

Safe at home:

News about domestic violence and homelessness in California, and opportunities to build narrative power

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What we do

- **Conduct media research**
- **Train advocates**
- **Provide resources for journalists**
- **Program of the Public Health Institute**

Key functions of the news

Setting the agenda

↳ What we think about

Shaping the debate

↳ How we think about it

Reaching decision-makers

↳ What we do about it



Homelessness and domestic violence in California

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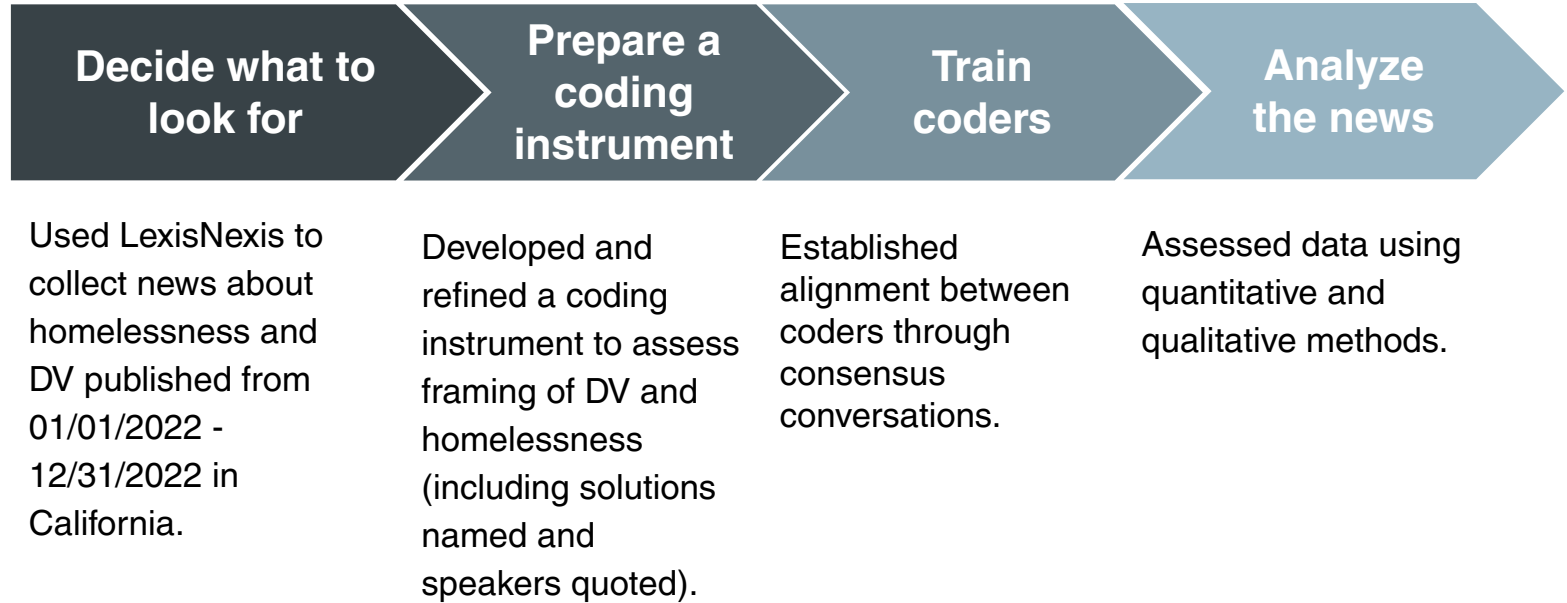
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- These problems frequently overlap.
- Existing news narratives frame the issues as distinct and intractable
- The media narrative may limit how policymakers and the public understand these issues - and why their intersection matters.

our process

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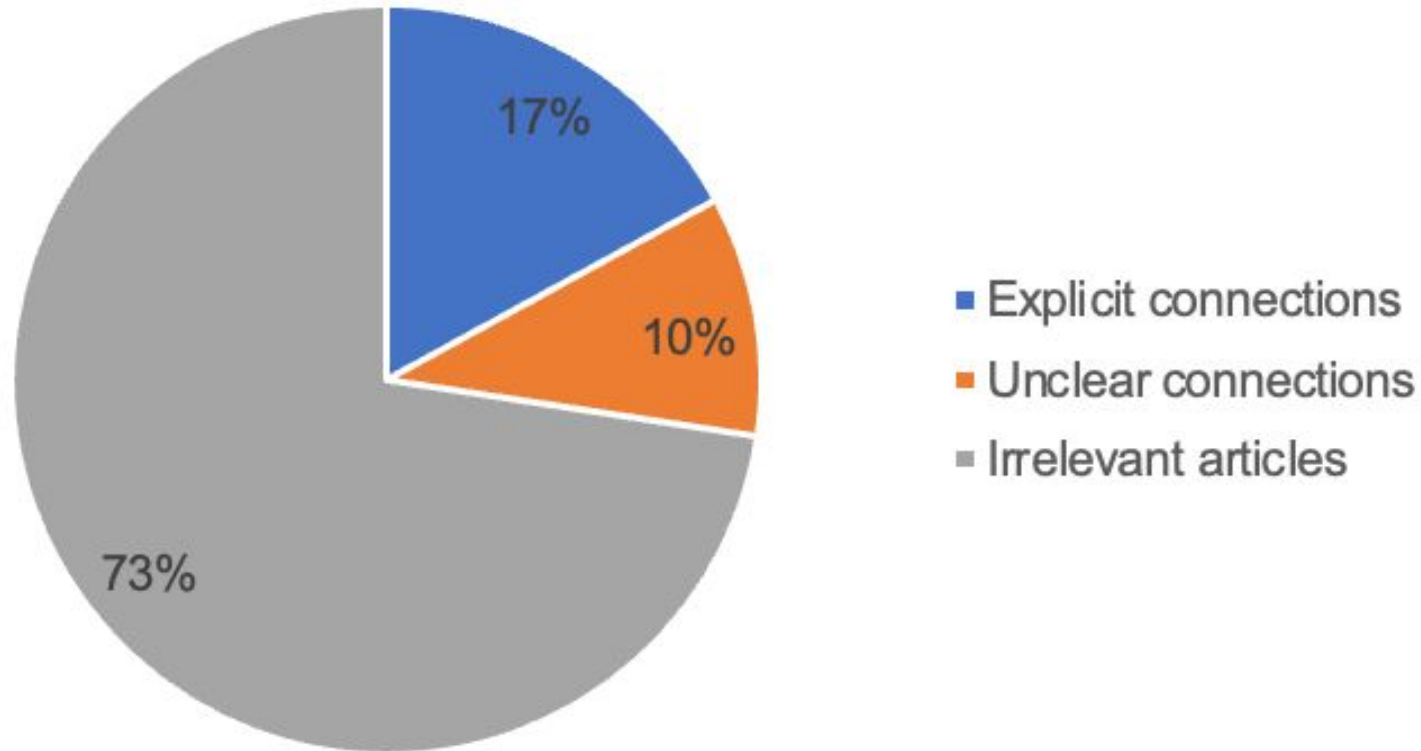
Key findings

- Coverage of the intersection of DV and homelessness was limited.
- Only some stories explicitly connected DV and homelessness
- Advocates were often quoted.
- Stories focused on *solutions* - not just problems.

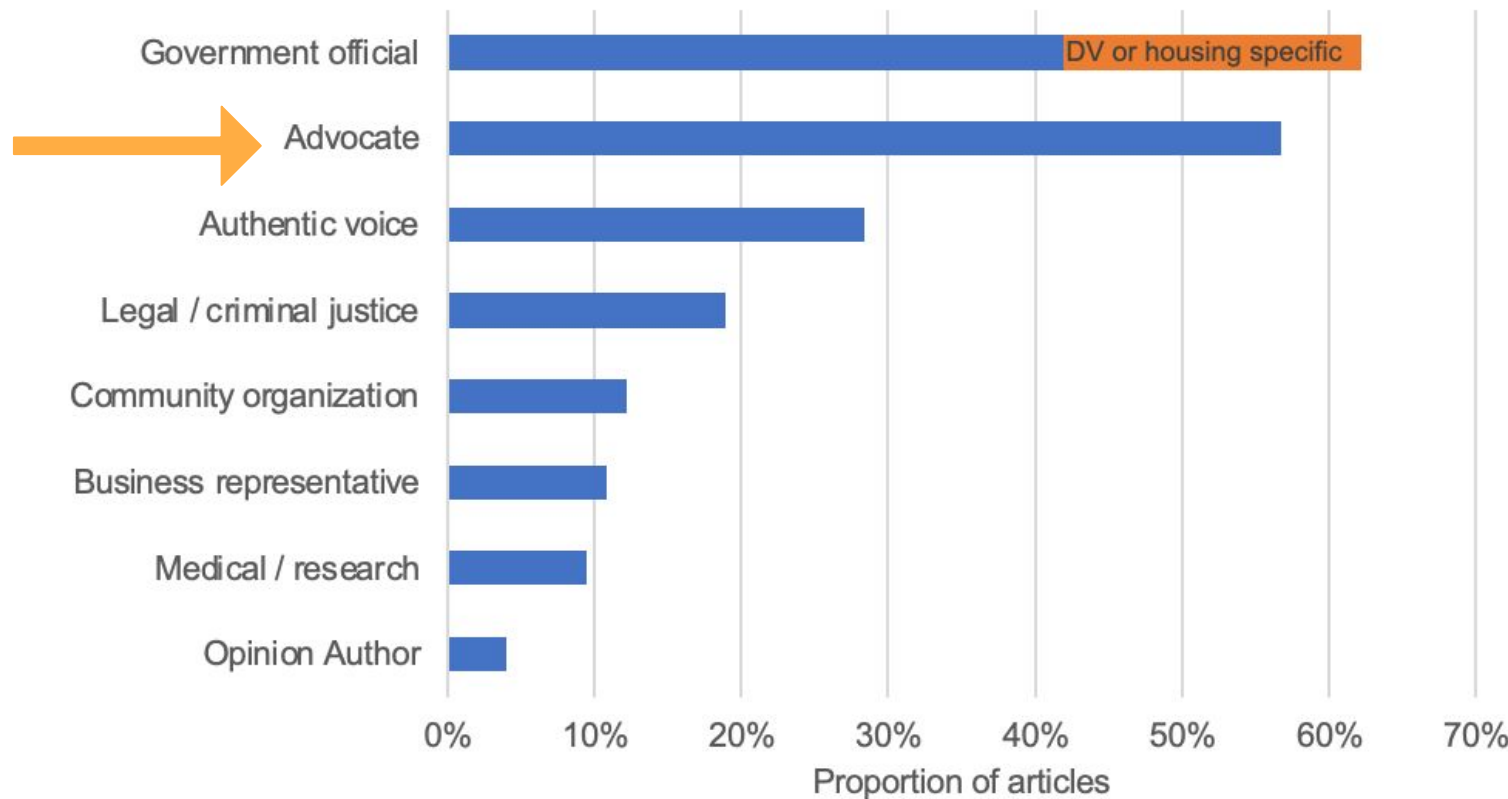
Coverage of DV and homelessness was limited.

Search	Results
Domestic violence only	7,484 articles
Homelessness only	16,813 articles
Domestic violence <u>AND</u> homelessness	267 articles

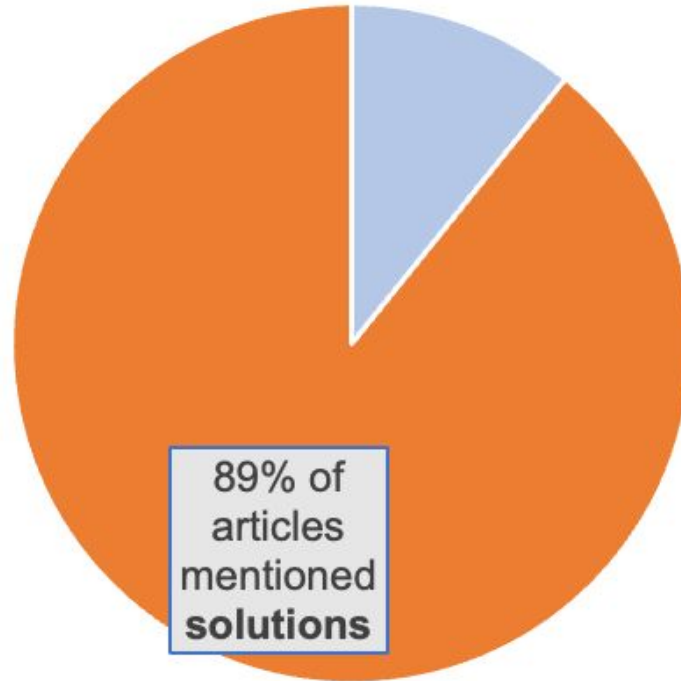
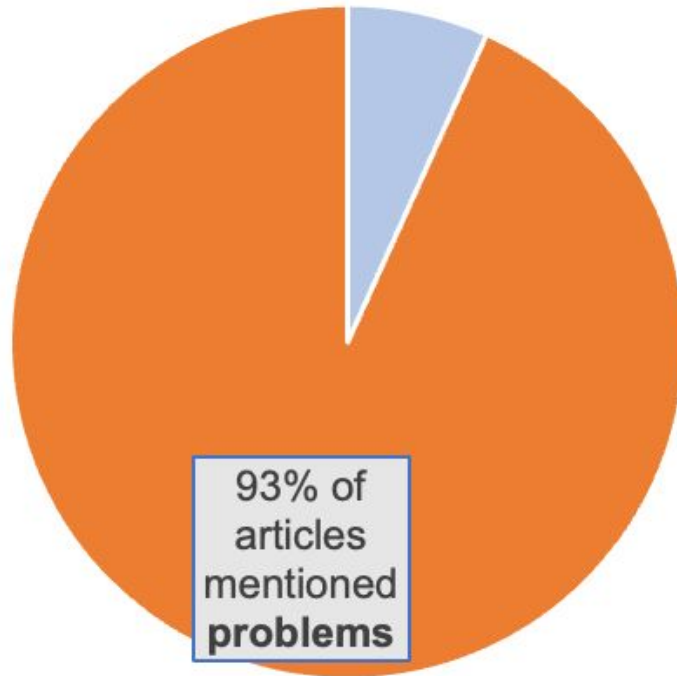
Few articles explicitly linked the issues.



Advocates regularly spoke in the news.



Stories focused on solutions – not just problems.



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Advocates can change narratives by ...

- Creating news to help audiences see how these issues intersect
- Elevating the links between DV and homelessness in opinion pieces
- Building relationships with reporters who can tell those stories
- Exploring opportunities to pitch stories in ethnic media

thank you

Stay connected!



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The logo for Berkeley Media Studies Group (BMSG), featuring the lowercase letters 'b', 'm', and 'sg' in a stylized, white, sans-serif font.