Syracuse, NY
NOVEMBER 2013 Issue 30 FREE

AFRICAN TRAVELS
Vanessa Johnson heading to Ghana to live there permanently
REDOING MUNDY LIBRARY
More business training
youth jobs
Special for veterans
South Side center uses grant to aid small businesses
ANGEL keeps teens out of trouble by fixing their work
Berkwood Dental Office to offer free dental services to Veterans Day
Sustainability is the focus of these hands-on projects



the Stand
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Syracuse, NY
MARCH 2014 Issue 33 FREE

SINGING FOR GOD
Markita Collins shares her love and faith through a life of music
CATCH A RIDE WITH A SMILE
Workshops for students
right team
Debate on Interstate
Program helps youth, adults find positive and productive lives
Community members express their love for the city



High Praise

Gospel singer Markita Collins shares her faith through song

March 2014
Issue 33

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
OCTOBER 2013 Issue 29 FREE

LIBRARY GIVES BACK
Beauchamp Branch bustles with events as it seeks new manager
NATURE NURTURES PUPILS
tasty treats
Brighton Bakery upholds tradition with friendly business
Dr. Bernice Reese is eager to meet challenges ahead
Food Desert No More
Grand opening for fresh-food cooperative
Danforth's new leader
South Side church on E. Fayette St. to be renovated
Citizen Review Board listens to community, makes positive change
top of class
Corcoran High School seniors plan successful future
Business corridor plan
Going shopping
Think stores adopt look of department retailers
Culinary school planned
Historic church on E. Fayette St. to be renovated
Philosophy introduced to honors students
food sense
30 students create a curriculum for new ways to look at food
NOT YOUR TYPICAL BARBER
Sam Wright brings experience, confidence to Meals on Wheels



More than Books

Library focuses its efforts on community service for patrons of all ages

October 2013
Issue 29

Citizen Review Board

Revamped CRB helps residents address misconduct within Syracuse Police Department

February 2014
Issue 32

the Stand
south side news
www.mysouthsidestand.com
Syracuse, NY
FEBRUARY 2014 Issue 32 FREE

WATCH AND LEARN
Citizen Review Board listens to community, makes positive change
CELEBRATE BLACK HISTORY
top of class
Corcoran High School seniors plan successful future
Business corridor plan
Going shopping
Think stores adopt look of department retailers
Culinary school planned
Historic church on E. Fayette St. to be renovated
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SUMMER 2014 Issue 35 FREE

COOKING CAREER
Sam Wright brings experience, confidence to Meals on Wheels
NOT YOUR TYPICAL BARBER
Culinary school planned
Historic church on E. Fayette St. to be renovated
Philosophy introduced to honors students
food sense
30 students create a curriculum for new ways to look at food



Giving Back

Chef has served Meals on Wheels for nearly three decades

Summer 2014
Issue 35

'The Silent Bullet'

Corcoran High School track star Patrice Williams lets her running do the talking

April 2014
Issue 34

the Stand
south side news
www.mysouthsidestand.com
Syracuse, NY
APRIL 2014 Issue 34 FREE

RUNNING RIGHT PAST
Corcoran High School junior finishes sixth in state 300-meter race
MARSHALLA MASON'S MUSIC
play space
Many visitors using money for basketball and tennis courts
Gardens of local food
Many visitors using money for basketball and tennis courts
Ways to stop bullying
These young girls share their tips in a great column
FRIENDLY FIVE: FREE SPIRIT
Looking to the future
75th year
Pride, housing is rich in history, as residents share their memories
Sutton owner judges her business and college work
Working overtime
Sutton owner judges her business and college work



FROM WHERE WE STAND: SUMMER STORYTELLING SERIES

Instead of offering monthly workshops on journalism, The Stand launched a summer-long project where each participant was provided a camera and paired with a mentor. The idea was for participants to learn in a one-on-one environment.

What developed is a unique storytelling project titled “From Where We Stand.”

We put real families behind the camera to tell their stories. And they did. Their stories range from capturing moments with a grandson to summer neighborhood events to graduations to a collection of images about graffiti art on the Near Westside.

While the project was largely visual in nature, writing was encouraged, too.

Each of the eight participants received a Nikon camera, two lenses, a memory card, a tripod and a camera bag valued at \$900 each.

South Side Participants



Brenda Muhammad & Mentor Marilu Lopez-Fretts
> Muhammad loves to learn new things and to share what she learns with others. She strongly believes that everyone has a story to share and was grateful to have this opportunity to participate and share her story.



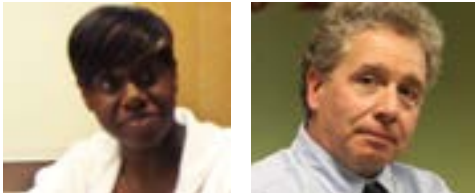
Ceikaiyia Cheeks & Mentor Bill Storm
> Cheeks has worked to hone her video skills. Her mentor saw her potential but said if she wanted to become a film director, she first needed to write and work from a script, which she did.



Dale Harp & Mentor Bob Gates
> Harp spent the summer documenting the youth at the Faith Hope Community Center in an effort to understand and share why they stick with the program and succeed.



Martha Chavis-Bonner & Mentor Mike Greenlar
> A grandmother to 16, Chavis-Bonner wanted to participate to document family moments.



Ardena Harvey & Mentor Nick Lisi
> Harvey participated to share her experience of being a single mother and to record her son's transition from high school to college.



Tamara Reese & Mentor Allison Gates
> Reese sees many in the community — including her family members — working to make the South Side a better place. Through her photos, she wanted to capture how much her family and community care.

Near West Side Participants



Mentor Charles Curran, left, with Isaac and Karaline Rothwell
> The Rothwells felt it was important to highlight their community involvement on the Near Westside and capture important moments with their 2-year-old son, Quincy.



Eurain Scott & Mentor Nick DeRocha
> Just before graduating from high school, Scott joined the project to document his summer.

More online at :: FromWhereWeStand.net

SPONSORS/SUPPORTERS »

Funding provided through a \$4,000 grant from **The Gifford Foundation** and \$1,500 support from the **Near Westside Initiative**. Additional funding of \$500 was received from the **Allyn Foundation** for the website: **FromWhereWeStand.net**



SOUTH SIDE PHOTO WALK



| PHOTO BY CANDACE O'BRIEN



| DAVID SUTHERLAND



| CAROL TERRY

The Stand's Fourth annual Photo Walk opened with a photo lesson taught by Nick Lisi, who worked at the Syracuse Post-Standard for 26 years and now teaches for the Syracuse City School District. He volunteered his time to provide pointers and guidance throughout the day's event, held July 13, 2013.

The walk welcomed 14 photographers of various skill levels and took participants down South Salina Street, through neighborhoods, into Kirk Park and back to the South Side Innovation Center. There everyone met to share their images. While at Kirk Park, participants even handed over their cameras to children playing in the park.

Additional photo walk leaders were Mike Davis and David Sutherland, both photography professors at the Newhouse School, Syracuse University.



| MIKE DAVIS



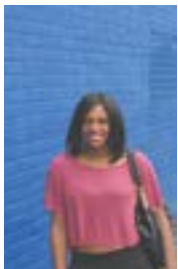
Even more photos are shared online at www.mysouthsidestand.com



| SALLIE GUYDER



| NICK LISI



| KURAN LEWIS



| NICK LISI



| ERIN O'BRIEN

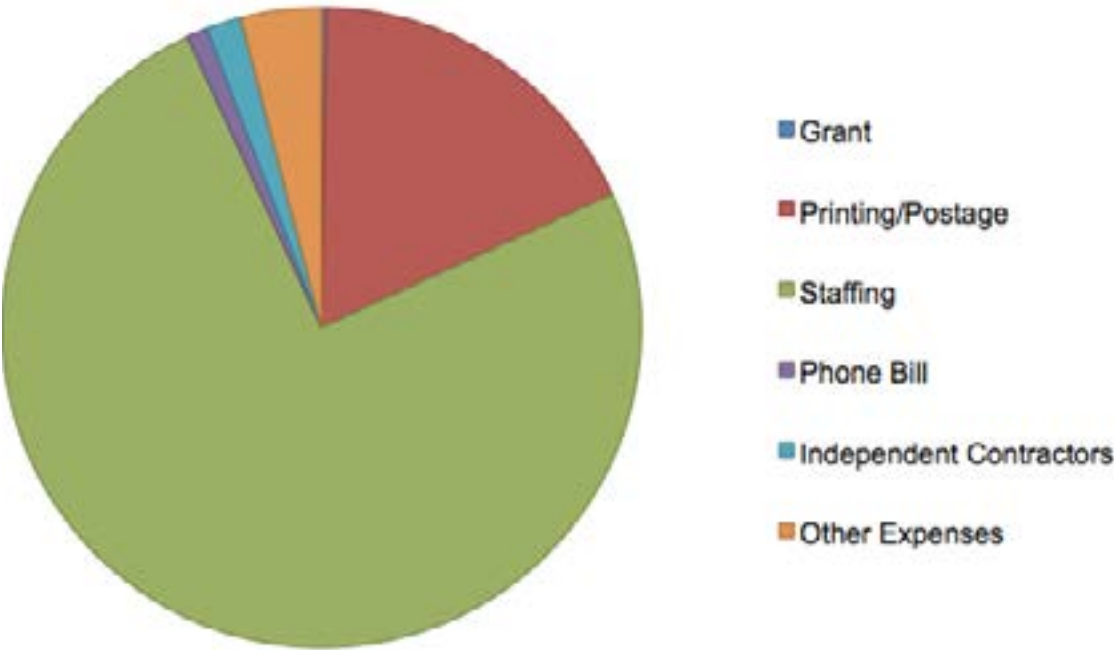
Fund Balances

Revenue	
Contributions	\$80,542
Program service revenue	\$11,090
Total Revenue	\$91,632
Expenses	
Grants	\$200
Salaries	\$64,491
Professional fees/payment to independent contractors	\$1,525
Occupancy	\$908
Printing, publications, postage	\$15,433
Other expenses	\$3,506
Total Expenses	\$86,063
Net Assets	
Excess or (deficit) for the year	\$5,569
Fund balances at beginning of year	\$13,402
Net assets at end of year	Totaling: \$18,971

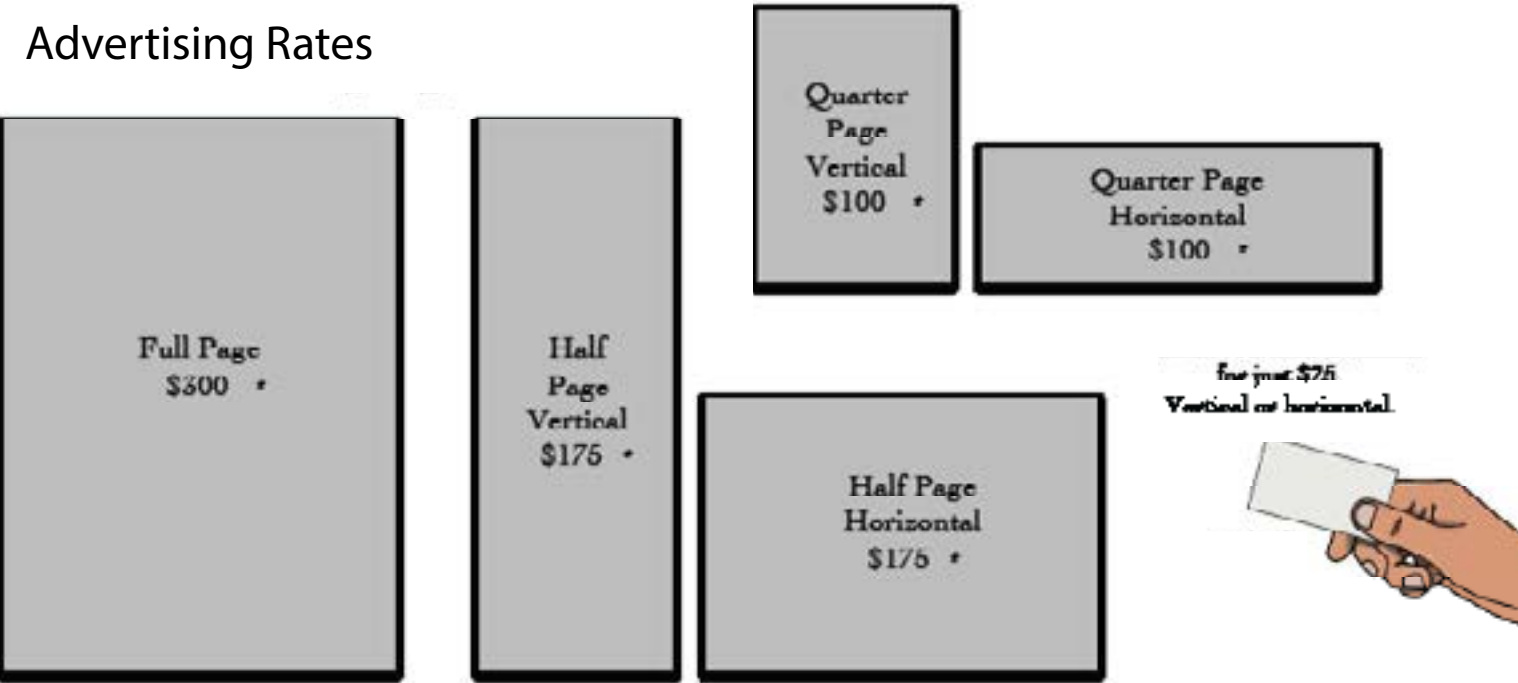
* Financial statement prepared by Dannible & McKee, LLP

Financial Breakdown

The Cost of Our Newspaper Project



Advertising Rates



* Full color an additional \$50

PARTNERSHIP WITH WCNY

South Side Newspaper Project Collaborates with Local TV Station

Over the 2014 summer, The Stand offered a new storytelling series — From Where We Stand — in which South Side and West Side residents shared their families’ summer stories through photos. The idea was simple: put real people behind the camera and let them tell their own stories.

Instead of offering monthly journalism workshop, the project pursued this unique design. Participants were provided with professional Nikon cameras thanks to a grant from The Gifford Foundation. Each participant was also paired with a professional mentor. The goal was to capture special moments.

The Stand worked with WCNY TV station, which had recently relocated to Syracuse’s West Side neighborhood, to add manpower and outreach to the project.

Two WCNY summer interns joined the project as mentors to the two West Side participants. The TV station also promoted the project to the wider community by featuring participants’ stories on the station’s public affairs show “Insight,” which shares stories that mean the most to Central New Yorkers.



> During the From Where We Stand first team meeting held June 5, 2014, two interns from WCNY along with a station producer attend to learn about their role in the project.



Poem

*The South Side Stand is here to stay,
For the voices in our community have a lot to say.
The South Side Stand is here to stay,
And our commitment to true excellence is leading the way.
The South Side Stand is here to stay,
And our goal is to foster community pride;
And ultimately turn around the negative tide.*

— By Joyce A. Boahene,
The Stand reader



Founder
Prof. Steve Davis

Executive Director
Ashley Kang

Board Members
Charles Pierce-El
Shanteashia Harris El
Reginald A. Seigler
Tajuana Cerutti
Nataniel Brown

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
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