

the Stand

Fiscal Year July 1, 2011 - June 30, 2012

ANNUAL
REPORT

www.mysouthsidestand.com

South Side
Newspaper Project



LETTER FROM THE DIRECTOR

The goal of The South Side Newspaper Project remains to have even more South Side students from local schools involved, feature more stories by community members in The Stand and gain support from more local advertisers. These are our best ways to sustain the paper for years to come.



The project has been successful thanks to 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 The South Side Newspaper Project to share human interest stories and provide a real-world reporting opportunity for the university's journalism students.

This past year, we have continued to produce and publish eight print issues, involved more reporting students and professors – now even working directly with a photography class – and welcomed more community correspondents to the staff.

At the start of 2012 we also welcomed an interim director, Newhouse graduate student Tara Donaldson, who took over to keep the project on track while I was out on maternity leave. Tara began with the project in July of 2011 as a staff reporter and next took on the role as director to assist staff reporters and community correspondents with story ideas. Her assistance during these couple months kept stories rolling into the paper and being posted online.

Also during this fiscal year, the project offered its first interactive Behind the Scenes workshop.

This event put a twist on the usual workshop offering and let the project provide a look at all that goes into getting out a print issue. The offering also allowed reporters and readers to meet face to face. SU reporting students explained how they developed their stories and the process taken to put together an article, and readers were able to ask questions, give feedback and share story ideas.

In the following pages, I highlight some of our community efforts from July 1, 2011-June 30, 2012.

Ashley Kang
The Stand Director

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.

From July 1, 2011
- June 30, 2012
The Stand had a

total of **11**
community
correspondents
who contributed

38 stories

COMMUNITY CORRESPONDENTS

Meet Some of the South Side
residents writing for The Stand



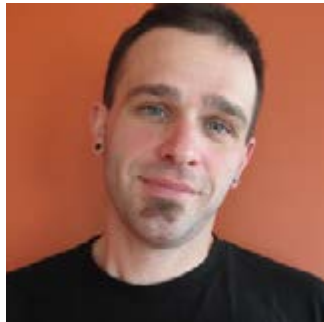
Ruthnie Angrand

Ruthnie hopes to continue studying journalism at Syracuse University and sees participating at The Stand as a means to establish a more informed and aware South Side.



Rasheeda Alford

Rasheeda is a native of the East Side of Syracuse, but has been working in the South Side community for several years. She has been writing songs, poetry and short stories since grade school. Her interest in The Stand was sparked when she came across the paper and began attending workshops.



Jeremiah Howell

Jeremiah is an avid photographer and wants to expand his ability behind the lens and contribute to community awareness through involvement with The Stand.

A South Side Legacy

Keith Muhammad

Keith is from a family of activists. His father, Laymon Herring, was the self-educated publisher of the Syracuse Banner and Syracuse Crusader newspapers. He desires to walk in his father's shoes by writing articles that speak truth to power, that address the needs of the people, that are thought provoking and entertaining.



He became involved with The South Side Newspaper Project to improve his writing skills and to contribute stories on positive social change.

His work has also appeared in The Syracuse Banner, Health Care Cost and The Final Call.



> Community correspondent Keith Muhammad takes notes during The Stand's Behind the Scenes Workshop held April 14, 2012.

ACCOMPLISHMENT :: THE STAND

:: COVER ::

Photo
Walk

Saturday, July 23, 2011 The South Side Newspaper Project held its second annual photo walk — where attendees snapped more than 200 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

:: Date ::

September 2011
Issue 12

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.mysouthsidedstand.com

Snack
Garden

Two nonprofits
team up to build a
community garden
available to all on
the South Side

October 2011
Issue 13



Blues Master

Local Blues artists with years of experience spotlighted in 'A Friendly Five' music column

November 2011 Issue 14



Paving the Way

Syracuse Central basketball player balances athletic opportunities & academic success

March 2012 Issue 17

South Side Achiever

Pedal to Possibilities offers bikes & bonding to homeless & underprivileged

Winter 2011 -2012 Issue 15



Game in Transition

A new generation of lacrosse players breaks the stereotype as more African-American youth enter the game

April 2012 Issue 18

Scholarship Winner

Committed high school student Brianna Vassar plans to study criminal justice & become a detective

February 2012 Issue 16



People First

Restaurant owner offers employees with felony convictions stability & a second chance

Summer 2012 Issue 19

ACCOMPLISHMENT :: EDUCATIONAL WORKSHOPS

JOURNALISM WORKSHOPS

The Stand held 8 community journalism training workshops during our 2011-2012 fiscal year.

Our free workshops are open to all South Side residents of any age.

The Stand also provides notebooks, pens, digital cameras & flip video cameras for any community correspondent to borrow to complete a story.



> Rasheeda Alford, a community correspondent for The Stand, shares her ideas for future stories on youth during The South Side Newspaper Project's first Behind the Scenes of The Stand workshop held Saturday, Oct. 8, 2011.

Workshops this year included:

July 2011 – Photo Workshop

August 2011 – Workshop 1 held for Community Correspondents

September 2011 – Correspondents Cover Local A-OK Weekend Events

October 2011 – Behind the Scenes Workshop

March 2012 – Haiku Workshop

April 2012 -- Second Behind the Scenes Workshop

May 2012 – Workshop 2 held for Community Correspondents

June 2012 – Community Correspondents Cover Annual Juneteenth Event

During this period a

total of **63**
participants
attended
workshops

From July 1, 2011
- June 30, 2012
The Stand had a

total of **5**
different Newhouse
classes participate
in the project



> The Stand reporters and Syracuse University graduate students Camille Bautista, left, and Tara Donaldson share their process of writing stories.

- Classes were:
- Advanced Reporting
 - Advanced Editing
 - Urban Affairs Reporting
 - Proof Reading & Fact Checking
 - Photography



> Five community correspondents set out to cover the annual A-OK weekend held Saturday, Sept. 10, 2011. Reporters covered several local volunteer efforts including a clean-up at Kirk Park where (below) Markif Johnson and Ra'shon Isaac pulled weeds.

Coordinated by Women Transcending Boundaries, more than 1,000 Syracuse residents joined together for this weekend of civic activism held on the anniversary weekend of 9/11.



> Ashley Kang, The Stand's Director, leads a journalism writing workshop at the South Side Communication Center on Saturday, May 19, 2012.



> Attendees of the Haiku Workshop wait for the session to begin.

COMMUNITY PARTNERSHIP

The Stand Welcomes Back The Syracuse Poster Project

The Poster Project aims to create a sense of place through a series of illustrated poetry posters displayed throughout downtown Syracuse. Project organizers sought to teach a workshop with The Stand as a way to connect with a part of the community that has an increasingly vibrant presence in the arts. Workshop organizer Herm Card said, "Utilizing the energy of The Stand provides a connection to encourage writing and enhance our goal to provide artistic and educational opportunities throughout Syracuse."

Fund Balances

Revenue

Contributions	\$64,699
Program service revenue	\$8,220
Total Revenue	\$72,919

Expenses

Salaries	\$54,197
Professional fees/payment to independent contractors	\$950
Occupancy	\$656
Printing, publications, postage	\$9,604
Other expenses	\$2,017
Total Expenses	\$67,424

Net Assets

Excess of (deficit) for the year	\$5,495
Fund balances at beginning of year	\$3,824
Net assets at end of year	Totaling: \$9,319

** Financial statement prepared by Dannible & McKee, LLP*



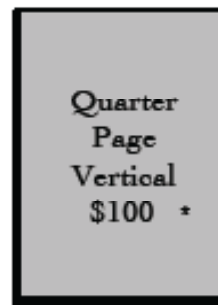
> Prof. Davis receives the Chancellor's Citation for Excellence from Nancy Cantor during a ceremony held April 9, 2012. His work with The Stand was just one consideration for the honor.

Project Recognition

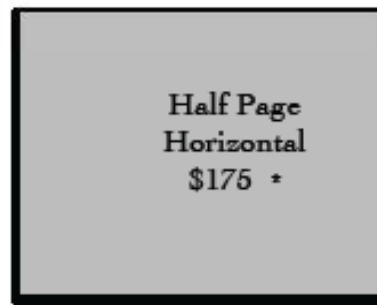
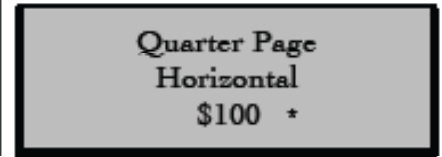
Chancellor's Citation for Excellence

Prof. Steve Davis, founder of The South Side Newspaper Project and Department Chair of the Newspaper and Online Journalism Program at the S.I. Newhouse School of Public Communications, was one of five Syracuse University faculty and staff to receive the Chancellor's Citation for Excellence Award in 2012. The honor was first presented in 1979 in recognition of outstanding achievement in teaching, scholarship and creative work. Each year, members of the University community are invited to nominate a colleague or co-worker for recognition. A selection committee composed of faculty and staff from across campus reviews the nominations.

Advertising Rates



* Full color an additional \$50



Business card ads available
for just \$25.
Vertical or horizontal.



'SPARK YOUR IMAGINATION'

Grateful to South Side

By | Durrie Bouscaren
Staff reporter

I really think The Stand is something special.

In a world where larger news outlets are laying off reporters to save money and stay in business, it's become increasingly difficult for a newsroom to cover its market. Syracuse is especially hard to cover because of the broad range of issues residents face in each section of the city.

However, that's also what makes it so fascinating.

This creates an opportunity for The Stand to be the strongest voice from the South Side. We can find the stories. We can open conversations. No one can better explain a community than its own residents.

The thing that makes me the proudest is that The Stand symbolizes a collaboration between Syracuse University and the South Side community. Students often enter Professor Steve Davis' classroom knowing nothing about the South Side. It can be intimidating to enter an unfamiliar neighborhood and try to relate to people. I know that it was difficult for me at first.

I come from suburban Colorado; I had no idea how to interview someone about difficult urban issues I had never experienced. How could I possibly



> Student staff reporter Durrie Bouscaren speaks at the "Spark Your Imagination" Leadership Conference held Feb. 25, 2012 to share the work of the South Side Newspaper Project with fellow Syracuse University students.

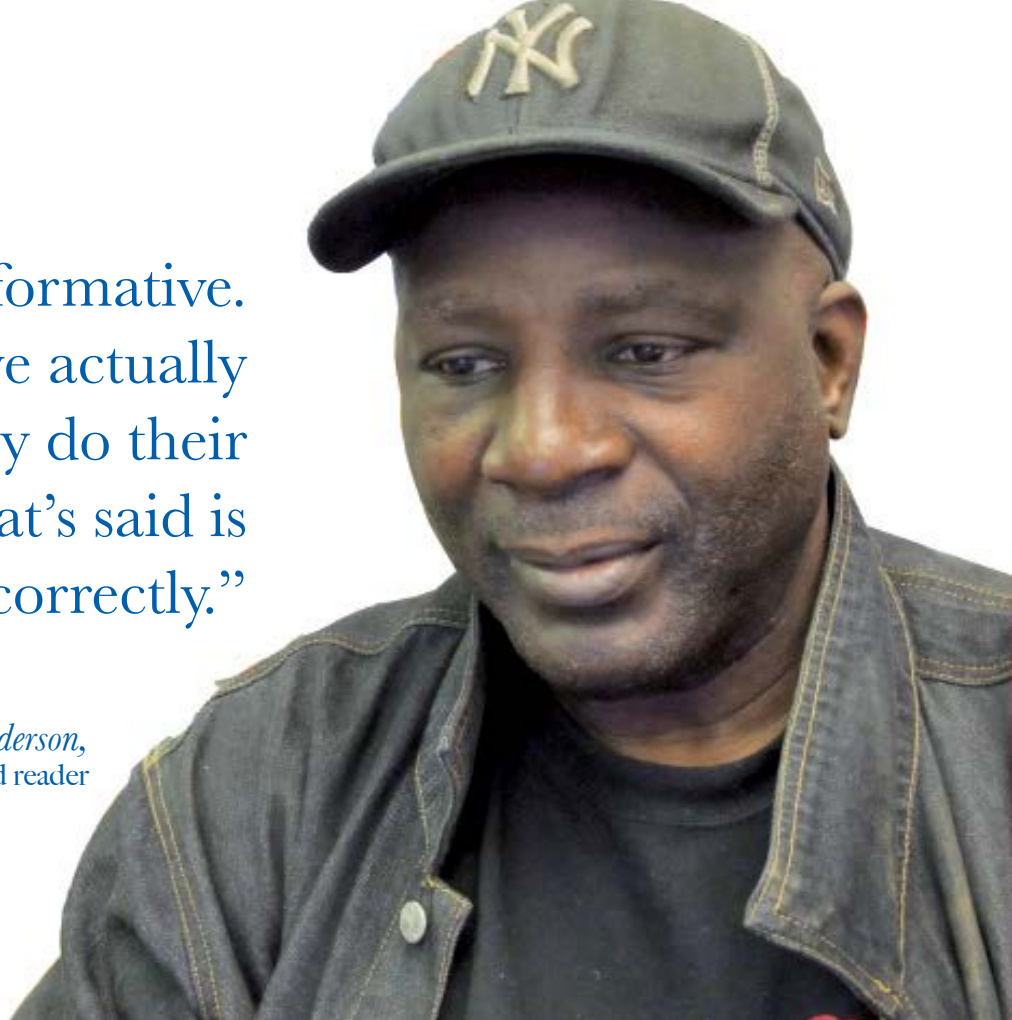
relate? But I did find out that I knew how to listen. I started to see how the residents there have a knack for organizing and addressing an issue.

Through them, I learned how to tell a story. And for that, I'm extremely grateful.

I've met inspiring leaders, hard-working entrepreneurs, and dedicated students here on the South Side. It's been a life experience. I can't wait to see what The Stand will come up with next.

“[The Stand] is informative.
It’s about what we actually
see right here. They do their
homework, so what’s said is
represented correctly.”

— *Will Anderson*,
South Side resident and The Stand reader



Founder
Prof. Steve Davis

Executive Director
Ashley Kang

Board Members
Charles Pierce-El
Shanteashia Harris El
Reginald A. Seigler
Deborah A. Willis
John A. Young
Yolanda L. Beckon
Monica Richardson

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
is based out of the
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