

the Stand

Fiscal Year July 1, 2014 - June 30, 2015

ANNUAL REPORT

www.mysouthsidesstand.com

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.

Photo Book

In honor of the project's 5th Anniversary, board members received a commemorative photo book designed by Kang.



In honor of this year marking our five-year anniversary, I want to recap what I consider to be our Top Five Moments.

5. Behind The Scenes Workshops

During these sessions, reporting students shared how they developed their story ideas. Each workshop's goal was to take a reader 'Behind the Scenes' of our paper's production. Readers were able to provide feedback. The workshops were successful because student reporters heard firsthand what worked in their articles and also received constructive feedback directly from readers. The workshops were true learning experiences and great conversation starters, which is why I found them so successful.



> Ashley Kang

4. Launch Party

Held over Valentine's Weekend in 2010, a special party was held where the South Side Newspaper Project invited the community to "Fall in Love" with The Stand. Copies of the inaugural issue were available early to all who attended. Our goal was to create buzz for the newspaper, to build readership and generate interest.

3. Annual Photo Walks

Our photo walks have by far been our most popular offering. A Photo Walk is a social photography event where photographers get together to explore a neighborhood, shoot photos and practice their skills. Professional photographers, hobbyists, local residents and youth all mingle together for the day. Each year when new people attend, they are skeptical and ask if they will be seen as intrusive when walking through the neighborhood with their cameras. When they complete the walk, they are energized and talk about how many residents they met and how welcoming everyone was. Next, we all share photos and discuss what images stood out from the day's walk.

2. From Where We Stand

Our goal with our first summer-long storytelling offering was to put real families behind the camera to tell their own stories. Each of the eight participants received a new Nikon DSLR camera — theirs to keep. The pairing of participants with professional mentors offered everyone the chance to pick up new skills and to learn the difference between simply taking pictures and telling a story. The eight participants' stories were shared online at FromWhereWeStand.net, in a photo gallery exhibit this past September and in print issues of The Stand.

1. Our Contributors

Over these past five years we have had some wonderful contributors. One of our board members, Reggie Seigler, has developed a music column — A Friendly Five — that I constantly hear from readers is one of their favorites. Other community members have also contributed regularly, and while most of our Newhouse reporting students write for only one semester, there have been a handful who continue writing through their years at SU. On the adjoining page, see memories directly from some of our past committed contributors.

In the following pages, I look back at several of our biggest accomplishments and highlight our work from July 1, 2014-June 30, 2015.

Ashley Kang
The Stand Director
South Side Newspaper Project

CONTRIBUTORS' MEMORIES

Former Newhouse reporters recall what they learned during their time with The Stand



Now works as a researcher with Amnesty International in India

CHRISTINE MEHTA

Contributor 2010-2011

My favorite contribution was a six-part series on racial profiling in response to a study that was released Nov. 15, 2010.

The study was controversial and hotly contested by the Syracuse Police Department. But rather than just report what the bureaucrats and department said, I wanted to hear what the people living on the South Side, the people in the middle of the conflict, had to say about racial profiling. Have they been victims of racial profiling? Is racial profiling even an issue at the forefront of their minds, or have more pressing problems taken precedence?

The reporting I did for The Stand was an important foundation on which I built an understanding of what it means to be a human rights advocate. In many ways, it was a precursor for the work that I do now.



Now works at the World Wildlife Fund, creating and editing stories for print and digital platforms

ALISON (BRYANT) HENRY

Contributor 2010

My favorite contribution was a story about a chess club at South-side Charter Academy.

I witnessed a room full of elementary school students focused, engaged and thoroughly enjoying the game of chess. I handed out a questionnaire to all the kids, asking what they learned from chess that they apply outside of the classroom. I was later moved to read the responses; many discussed how the game taught them to think through decisions and control their emotions. Another mentioned it taught him about consequences. The entire reporting process was a lesson in how perceptive and dedicated young people are.

The Stand taught me how to report, edit and work with my peers. But it also taught me how to embed myself in a new community and find beauty in the details. Syracuse's South Side is home to countless inspiring people and organizations finding a way to make the world a little better. The Stand allows the community to explore and comprehend the tiny tragedies and victories of each day.



Now works as an editor for the Sourcing Journal and as a freelance contributor to CNN Travel, Huffington Post and Le Pan

TARA DONALDSON

Contributor 2011-2012

My favorite contribution was about several senior citizens shaving their heads in protest over the impending closure of their beloved senior center.

After 36 years providing a home for the elderly, the Ida Benderson Center was set to be closed by Syracuse Mayor Stephanie Miner in order to save money in the city budget. The senior residents tried everything they could think of to stay. While their efforts were futile, being privy to the passion of these everyday people losing their homes was enough to make me

The Stand not only taught me how to uncover the news, but about the importance of writing about something that's important to a community. There are so many neighborhood issues that go unnoticed, and having an opportunity to share those stories is part of the beauty of being a journalist. There are passionate people standing up for their beliefs everywhere, and I love being able to provide a platform for them to be heard.

THREE SENIORS SHAVE HEADS IN PROTEST

Seniors are losing their hair over the Ida Benderson Senior Center closing. Literally. About a dozen seniors lined the sidewalk in front of the downtown center Wednesday, to show support for three women having their heads shaved to protest the center's closing Oct. 1, after 36 years.



Past Years



2010 FEBRUARY

The South Side Newspaper Project debuts its first print issue of The Stand over Valentine's Weekend with a launch party held Feb. 13, 2010, at the South Side Innovation Center.

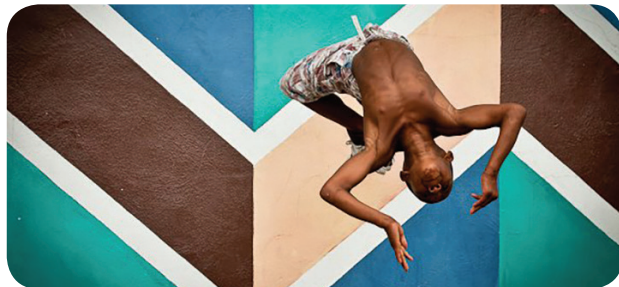


MARCH

The inaugural print issue is the March 2010 edition.



The first full-day journalism workshop is offered March 6, 2010.



JULY

The Stand offers its first Photo Walk on July 24, 2010, which is a social photography event where photographers get together to explore a neighborhood, shoot photos and practice their skills.

2011 JANUARY

The Stand moves to The South Side Communication Center, located at 2331 S. Salina St., which is jointly run by the Southside Community Coalition and Syracuse University's South Side Initiative.



2011



JANUARY

A group of reporting students from The Stand spent 11 days in South Africa over winter break, telling stories about the interesting culture and people who live there. Visit worldjournalism.syr.edu to read a collection of stories from overseas and the South Side.

2012

FEBRUARY

The Stand earns the status of 501(c)(3) nonprofit on Feb. 24, 2012.



2013

MAY

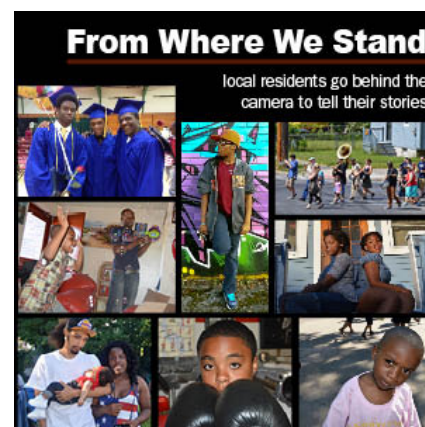


The project takes first place in the category of special interest print magazine from the Syracuse Press Club on May 3, 2013, for a sister project completed over the summer. This project produced a glossy print magazine and digital tablet called "Vox/Voz," which covered Syracuse's West Side neighborhood.

2014

MAY

Project receives a \$4,000 Gifford Foundation Grant to fund our first summer-long storytelling series — From Where We Stand. Additional funds to support the project were contributed by the Near Westside Initiative and the Allyn Foundation.



Current Fiscal Year

2014

JUNE

The project launches its first summer-long series: "From Where We Stand," where eight participants were given a camera and paired with a mentor. Our goal: to put real families behind the camera to tell their stories.



AUGUST



"From Where We Stand" project is featured on WCNY's "Insight" public affairs show airing Aug. 1, 2014.



The Stand's 5th annual Photo Walk is spotlighted in a segment on the nationally syndicated program "Artifex" airing Aug. 8, 2014.

SEPTEMBER

The South Side Newspaper Project holds its first gallery exhibit to showcase photos in the "From Where We Stand" series on Sept. 11, 2014.



Oprah Winfrey visits the South Side, surprising community activist Mary Nelson with a \$100,000 check for Nelson's youth center located on South Salina Street. Winfrey was in Syracuse Sept. 29, 2014, to make remarks at the dedication of new television studios at the Newhouse School.

OCTOBER



The Stand leads a journalism lesson for girls in the Literacy Empowers All People program Oct. 7, 2014, which happened to fall on National News Engagement Day. During the lesson, the girls learned how to conduct an interview and write a lead paragraph.



The Stand Director Ashley Kang presents with board member Reggie Seigler during the Northeast Region of the Alliance for Community Media's annual conference held in Nashua, New Hampshire, Oct. 10, 2014. The pair spoke about the project's community and university partnership.

DECEMBER

Dale Harp joins the South Side Newspaper Project as a board member. He is a South Side resident and was a participant in The Stand's summer-long storytelling series From Where We Stand.



2015

JANUARY

The Stand offers two general interest meetings to engage readers held Jan. 14 and 17, 2015, at the South Side Communication Center.

MARCH

The Stand holds its **Five-Year Anniversary Party** March 21, 2015, at the South Side Innovation Center with keynote speaker Sean Kirst. For more anniversary party highlights, turn the page.



APRIL

MySouthSideStand.com launches a redesign.



The South Side Newspaper Project held its Fifth Anniversary Party March 21, 2015, at the South Side Innovation Center with around 45 guests. Originating from a spark of serendipity from a journalism professor, The Stand has grown into a newspaper serving as a voice for the community.

Keynote Speaker Sean Kirst

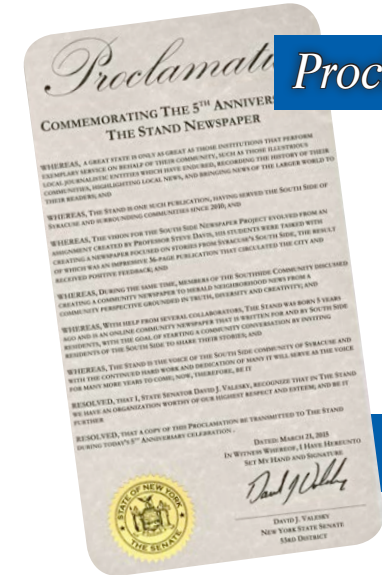


> Local columnist Sean Kirst with Syracuse Media Group spoke about the importance of stories reflective of one's community. "Every child is a story; every story is a treasure," he said. Here he is interviewed by Newhouse students before he delivers his keynote address.



> Board member Shante Harris El cuts cake for guests while board member Tajuana Cerutti hands out pieces.

Proclamation presented by Sen. Valesky



> Vernon Macklin, ITC media student, produced the video shown during the party featuring The Stand's board members. His mother, Verselle Cottman, stands behind him and his aunt, Demaris Jones, sits beside him while he talks with party guest Aggie Lane.

Saturday, March 21
South Side Innovation Center

PARTNERSHIP WITH SCHOOL DISTRICT

Institute of Technology at Syracuse Central Media seniors serve as interns

Two ITC High School seniors, Kendriana Rocker and Vernon Macklin, served as interns for four weeks from May 18 through June 12, 2015.

They tackled the topic of trust with police in light of current news stories. The pair produced a video advocacy piece on what youth should do when approached by police. In their video, they interviewed peers, the school resource officer and the director of Syracuse's Citizen Review Board.

They also compiled recommendations to follow when engaged by a police officer and a detailed list so citizens can know their rights.

Upon graduating, Macklin plans to attend college and major in filmmaking and television broadcast and hopes to one day become a successful television and movie director.

Rocker plans to major in clinical psychology at Alfred University.



> Vernon Macklin



> Kendriana Rocker

View their final video at https://youtu.be/_ecMY-iDgQI

Fund Balances

Revenue	
Contributions	\$67,775
Program service revenue	\$11,432
Total Revenue	\$79,207
Expenses	
Salaries	\$60,246
Professional fees/payment to independent contractors	\$1,750
Occupancy	\$947
Printing, publications, postage	\$10,991
Other expenses	\$6,802
Total Expenses	\$80,736
Net Assets	
Excess of (deficit) for the year	-\$1,529
Fund balances at beginning of year	\$18,971
Net assets at end of year	Totaling: \$17,442

* Financial statement prepared by Dannible & McKee, LLP

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

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.

Teen Mom

September 2014
Issue 36



Self Portrait

October 2014
Issue 37



Cardboard Creations

November 2014
Issue 38

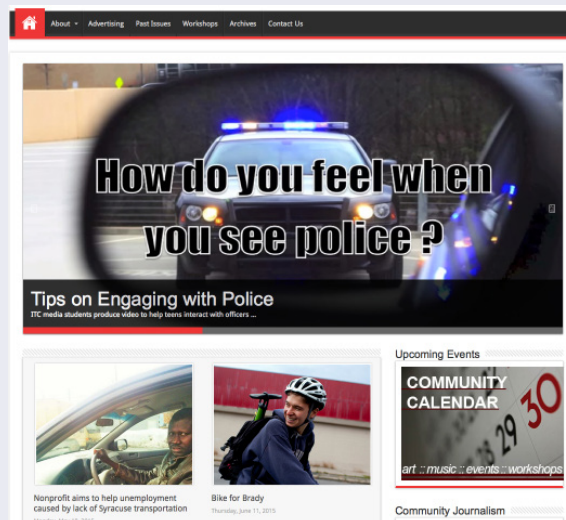


Second Chance

Winter 2014 -2015
Issue 39



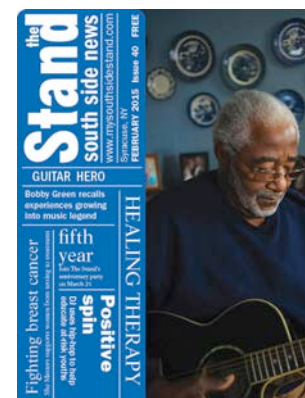
ONLINE



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

Newhouse
SYRACUSE UNIVERSITY



Legendary Career

February 2015
Issue 40



Fiver Years of Print

March 2015
Issue 41



Community Policing

April 2015
Issue 42



A Father's Reflection

Summer 2015
Issue 43

CORRESPONDENT TURNS MASTER'S STUDENT

The Stand hired our community correspondent Brenda Muhammad from May through June of 2015 in an effort to help launch her master's career. Over nine weeks, she worked as our summer intern to produce a researched piece on the history of segregated housing in Syracuse. This endeavor allowed Brenda to practice her videography and interviewing skills before starting the Newhouse Documentary Film & History program July 6, 2015.



> Brenda Muhammad

LAUNCH OF FATHERHOOD SERIES

A look into the changing role of modern fatherhood

The Stand's first story in the new Fatherhood Series ran in March. It focused on a new community outreach program — the Fatherhood Initiative — launched by Syracuse Healthy Start to provide resources for dads.

This series' idea originated from photos that came out of The Stand's 2014 summer community journalism series, From Where We Stand. Eight residents shared photos of their family life throughout the summer, and many images highlighted touching moments between father and son.

In some of the final images, you can see a father playfully blowing bubbles with his young son, a father supportive of his son's dream of becoming a boxing champion and a grandfather teaching his grandson to ride a bike. During the exhibit's gallery opening, participant Brenda Muhammad said it best: **"This project is important because it shows there are strong men supporting and raising their sons in this community."**

Because of those photos and Brenda's statement, we at The South Side Newspaper Project wanted to further highlight South Side fathers through stories.

The series has been well received and several father nominations have been sent in by readers. The series went on to



> Moments between fathers and sons ... and grandfathers and grandsons collected during the From Where We Stand project.

feature Ricky Worley, who became a single father just one year after his third child was born; then in the Summer edition, it featured a personal reflection piece by Brenda's husband, Keith Muhammad, on being a son, father and grandfather.



My Housing Matters Project

In-depth reporting in partnership with CNY Fair Housing

The idea for this class project grew out of the 2014 report by CNY Fair Housing, a local nonprofit, on the state of housing in Onondaga County. The picture it paints is not pretty. Syracuse, it says, is one of the most racially segregated cities in the nation. And this limits minorities' access not only to decent housing, but to good jobs and schooling as well.

Prof. Steve Davis' Spring Urban Reporting class did a number of in-depth stories to put a human face on the housing situation in Syracuse. Students interviewed families — mostly African American — whose choices of places to live were restricted, or who found their educational or employment opportunities were limited by where they lived. Students interviewed advocates, experts and residents. They talked to landlords, lawyers and tenants. They talked to people who had the will to work, but no way to get there.

Newhouse Advanced Editing students under the guidance of Prof. Emilie Davis also contributed by fact-checking, posting stories, adding hyperlinks, writing headlines and captions and heading up a social media campaign.

In addition to gaining journalism experience, all students who participated said they had the intention to actually make a difference in housing policy, legislation or enforcement through their reporting.



MEET THE MIMS FAMILY: Rashida Mims and nine children cram into an unsafe house in an unsafe neighborhood. Lead threatens their health, but it's the best they can do.

Read her story and others at MyHousingMatters.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
Tajuana Cerutti
Nathaniel Brown
Dale Harp

Financials
Shelly Collins

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