

www.mysouthsidestand.com

South Side

Newspaper Project

ANNUAL REPORT

the Stand

Fiscal Year July 1, 2015 - June 30, 2016



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 involved, feature more stories by community members and gain further support from advertisers.



| Ashley Kang

This year, the project prioritized this mission, pairing it with our vision to one day hand the paper over to the community.

With our five current board members — Charles Pierce-El, Shante Harris El, Reggie Seigler Tajuana Cerutti and Dale Harp — the project has begun to explore ways to make this a reality. Members have knocked on doors seeking local businesses’ support as sponsors, spoken with local foundations about grants and discussed ways to get even more residents involved.

So if you haven’t heard from a board member yet, you are likely to in the coming year.

For me, I remained busy connecting Newhouse students to residents to share unique stories not seen in other Syracuse media outlets. This past year we met King Nazir Leon, a South Side toddler in search of a bone marrow donor. We featured him on the cover of our November 2015 issue and also helped to organize a local bone marrow drive to help the family find a match. See more on this event in the following pages. Our students also reported on individuals and groups working to prevent neighborhood violence, followed as a nonprofit worked to build tiny homes for the homeless and continued our Fatherhood feature by spotlighting a father each month.

Urban Affairs reporting students and editors also produced a multimedia project this spring called Syracuse Jobs Matter. Student reporters examined a stark statistic: Syracuse’s ranking as No. 1 in the nation for concentrated poverty. Learn more about this project on the adjoining page. It comes on the heels of our 2015 in-depth project My Housing Matters, which was based on a report by Central New York Fair Housing that found Syracuse is one of the most racially segregated cities in the nation.

In the following pages, I highlight our efforts from July 1, 2015-June 30, 2016.

Ashley Kang
The Stand Director
South Side Newspaper Project

Syracuse Press Club Award

The Stand staff receives writing honor

Photographer Ben Cleeton and The Stand’s Director Ashley Kang accept the second place award for their feature “Moving Forward” during the Syracuse Press Club Awards Dinner held April 30, 2016 at Drumlins Country Club.

The pair won in the Non-Daily Media Human Interest Feature category for the October 2015 cover story on Quante Wright, a former gang member who now speaks to youth, encouraging them to not follow in his footsteps.



| Photo by Herm Card

Student Staff

Ashley McBride
Staff Reporter

When I was assigned to The Stand in August of 2015, I knew it was a project that was right up my alley. Working with this newspaper has definitely been one of my most valuable experiences at Newhouse.

Initially, it was hard being thrown into a community as an outsider, in a city I’d just moved to one month prior. I didn’t know anyone or anything about the residents’ most pressing concerns, and I’d only heard discouraging things about the South Side. But I’ve formed relationships with people I never would have met if I had kept to my confined bubble on the hill of Syracuse University.

I was able to apply what I learned in classes while also gaining real-world experience and sharing stories that probably wouldn’t see coverage from mainstream media in Syracuse. I truly feel like I’ve made a difference in people’s lives by spotlighting their community group or project or bringing attention to a contentious issue at a neighborhood meeting. I’ve learned that although Syracuse and the South Side have their fair share of issues, they are supremely outnumbered by dedicated individuals working to maintain the positive aspects, while addressing the



> This year’s staff reporter, Ashley McBride, center, received the newly established Community Journalism Award in Memory of Charnice Milton G’11 on May 27, 2016. McBride stands with, from left, Newhouse Dean Lorraine Branham; Milton’s father, Ken McClenton; Milton’s mother, Francine Milton; and Associate Professor Aileen Gallagher.

negative ones.

What makes The Stand exemplary is that it not only covers the community, but also empowers South Side residents to control the narrative. Through community correspondents and workshops, The Stand cultivates individuals who can then highlight the issues they feel are most important.

Over the course of the past nine months, I traveled to Washington, D.C., to cover the Justice or Else March with other Syracuse residents who want to see change for black Americans; I wrote about a teenager who started her own robotics team because she felt like her school’s team treated her unfairly; I’ve covered marches and community activists wishing for an end to the violence in Syracuse; I spoke with entrepreneurs who want to share their insights and experiences with South Side youth and so much more.

I’m incredibly grateful for this opportunity to sharpen my journalism skills and meet such inspiring individuals. I’m going to miss the South Side community.



SYRACUSE
JOBS
MATTER
SyracuseJobsMatter.com

Syracuse Jobs Matter

Seven students complete journalism project on city employment

Syracuse found national attention in the 2015 report from The Century Foundation that identified our city as top in the nation for concentrated poverty. Paul Jargowsky, a professor of public policy at Rutgers University and author of the report — “The Architecture of Segregation” — found that of the 100 largest metropolitan areas in the country ranked first. It showed 65.2 percent of the black poor in Syracuse lived in high-poverty neighborhoods; not far behind is the population of Hispanic poor at 62.2 percent.

Students at the S.I. Newhouse School of Public Communications sought to put faces and voices to the poverty report by creating an in-depth multimedia project. The project began in the spring semester with seven students in an advanced editing class under the direction of Emilie Davis, an adjunct professor in the Department of Newspaper and Online Journalism.

Besides telling personal stories, the students also covered current issues, including the Fight for \$15 minimum-wage campaign and concerns over the Syracuse Inner Harbor development tax deal that did not guarantee jobs to local people. The Syracuse Jobs Matter website also includes a comprehensive list of resources on job training, computer skills and even how to dress for an interview.

Photo Walk

Saturday, July 18, 2015, The South Side Newspaper Project held its sixth annual photo walk — where 21 attendees snapped more than 2,000 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

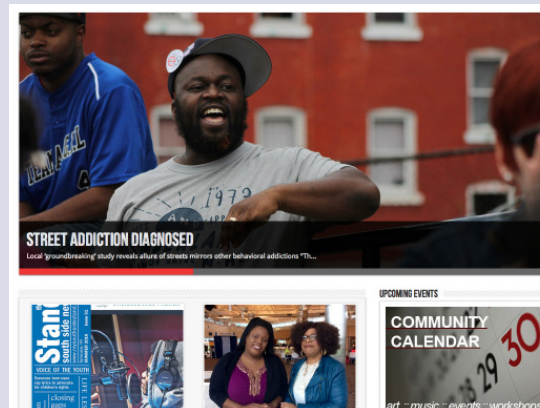
September 2015 Issue 44



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

Hope for a King

Toddler King Nazir Leon searches for bone marrow match

November 2015 Issue 46



Science Club

Female student launches her own robotics team

Winter 2015 -2016 Issue 47



Fathers Matter

Father takes overnight shift to spend more time with his boys

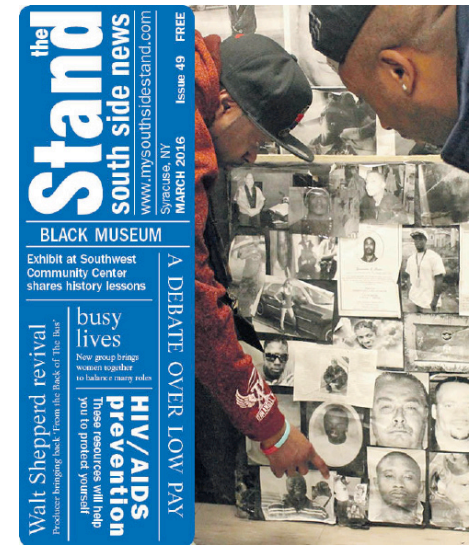
February 2016 Issue 48



Black History Museum

Exhibit shares lessons in honor of Black History Month

March 2016 Issue 49



'Cuse Divas

Majorette dance squad pushes for excellence

April 2016 Issue 50



Truth Speaker

Young rapper uses lyrics to advocate for children's rights

Summer 2016 Issue 51



Photo Walk



| MARILU LOPEZ-FRETTS



| JESSICA RICE



| CHAMBANG MUT

The Stand's Sixth annual Photo Walk opened with a photo lesson by professional photographer Marilu Lopez-Fretts.

The event was even streamed live on Periscope, which has been deemed the latest social media craze and is a live-streaming app for iOS and Android. It allows users to explore live streams by location and broadcast live video from one's phone.

After the Photo Walk, participants shared their photos with the group. A collection of images even made The Post-Standard's Day in the Life photo gallery, posted online at syracuse.com.

Described as a "serious amateur," photographer Bob Schulz of Liverpool said the Photo Walk gave him a chance to capture a day on the South Side. "I enjoyed the opportunity to talk with and photograph people I wouldn't have met otherwise," he said.

Board members Charles Pierce-El, Reggie Seigler and Tae Cerutti also joined in this year.

"I had a great time walking around my community and taking pictures," Pierce-El said. "Thank you to Ashley and SU for organizing this in our community."

Additional participants included: Syracuse Post-Standard Photo Editor Kate Collins, Lenora Monkemeyer, Bob Schulz, Chambang Mut, Anusuya Das, Audia Murphy, Seamus Kirst, Lisa GreenMills, Veronica Wheelock, Janice Carroll, Vernon Macklin, Crystal Williams, Maggie Gilroy, Miguel Balbuena, Candace O'Brien, Jessica Rice, John Collins and Grace Carroll.



View even more photos online at www.mysouthsidestand.com



> During the Photo Walk, Seamus Kirst live streams using the newly developed app Periscope, which reaches viewers from around the globe. | Maggie Gilroy



| BOB SCHULZ

Behind the Scenes Workshop

Meet the Source :: Oct. 10, 2015

The Stand held an interactive talk-back session with former gang members featured in the paper's October Cover story Oct. 10 at the South Side Communication Center.

Quante Wright, former member of Brighton Brigade, and General Davis, a former gang leader are profiled. In the piece, the two discuss how the lure of fast cash and notoriety led them to make decisions — before they were even teenagers — that affected their lives for decades. Now both share their stories openly, in an effort to sway at-risk youth from landing behind bars.



> During the hour-long event, middle school teacher Cristin Engineri asks Quante Wright and General Davis questions about what she can do as a teacher to help prevent her students from going down the wrong path. | Jingyu Wan

Bone Marrow Drive

Search for a Match :: Nov. 14, 2015

The Stand co-sponsored a Bone Marrow Registry Drive with the William G. Pomeroy Foundation on Nov. 14 at the South Side Innovation Center to seek a match for King Nazir Leon, 2, known as Baby King, who was featured on the cover of The Stand's November print issue.

The drive registered 15 people.

Born with CD40 Ligand deficiency, a hereditary immune deficiency that without a bone marrow transplant will become fatal, King had not yet found a match on the Be the Match registry when the story came out. And as of July 2016, a match has still yet to be made.



> Baby King sits between portraits of his two uncles, Dayvon and Daqwan DeLee, who passed away from complications of their CD40 Ligand deficiency, the same hereditary condition Baby King suffers from. | Leonard Adams

To join the registry online, visit Be The Match Registry at <https://join.bethematch.org/babyking>. A kit will be mailed, requiring a simple cheek swab, and it will take about four weeks to determine if you are a suitable match. Potential donors must be between the ages of 18 and 44.



> Top to bottom:

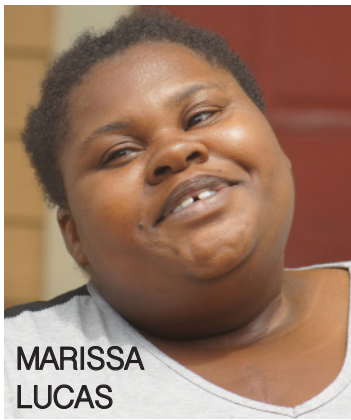
Paula Miller, executive director of the William G. Pomeroy Foundation, talks with Fanita Johnson of Syracuse. "I was moved when I saw him on the news," Johnson said.

From left to right, Jerome Omar Sharif, Jr., 30; Derrick Jamar Jimmerson, 37; Jeremy Sykes, 24; and Dalasha Trapps, 27, all of Syracuse, fill out forms during the bone marrow drive.



Volunteers read The Stand's November issue featuring Baby King on the cover. | Bob Schulz

Some people we met along the walk



MARISSA LUCAS

| JANICE CARROLL

Marissa Lucas was sitting on her porch watching her two children play. Lucas, along with her mother and two older sisters, used to own Papa Joe's Cajun and Soul Food Cuisine. They made Louisiana classic dishes like gumbo and jambalaya. The family had to close the restaurant, but Lucas still hopes to someday open a food truck. — *Veronica Wheelock*



HAKEEM

| CHAMBANG MUT

Hakeem, a young student from Roberts Elementary School who did not provide his last name, was eagerly waiting for the Kirk Park pool to open. "I like to do cannon balls, and I can hold my breath for mad long," he said. — *Veronica Wheelock*



TANIKA CARTER

| CANDACE O'BRIEN

Tanika Carter was standing outside Mr. H.R. Clothing store on South Salina. She talked about the importance of outside investment in rehabbing the South Side's housing stock. She is skilled in several building trades but has been unable to find work because she is an ex-convict. — *Bob Schulz*



DARIUS BLUE

| JOHN COLLINS

Darius Blue is one of the brothers working at the Blue Brothers Barbershop. "We all cut hair," he said of his 12 relatives. The Blue family owns another barbershop in Virginia. Both are family-run and will continue to be passed down from one generation to the next. — *Veronica Wheelock*

Fund Balances

Revenue	
Contributions	\$72,064
Program service revenue	\$8,095
Total Revenue	\$80,159
Expenses	
Grants	\$0
Salaries	\$63,707
Professional fees/payment to independent contractors	\$1,800
Occupancy	\$978
Printing, publications, postage	\$10,990
Other expenses	\$8,904
Total Expenses	\$86,379
Net Assets	
Excess or (deficit) for the year	\$-6,220
Fund balances at beginning of year	\$17,442
Net assets at end of year	Totaling: \$11,222

* Financial statement prepared by Dannible & McKee, LLP

Advertising Rates

Full Page
\$300 *


Half Page Vertical
\$175 *

Half Page Horizontal
\$175 *

Quarter Page Vertical
\$100 *

Quarter Page Horizontal
\$100 *

for just \$25.
Vertical or horizontal



* Full color an additional \$50

Interns



| Terrell Miller



| Kadeer Thomas

Two Institute of Technology at Syracuse Central Media seniors, Terrell Miller and Kadeer Thomas, served as interns for four weeks from May 12 through June 10, 2016.

The pair produced a promo video for The Stand’s July 2016 Photo Walk.

Kadeer’s future career goals are to become a broadcaster, reporter or someone involved in the news. He aims to work up to his career goal by attending the State University of New York at Oswego starting in the Fall of 2016. Kadeer will major in broadcast journalism.

Terrell’s goals for working with The Stand are to gain journalism experience, to have fun and to gain a real-life work experience. He will also attend SUNY Oswego in the Fall, majoring in journalism.

Visit [youtube/NycyPteJdcto](https://www.youtube.com/watch?v=NycyPteJdcto) to view their final video

A Campus Welcome

High School Juniors Visit the Newhouse School for Journalism Day

Twelve high school juniors in the Media Track at Institute of Technology at Syracuse Central spent March 7 at the Newhouse School to see whether they are “Newhouse ready” and to get energized about a future in journalism.

Founder of The Stand Steve Davis, who is also chair of the Newspaper and Online Journalism department at the school, created Journalism Day as a way for the students at Syracuse City School District’s technical institute to engage with the journalism program only a few blocks away.

Along with their media teachers — Jeffrey Newell and Nick Lisi — students toured one of the top-ranked journalism schools in the nation.

After the tour, students split into two groups with the option of visiting Newhouse’s broadcast studio or the school’s photography studio with Gregory Heisler, best known for his portrait photography, including more than 50 Time magazine covers. During both visits, students were able to get in front of cameras, either anchoring a newscast or serving as portrait models for Heisler.

Next students met with Ashley Kang, director of The Stand, to hear about ways they can contribute to our community newspaper and website.

Zau Nhkum volunteered on the spot and received an assignment the next day. His portrait of father Lawrence Diamond-Walls was published in the April print issue

During lunch, Dean Lorraine Branham spent an hour with students describing programs and answering questions.



> ITC students Zau Nhkum and Jayla Garceau sit at the NCC News desk in the Newhouse School. | Nick Lisi

JAYLA GARCEAU

“We got a chance to record in the broadcasting studio as an anchor and to run the teleprompter.”

ZAU NHKUM

“The Dean of Newhouse, Dean Branham, was nice enough to take the time to talk with us and answer any questions that we had.”

My Housing Matters Project Expands



| STEPHEN CONNORS

In the past year and a half, I've had the opportunity to work on two special projects with The Stand and the S.I. Newhouse School of Public Communications.

The project I worked on during the 2014-2015 school year, My Housing Matters, started out as just another school project for me. But by time we went live with our website at the end of the spring semester, I realized that this was one of the most eye-opening and educational experiences of my life.

Having previously written for The Stand, I was well aware of the many issues facing the community and the actions being taken by passionate and engaged citizens to solve those problems. But this project called for a detailed, in-depth look at a specific topic; writing a few articles would not have done it justice.

We started our project with a 150-page report by Central New York Fair Housing

that found that where you live determines everything — education, access to jobs, etc. We wanted to take the complicated data from the report and put faces to the numbers. We worked to accumulate stories from families, experts and advocates and make a one-stop website for a wide range of topics relating to housing issues.

So few school projects call for directly engaging with the community like this project did. My Housing Matters gave me the opportunity to learn more about the city I lived in. I called Syracuse home for four years, and that extends past just the campus area of Syracuse University. All these communities are where the people of Syracuse live, and I feel honored to have had a hand in bringing their stories to the public.

There are so many more important stories to be told about the people of Syracuse. With other projects such as Syracuse Jobs Matter (see inside for more), which I assisted with during the Spring 2016 semester, I hope the SU community and the city that houses it could form an even stronger relationship.

AWARDS RECEIVED

My Housing Matters, a project published in partnership with The Stand and students in Newhouse's Urban Affairs Reporting and Advanced Editing courses, won three journalism awards this year.

First place for Best Multimedia Story, awarded by the Syracuse Press Club.



First Place in the AEJMC's Best of the Web/Digital competition for multiple class website category.

Second place in the 2016 BEA Festival of Media Arts competition, a contest which drew 1,538 entries.

online 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
Dale Harp

Added June 2016:
Camille Coakley & Dana McKinney

Financials
Shelly Collins

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