

the Stand

Fiscal Year July 1, 2017 - June 30, 2018

ANNUAL REPORT

www.mysouthsidestand.com

South Side Newspaper Project



LETTER FROM THE DIRECTOR

Ashley Kang

Director of *The Stand*



| Ashley Kang

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 South Side Newspaper Project continues to tell local stories that otherwise may go untold. But this year, the project extended its reach.

Staff, students and board members literally traveled the globe sharing the impact this paper has made over the past eight years.

First in November, I traveled to Chicago to participate in the 2017 People-Powered Publishing Conference organized by Columbia College, Hearken, City Bureau, Groundsource and the Crowd-Powered News Network. The conference served as a space for media practitioners to connect, share projects and learn from one another. I met a number of individuals dedicated to community journalism and was able to showcase our work done in partnership with Syracuse University's Newhouse School.

Then over Winter break, Newhouse professors Steve Davis and Ken Harper traveled to South Africa with Newhouse graduate students, four Syracuse city high school media students and Reggie Seigler, our music columnist and board member. A team first traveled there in 2010 with the goal to produce video profiles of residents from similar cities on opposite sides of the globe.

After this recent trip, our project partnered with the community paper in Grahamstown, South Africa — Grocott's Mail — for a journalistic exchange series — Your Town, Our Town. We now publish stories between publications to unify, educate and enlighten both communities. In print, Syracuse high school students and Seigler both shared accounts of their trip. Completed work by Newhouse students will be published online by the Newhouse Center for Global Engagement at newhouseglobal.syr.edu.

Then in March, Kang was invited to participate in the American Press Institute's first Thought Leader Summit of 2018. API's day long convenings are highly participatory and include only a limited number of invitees. While there, Kang shared how *The Stand* builds community engagement through listening and dialogue. In April, Newhouse Professor Greg Munno traveled to Italy to represent the project during the International Journalism Festival.

So many connected to this project spent considerable time out in the world sharing the impact this paper has on the community. We have even more trips in the works for next year and plenty of energy reserved to ensure we continue to serve as a voice for the community.

Professional Praise

Illinois Editor Impressed by Our Local Paper

I finally got a chance to review your publication.

I love it!



| Dennis Anderson

I'm often asked: "What's the future of print journalism?" My answer today would be *The Stand*.

As I was paging through your March edition, I was thinking to myself that if/when the *Journal Star* has to reduce publication days per week, this could be a template for how to do it.

I enjoy *The Stand*'s topic-driven, conversational approach, which appear to be based on what's most important to the audience: education, jobs, people, public safety, family (Fatherhood, love it) and the neighborhood.

The Stand makes sure to tell the audience why

the subject of a story is acting on something or why they do what they do. I also like how every story provides an opportunity for the audience to act, whether it be a website or info on how to get involved.

You also get lots of faces in the paper. That's something I've been a proponent of for years, and why I got involved in journalism, because my face was in the paper when I was young.

You should be very proud of *The Stand*, and I plan to borrow an idea or two.

Sincerely,
Dennis Anderson

Executive Editor of the *Journal Star*, based in Peoria

Farewell Letter

Steve Davis

Founder of The Stand

So long.

After almost a decade with The Stand as its founder, I'm moving on and retiring from Syracuse University.



| Steve Davis

That's the way the business can be. You keep moving on. That said, I've been with The Stand longer than any other newspaper job in my 41 years in the industry.

I have worked in a lot of communities over a lot of years: Jackson, Mississippi; Rochester, New York; Washington, D.C. (for USA TODAY); and I ran a community newspaper in southern Pennsylvania for a number of years before teaching at the S.I.

Newhouse School of Public Communications, starting in 1999.

For a decade, I missed not having a newspaper.

So when I noticed that the South Side did not get much media coverage, and that the little it did get was about crime, The Stand was born, in March 2010. Along the way, I lightly chastised some students for not exploring the South Side, their own next-door neighborhood, and realized I hardly knew it, either.

That certainly has changed. I learned a lot about the South Side, and made some great friends there, too, particularly original board members Charles Pierce-El and Shante Harris El, along with Reggie Seigler, who recently accompanied a group from the Newhouse School on a trip to South Africa.

A lot of "good-bye" letters like this one are extended "thank yous." There's a reason for that. No one does anything without a lot of help from others.

Thank you to the board; to longtime Director Ashley



> Shante Harris El and Reggie Seigler, both board members of The Stand, speak at Steve Davis' retirement party held May 2, 2018 at the Newhouse School. Emilie Davis, who oversaw editing and layout of the project and who is also Steve's wife, listens.

Kang; to Dean Lorraine Branham and former Dean David Rubin; to all the community correspondents and guest columnists; to all the Newhouse students (graphic designers, reporters, editors and photographers) and their professors — and particularly professor Emilie Davis, who oversaw and produced all 67 print editions of The Stand in her editing class.

Shante told The Post-Standard back in February 2010, "I think the papers that are out there now basically cater to the large voice, the people in the neighborhood who are always speaking. And the smaller voices have a story, too, and we need the paper that's going to allow them to tell their stories."

We have done that. Indeed, it was our core mission. These small stories have been a big part of my story these past years.

Newspapers don't belong to their staffs; they belong to the communities they cover.

And the South Side is a big, welcoming community I now feel a part of and will remain a part of — even though I'm turning things over to Ashley and to professor Greg Munno at the Newhouse School.

Hope to see you around the neighborhood.

See you around our neighborhood.

Meet Incoming Newhouse Representative

New Faculty Advisor to Assist with College Contributors



| Greg Munno

Munno is a professor at the S.I. Newhouse School of Public Communications and the incoming adviser to The Stand. He will oversee a team of Newhouse editing students who will continue to produce future print issues.

He spent 13 years as a reporter and editor at the Syracuse Post-Standard and Syracuse.com before coming to Syracuse University. He earned an executive master of public administration from the Maxwell School and recently earned a Ph.D. from the Newhouse School.

He also served as a research assistant professor for the Transactional Records Access Clearinghouse (TRAC), an editorial assistant to the co-editor for the journal Communications Research and a non-tenure track assistant professor. He has taught courses in NOJ and Communications@Syracuse.

ACCOMPLISHMENT :: THE STAND

Photo Walk

Saturday, July 22, 2017, The South Side Newspaper Project held its eighth annual photo walk — where 21 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
2017
Issue 60

the
Stand
south side news
www.mysouthsidestand.com
Syracuse, NY
SEPTEMBER 2017 Issue 60 FREE

PICTURE PERFECT
Annual Photo Walk captures longtime South Side residents

Layers of Hope Exhibit
Photography group puts faces to opioid epidemic

a dad's duties
Proud father shares advice, reflections on meaning of family

Master motivator
Local trainer strives to help others live well

'THEY WEAR BLUE' SERIES



ONLINE

FORMER PAROLEES LEAD RE-ENTRY EFFORTS
Charles Rivera and Karen Loflin oversee \$95,000 grant to reunite families by lunch time one day last...

Summer Issue

Facing Feelings

COMMUNITY CALENDAR
art :: music :: events :: workshops

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 2017 Issue 61 FREE

FATHERHOOD FUN
Spending time with children provides father with a second childhood

POWERFUL WOMEN UNITE
grocery to close
Meet Lashonda Russell in 'They Wear Blue' series

Rookie officer
An indoor greenhouse

More than just a Dad

Readers meet father Cyrus Lyles in The Stand's regular Fatherhood Q&A. In addition to raising his biological daughter, his niece and nephew have also called him dad since birth.

October 2017
Issue 61



Resilient Grieving

Model's new book uses personal grief, pain as a guide for others

November 2017
Issue 62



Minority Workers

Report by VIP Structures tracked the total number of minorities hired for local construction project

March 2018
Issue 65



People's Officer

Outgoing Chief of Police reflects on growing up near Ferguson, Missouri in The Stand's They Wear Blue series

Winter
2017 -2018
Issue 63



Future Vision

The fourth generation of the Bright family is set to take the helm of South Side staple Dunk & Bright Furniture

April 2018
Issue 66



Your Town, Our Town

Students and members of The Stand travel to South Africa to unify, educate and enlighten both communities.

February 2018
Issue 64



Out of the Shadows

Former parolees lead \$95,000 state-funded re-entry pilot program

Summer 2018
Issue 67



ACCOMPLISHMENT :: PHOTO WALK

The Stand's eighth annual Photo Walk welcomed 21 participants July 22, 2017 for a photography adventure. They explored the neighborhood, captured photos and practiced their photography skills.

New this year, participants were encouraged to take on a surprise challenge by drawing a suggested theme out of a hat. Many obliged and set off to capture their assignment — workers, hidden treasures, families, emotions and more.

The Stand's summer intern, Sarah Perkes, joined the walk to interview several people whom photographers met along the way.

Photo leaders were Marilu Lopez Fretts and Kate Collins. Participants included: Zach Krahmer, Dawn Burness, Todd Michalek, Paul Schlesinger, Christopher Montgomery, Dale Harp, Robert Schulz, Deborah Putman, Charles Pierce-El, Miguel Balbuena, Rosalie Spitzer, Ken Frehm, Janice Carroll, Tammy Reese, Erika Sternard, Steve Friedman, Lenny Martinez, Rondell Parker and Daniel Michaels.



| STEVEN FRIEDMAN



| MARILU LOPEZ FRETTS



| ZACH KRAHMER



| CHARLES PIERCE-EL



| JANICE CARROLL



| DAWN BURNESS

Some people we met along the walk



| ZACH KRAHMER

Evangelical Kenneth, who runs Feeding the Sheep Ministry, spends summer afternoons giving out food to youth in the neighborhood at the corner of West Colvin and South Salina streets.



| RONDELL PARKER

Instantly when we met "Debby," she showed her bold, beautiful personality. "I know I'm sexy," she said as she posed as a "model" for five minutes. She has lived in Syracuse her whole life, and she currently works two jobs and is best friends with her "sister," Phyletta



| ROSALIE SPITZER

As Ian Muhammed handed out copies of "The Final Call" on South Salina Street, he said his mission is to spread the work of the Islamic paper founded by Minister Louis Farrakhan. He does it, he said, because he wants to make a change in the community and have a positive influence.



| KEN FERN

Arlene Brodbeck has lived in Syracuse on and off for the past 41 years. She is a self-described "country girl" from Verona, New York, originally. In sharing her greatest accomplishment, she said: "Winning at the Vernon Downs Race-track."

South Africa Partnership

Media Exchange Launches :: February 2018

The South Side Newspaper Project partnered with the community paper in Grahamstown, South Africa — Grocott's Mail — for a journalistic exchange series — Your Town, Our Town.

Each outlet will share stories between publications to unify, educate and enlighten readers from each community.

The partnership formed after Newhouse students and faculty, Syracuse city high school media students and The Stand's board member Reggie Seigler visited South Africa Dec. 26, 2017 through Jan. 6, 2018.



Project's Efforts Featured at International Journalism Festival

Held April 11 through 15, 2018



> Greg Munno presents on The Stand's Photo Walk during a panel held on the festival's final day.
| Provided Photo by Jeff Collet, University of Oregon School of Journalism and Communication

The Stand is huge in Italy.

Really, it is. The reporters, academics and industry professionals who met in Perugia, Italy, in April for the International Journalism Festival were full of praise for The Stand and its approach to community journalism.

Many people who attended the festival are interested in finding ways to build bridges between people of disparate backgrounds — white and black, rich and poor, conservative and liberal.

This interest stems from growing and measurable divides among people that started well before the 2016 election and that exist in countries around the world. One group at the festival keenly interested in countering this trend has created a grant program called Finding Common Ground.

Stand Director Ashley Kang discovered this grant, and she realized immediately that The Stand's annual Photo Walk does just that: It brings people to the South Side who might not otherwise meet.

The grant administrators — the Agora Journalism Center — saw the power in the Photo Walk, as well as the ability for other community newspapers to do something similar.

Agora and its generous funders — the Robert Bosch Stiftung (Foundation) and the News Integrity Initiative — then

partnered with the International Journalism Festival to bring all grant winners together to meet and present our work to a larger audience.

Other winners included a project in Germany that pairs older Germans who experienced displacement during World War II with newer arrivals displaced by war in the Middle East; a project in London that has used investigative reporting on domestic violence to create and stage a play on that topic; and a public radio show in Alaska that hosts dialogues between prisoners and those on the outside.

In talking about The Stand and the Photo Walk in Italy, it became clear how much people admired professor Steve Davis' idea of creating a newspaper of, by and for the residents of a neighborhood too often ignored (and misrepresented) by the mainstream media.

WHO/
WHAT

760
SPEAKERS

306
EVENTS

51
COUNTRIES

Fund Balances

Revenue			
Contributions			\$73,700
Program service revenue			\$6,300
	Total Revenue		\$80,000
Expenses			
Grants			\$0
Salaries			\$63,477
Professional fees/payment to independent contractors			\$4,900
Occupancy			\$1,191
Printing, publications, postage			\$9,856
Other expenses			\$10,934
	Total Expenses		\$90,358
Net Assets			
Excess or (deficit) for the year			\$-10,358
Fund balances at beginning of year			\$14,424
Net assets at end of year			Totaling: \$4,066

**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*

AWARDS



Annual Photo Walk Wins Engagement Grant

It was announced in March of 2018 that The Stand was one of seven Finding Common Ground grant awardees. The selection committee reviewed more than 50 proposals to narrow down the winners, which receive up to 10,000 € each.

Three projects from Europe and four projects from the U.S. were selected by grant sponsors The Robert Bosch

Foundation, the News Integrity Initiative, Zeit Online and the Agora Journalism Center. The goal of the grant is to engender trust between media organizations and communities.

The South Side Newspaper Project will use its funds to expand its annual Photo Walk set for July 28, 2018, which will be held in the 2018-2019 fiscal year. While the total funds will go toward this expanded Photo Walk, funds from the grant are being administered by Syracuse University. Each summer, The Photo Walk brings together people at all skill levels, ages and from both the neighborhood and surrounding area to explore and document a typical Saturday on the South Side. Thanks to this additional funding, the event will be followed with a gallery exhibit to showcase images from the day to the wider Syracuse community.

In addition to the grant money, additional funding was provided for The Stand's new faculty advisor Greg Munno to attend April's International Journalism Festival held in Perugia, Italy (More on Page 7).

The grant aims to also promote cross-border collaboration by sending grant winners to visit one another in order to learn from a similar engagement project. Ina Daniel, a freelance journalist from Germany, and Dustin Bratcher, co-owner and co-editor of the online community news site Ohio County Monitor, will visit Syracuse to participate in our Photo Walk. Then The Stand's Director Ashley Kang will travel to Alaska at the end of August 2018 to visit the Community in Unity project.

The aim of "Finding Common Ground" is to build an international network of media actors who create new formats for dialogue and exchange together, who overcome digital echo chambers and filter bubbles and who initiate public debates in societies that are drifting apart.



Syracuse Press Club Awards



> Emily Elconin accepts the first place award for Feature Photo.
| Photo by Herm Card

The Syracuse Press Club awarded five Newhouse students with awards May 5, 2018 in the professional non-daily print media category for their work published in The Stand over the 2017 publication year.

News Feature/Series

- 2nd Place to graduate reporting student **Jasmine Gomez** for a feature on vacant homes in the city

Human Interest Feature

- 2nd Place to senior reporting student **Katelyn Faubel** for her "Where Are They Now?" profile on a teen equestrian who seven years later is achieving his dream

Sports Story

- 2nd Place to graduate reporting student **David Onoue** for his feature on Step Up Moment, a unique fitness class that brings healthy habits to the poorest communities in Syracuse

Feature Photo

- 1st Place to graduate student **Emily Elconin** for her shot of Shaunna Spivey-Spinner

Portrait Photo

- 2nd Place to graduate student **Michael Santiago** for a portrait from "They Wear Blue"

WINNING PHOTO

Emily Elconin's first place photo can be seen on this report's cover

Director Awarded John Jay Justice Reporting Fellowship

This year, Ashley Kang, director of the South Side Newspaper Project who also contributes a number of written stories, was one of 33 selected as a 2018 John Jay/H.F. Guggenheim & Quattrone Reporting Fellow.

The fellowship encourages and promotes top-quality journalism on criminal justice. Fellows were selected from a wide pool of applicants based on editors' recommendations and on investigative reporting projects underway. Following attendance at the 13th Annual Harry Frank Guggenheim Symposium on Crime in America held Feb. 15-16, 2018, in New York City, Kang continued to research and conduct interviews to complete a piece focused on local re-entry efforts funded by a \$95,000 state grant. The grant launched the Family Reunification Pilot program locally to better support ex-offenders' transition out of prison and back to their families and life in free society.

The final piece took three months of reporting to complete and was published in The Stand's summer 2018 print issue and also The Crime Report, a national news service covering criminal justice.

In addition to completing an in-depth feature



on the success of those working to run Syracuse's pilot program, Kang worked with Prof. Steve Davis to coordinate a team of student reporters and photographers to share personal stories of local individuals participating in the year-long pilot program.

Students' pieces will run as a series throughout the 2018-2019 fiscal year.

2018 Student Partners

Students met with a group of South Siders in order to recount what the days, months and years after incarceration are like

Divya Murthy — profiled Charles Rivers who completed parole shortly before taking on a role overseeing the pilot program

Saniya More — profiled Karen Loftin who worked directly with parolees and has been off parole herself for over a decade

Sarah Perkes and Alexis Scott — met with Shallah "Brooklyn" Beal whose motto is "Born to lose, built to win. Still I rise."

Bianca Moorman — shared the experience of James Rivers, off parole for more than a decade

Additional stories on this subject will be completed and shared in the 2018-2019 fiscal year

CENTER ON MEDIA
CRIME AND JUSTICE
at JOHN JAY COLLEGE

THE CRIME REPORT
YOUR CRIMINAL JUSTICE NETWORK

Criminal
Justice
Journalists

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

Incoming Faculty Advisor

Greg Munno

Board Members

Charles Pierce-El
Shanteashia Harris El
Reginald A. Seigler
Dale Harp
Camille Coakley

Financials

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