

the Stand

Fiscal Year July 1, 2016 - June 30, 2017

ANNUAL REPORT

www.mysouthsidestand.com

South Side Newspaper Project



LETTER FROM THE DIRECTOR

AWARDS RECEIVED

The Stand was honored with three awards at this year's Syracuse Press Club (SPC) Awards Banquet held May 6, 2017.

Wins received in the professional, non-daily print publication category included:

INVESTIGATIVE STORY / SERIES

First Place:
"High Utility Bills"
by Ashley McBride



NEWS FEATURE / SERIES

Second Place:
For a series of stories on neighborhood trauma by Ashley Kang and Rachel George

HUMAN INTEREST FEATURE

First Place:
"Finding Purpose: We Rise Above the Streets distributes needed meals to homeless" by Ryan Raigrodski with additional reporting by Ashley Kang

The goal of The South Side Newspaper Project remains to serve as the voice of the community and to gain further support from local advertisers and/or funders.

This year, the project began to push toward reaching its vision, which is to one day hand the paper over to the community to oversee. Learn more about some sponsorship successes and efforts of the board of directors on the following page.



| Ashley Kang

For me, I remained busy connecting Newhouse students to residents to tell their unique stories not covered in other Syracuse media outlets.

This past year, we met Alamin Muhammad, a former member of a notorious Chicago gang who has spent time in jail. Muhammad recently started the nonprofit We Rise Above the Streets to help feed people in our area who are homeless, as he once was. His story was one of many published pieces recognized this May by the Syracuse Press Club Awards. Other standout features include a look at the work of the Greater Syracuse Land Bank, which is involving residents and local students in creating community art.

Within the community, I continued to work with the Syracuse City School District by serving on its Media Communications Advisory Council. Each year, media students at The Institute of Technology at Syracuse Central contribute to The Stand.

This year, I also served as a judge in the "What Matters in CNY Contest" sponsored by the Central New York Community Foundation. It sought community nominations of local nonprofits that were helping residents and deserved support.

Nominators submitted heartfelt written letters to multimedia videos.

I and four other judges that the CNYCF identified as "our community's most respected storytellers" helped to rank the nominations, which were then narrowed down to five winners. Each received a \$500 grant to be directed to the nonprofit they chose.

In the following pages, I highlight this project's efforts from July 1, 2016-June 30, 2017.

Ashley Kang

The Stand Director



TEDxSyracuse University 2017 Talk

Director Ashley Kang presents on community journalism

Kang spoke April 22 on "Why the Future of Journalism is Right at Home." Her talk centered around her work running The South Side Newspaper Project and how the community paper is a true partnership of the university and South Side residents.

Kang was one of six speakers selected by the SU TEDx team to speak in Syracuse University's Slocum Auditorium. Participating in the talk required three training sessions, including a full-day practice in March.

Event sponsors included Syracuse University School of Information Studies, the Ruth Ivor Foundation, Inc., and Blackstone LaunchPad.

To watch, visit <https://youtu.be/uJG2yXOLjvg>

Board of Directors

Officers named

At the April 29, 2017 board meeting, four board members were elected as officers. According to the South Side Newspaper Project's by-laws, the board of directors can choose to have officers or not.

Board members voted to add the officer positions to help in the project's transition from being overseen by Syracuse University to solely run and operated by the community.

President



| Dana McKinney

Vice President



| Shante Harris El

Secretary



| Tajuana Cerutti

Treasurer



| Charles Pierce- El

Mission

As the voice of the South Side 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.

Sponsorships

One avenue board members sought to increase revenue for The South Side Newspaper Project, a 501(c)(3) nonprofit, was to seek sponsors. For nonprofits, sponsorships from corporations, local businesses or other groups is a popular way to bring more dollars in the door, allowing the nonprofit to receive additional funding for its mission, and its sponsors to gain local recognition.

The Stand was able to secure two such backers for the first time this fiscal year.

- 100 Black Men of Syracuse Inc. sponsored the entire September print issue.
- Dunk & Bright Furniture Co., Inc. signed on as a special supporter for six print issues.



Grant Awarded

Board receives Strategic Planning Grant

Because Syracuse University serves as the major financial contributor to the South Side Newspaper Project, board members began to explore new funding avenues to diversify funding and develop strategies for long-term sustainability.

To help in this process, the board applied for and received a \$2,225 grant to work with a consultant to help develop a strategic plan to move forward independently.

The process started with extensive review of the board's governance.

Now members continue to work toward establishing a financial plan to develop community backers to ensure the newspaper will continue into the future.



CENTRAL NEW YORK
COMMUNITY
FOUNDATION, INC.

Interested in Supporting The Stand's Mission?

Contact The Stand's Director, Ashley Kang, to discuss future sponsorship opportunities by calling (315) 882-1054 or emailing ashley@mysouthsidestand.com

ACCOMPLISHMENT :: THE STAND

Photo Walk

Saturday, July 16, 2016, The South Side Newspaper Project held its seventh annual photo walk — where 16 attendees snapped more than 2,000 pictures in a 90-minute swing through South Side neighborhoods led by two professional photographers 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
2016
Issue 52

the Stand
south side news
www.mysouthsidedstand.com
Syracuse, NY
SEPTEMBER 2016 Issue 52 FREE

PHOTO ADVENTURE
Annual Photo Walk dances down South Salina into Kirk Park

Working for justice
Meet the new administrator of police watchdog group

feeding needy
We Rise Above the Streets distributes meals to homeless

Community in action
Increase in shootings brings residents together

A TINY HOME FOR TWO

Issue Sponsor

100
BLACK MEN
OF SYRACUSE INC.



ONLINE

PAINT THE CITY
One goal of the Paint the City event held Saturday, June 3, in Syracuse's South Side is for ne...

Current Issue
The Stand south side news
Syracuse, NY
October 2016 Issue 53 FREE

UPCOMING EVENTS
COMMUNITY CALENDAR
art :: music :: events :: workshop

Reflections on Creating Public Art
Two men standing in front of a wall with art.

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.mysouthsidedstand.com

the Stand
south side news
www.mysouthsidedstand.com
Syracuse, NY
OCTOBER 2016 Issue 53 FREE

CRISIS READY
Neighborhood violence spurs vice principal's research, trauma plan

write it down
Workshop helps get youth passionate about writing

Service tribute
Medical students honor 9/11 through volunteering

Union is strength
Students' collective voice

DAD: MAKE TIME FOR KIDS

Surviving Trauma
Vice principal brings crisis plan to Dr. King Elementary School based on doctoral research

October 2016 Issue 53

Literacy Pioneer

Local reading advocate's 100th birthday celebration raises funds for adult literacy program

November 2016
Issue 54



Role Model

Father passes on skills and life lessons to his two sons

March 2017
Issue 57

Full-Time Father

Dad of three shares how fatherhood is a lifetime commitment

Winter 2016 -2017
Issue 55



Conquering Barriers

Lawyer with Volunteer Lawyers Project helps those with criminal past find jobs

April 2017
Issue 58

Promising Career

South Side native uses his storytelling talent to inspire community

February 2017
Issue 56



Standing Strong

Resilience proven after overcoming drug addiction, homelessness and serious health scares

Summer 2017
Issue 59

ACCOMPLISHMENT :: ANNUAL SOUTH SIDE PHOTO WALK



| KATE COLLINS



| STEVE DAVIS



| KATE COLLINS



| KEN FREHM



| KATE COLLINS



| ISABEL LEE

The Stand's seventh annual Photo Walk held July 16, 2016, offered two photo lessons. Local photographer Bob Gates offered several tips and suggestions for participants to explore during the day's walk. His top takeaways: Shoot with natural light, learn how to use shallow depth of field, aim to capture emotion and simplify, meaning "when in doubt, leave it out."

Kate Collins, a photo and video manager at syracuse.com, provided a short lesson on best practices for taking photos with a smartphone.

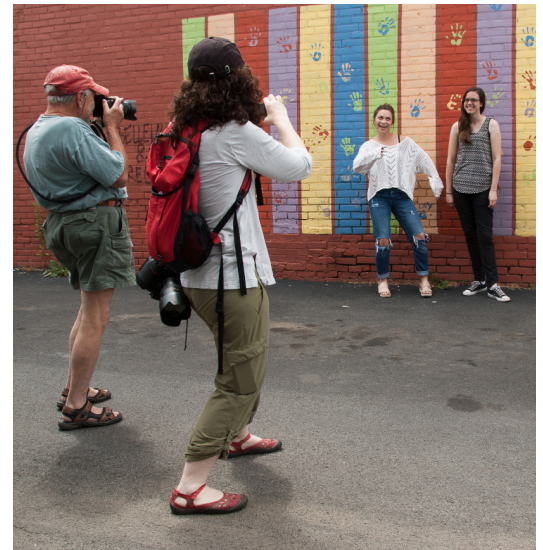
Following the lessons, participants left the South Side Innovation Center, walking together down South Salina Street toward Kirk Park.

One focus of many images was the colorful wall of children's hand prints created in 2011. Collins put together a fun video of participants and residents dancing in front of the wall on her iPhone using Boomerang, a video app that takes a burst of photos and then stitches them together into a high-quality mini video.

Those in attendance included: Bob Gates, Kate Collins, Founder of The Stand Prof. Steve Davis, Steven Shaw, Michael Koval, Della Branch-Bullock, Tory Russo, Michelle Mahoney, Robert Schulz, Lenora Monkemeyer, Miguel Balbuena, Rosalie Spitzer, Ken Frehm, Anthony Curtis, Isabel Lee and Rachielle Scrivens.



| ROSALIE SPITZER



| ROBERT SCHULZ



| LENORA MONKEMEYER

Photography Contributors

Photo Intern



|Zau Nhkum

For the past school year, Institute of Technology at Syracuse Central High School media senior Zau Nhkum has contributed photos to The Stand.

His work includes a portrait of Quindell Williams that graced the February print cover. Additionally he volunteered to do portraits of fathers featured in our Fatherhood Q&A. He was also one of only two high school students to participate in the 2016 Fall Workshop, an intensive four-day photo training held at the Newhouse School.

Nhkum also spent several weeks serving as an intern. He completed a photo essay on the Greater Syracuse Land Bank's Paint the City event and created a multimedia video to promote The Stand's annual Photo Walk.

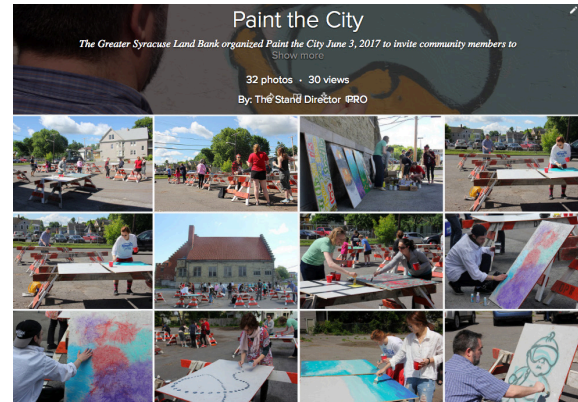


Photo Student Volunteers



|Dominique Hildebrand

As a graduate photography student and visual storyteller creating documentary work that explores unique communities, Dominique Hildebrand consistently took on assignments for The Stand this past year. Her work included documenting the efforts of A Tiny Home for Good, a nonprofit working to build affordable housing for local homeless veterans, coverage of local meetings and outdoor vigils.

In addition to volunteering her time to our paper, Hildebrand launched the *South Side Collective*, a training class to help urban youth communicate visually and learn how to sculpt their own narrative stories. Six middle- and high-school students met weekly with Hildebrand at the South Side Communication Center to experiment with photography and see how documenting daily life can leave a lasting impression.



|Anthony Curtis

A mass communication specialist in the U.S. Navy, Anthony Curtis has served as a military photographer since 2007. He has served two tours of duty overseas and aboard the USS George H.W. Bush in Norfolk, VA.

He spent this past year training in the Military Photojournalism Program at Syracuse University and sought to volunteer with The Stand

to become more involved in the community. Two of his portraits appeared on print covers, and his photo illustration accompanying the profile piece on literacy pioneer Ruth Colvin was also used by ProLiteracy Worldwide to help promote the agency's fundraiser in honor of Colvin's milestone birthday.



FINANCIALS

Fund Balances

Revenue	
Contributions	\$69,806
Program service revenue	\$13,460
Total Revenue	\$83,266
Expenses	
Grants	\$0
Salaries	\$60,950
Professional fees/payment to independent contractors	\$1,850
Occupancy	\$941
Printing, publications, postage	\$9,069
Other expenses	\$5,254
Total Expenses	\$80,064
Net Assets	
Excess or (deficit) for the year	\$3,202
Fund balances at beginning of year	\$11,222
Net assets at end of year	Totaling: \$14,424

** 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*

Student Staff

Working with The Stand, graduate student finds confidence in reporting on city issues



Jasmine Gomez
Staff Reporter

During the past year, I've met people I might not have by venturing beyond the popular parts of Syracuse.

As a contributor to The Stand, I was able to indulge myself in issues beyond what's covered by the mainstream, local news outlets. By speaking to and spending time with members of the South Side community, I was able to report on topics they cared about most and forge relationships that in turn helped me become a stronger reporter.

The first story I wrote for The Stand, about the inaccessibility of the meeting times for the Syracuse Common Council for some residents, forced me to leave my comfort zone. I visited the Southwest Community Center and spent a few hours just talking

with people. While there, I ended up speaking to a janitor who said he wished he could be more involved in community affairs, but due to his work schedule, could not. I met others who spoke about having the same problem, which led to my first originally reported story published in The Stand.

Contributing to The Stand reacquainted me with the importance of community journalism. In order to truly be able to understand one's story, you have to be able to walk in a person's shoes and The Stand gives you — as a reporter — many opportunities to do so.

From attending neighborhood meetings to covering protests, there's space to do plenty. One of my pieces about the Greater Syracuse Land Bank literally found me going door to door looking for people to speak to. It was intimidating, but when I finally finished the story, I felt accomplished knowing if another story required me to do the same, I'd be better equipped to do so. My other stories found me in similar circumstances.

Contributing to The Stand helped me sharpen skills that will be necessary in any future reporting I do.

Newhouse Award

Gomez's contributions to The Stand and other local Syracuse papers during her year with the S.I. Newhouse School of Public Communications as a graduate student with the magazine, newspaper and online (MNO) journalism program earned her The Charnice Milton Award for Excellence in Community Journalism May 2, 2017. The award is in memory of Milton G'11, who after graduating worked as a community reporter in her hometown of Washington, D.C. In 2015, she was shot and killed by a stray bullet while on her way home from an assignment.

Student gains experience both reporting and editing while working with The Stand



Ari Gilberg
Staff Reporter & Editor

Over the past year I had the opportunity to work with The Stand as both a reporter and an editor. I was first assigned to write for the newspaper in January 2016, serving as an Urban Affairs beat reporter. During that time I had the privilege of covering a

wide array of stories, including soft news, features and profile pieces.

As someone who has primarily covered sports, writing for The Stand offered me a chance to step out of my comfort zone and tackle issues I would have previously chosen to ignore.

The favorite story I wrote was "Mentors Matter," a piece that focused on a former South Side gang leader named General Davis who now runs a program called "Real Fathers/Real Men," which aims to offer mentorship and companionship to local Syracuse youth.

I had the privilege of meeting Davis and his counterpart

Greg Odom — a former South Side drug dealer — and saw how they interacted with the youth. It was nothing short of an eye-opening experience, as I was truly able to see two men openly admit their faults and then do their part to right their wrongs, tirelessly working to better their community.

A year later, I had the opportunity to once again work with The Stand, but this time as an editor. While also rewarding, this was an entirely different experience. I was no longer out in the field working hands-on as a reporter, but rather worked behind the scenes in editing stories and helping construct the layout of The Stand's print issues.

Working with Director Ashley Kang and Emilie Davis, a professor at the S.I. Newhouse School of Public Communications, vastly improved my editing skills. I was able to gain valuable experience working as a copy editor in a fast-paced newsroom environment. It was very rewarding to see how my own personal contributions every month helped with the publishing of an actual newspaper — especially one that betters the South Side community.

My experience working with The Stand is one that I will never forget and will surely help me in my professional journalism career for years to come.

#TheyWearBlue

Eight students complete journalism project on city police

Many people think of the police force as one unit, like a tribe with a single identity. But beyond the blue of the uniform, police officers are all unique.

This project took an inside look at the lives of police officers, helping the public understand that “the police” are truly a collection of individuals.

Given the media’s coverage of major news events involving the police over the last few years and since we live in a city where the minority is the majority, student journalists completing this project paid special attention to minority officers. Stories and videos featured are in-depth pieces that provide insights about cops working the street beat.

Additional stories feature the policing pro-

gram at Public Safety Leadership Academy (PSLA) at Fowler High School and a survey of high school students’ attitudes about policing.

Some of our teams even traveled out of state to capture the fuller picture. One pair followed Syracuse Police Chief Frank Fowler on a visit home to Ferguson, Missouri, which dominated worldwide news after protests and riots began the day after the fatal shooting of Michael Brown.

Another pair traveled to Concord, N.H., to sit in on a training session for the Blue Courage program, which is designed to help officers deal with stress.

Teams also spoke with local Black Lives Matter leaders and community activists.

They Wear Blue gives a powerful look at this complex issue—all with the hope it improves police and community relations.

The Team

Print/Digital Reporters:

Max Jakubowski
Justin Mattingly
Jasmine Gomez
Samantha Mendoza

Visuals:

Bryan Cereijo
Michael Santiago
Kathleen Flynn
Frankie Prijatel

Newhouse

Advisors:
Steve Davis
Bruce Strong
Ashley Kang
Renée Stevens

Visit online at TheyWearBlue.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
Shante Harris El
Reginald A. Seigler
Tajuana Cerutti
Dale Harp
Camille Coakley
Dana McKinney

Financials

Shelly Collins

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