



PROTAGONIST



Narratives in California Media Regarding Housing Insecurity

Dataset Overview

- Data collection spans **May 1, 2019 through December 31, 2022**. The dataset includes Twitter posts and media articles related to housing and homelessness in California.
- Priority areas include Bay Area, Los Angeles, Orange County, San Diego, and Central Valley.
 - *Los Angeles : 231 sources*
 - *Bay Area: 217 sources*
 - *Central Valley (including Sacramento): 115 sources*
 - *San Diego: 75 sources*
 - *Orange County: 52 sources*



Media:

65,385 Articles from **906** Sources



Twitter:

1,447,482 tweets from **203,785** Accounts

A grayscale photograph of the San Francisco skyline, featuring the 'Painted Ladies' row of houses in the foreground. The text 'Narrative Descriptions' is overlaid in red. The image shows a dense urban landscape with various skyscrapers and buildings, including the Transamerica Pyramid and the San Francisco City Center. The foreground shows a grassy area with several people sitting on the ground, looking towards the city. The overall scene is a classic view of San Francisco from a hillside.

Narrative Descriptions

Narratives in the Information Environment

Protagonist surfaced 12 narratives in the information environment. They are broken generally into two high level categories based on their support or lack of support for different types of housing policies. Eight narratives indicate **support at least one** of the housing "Ps" (production, protection, preservation, prevention) while four **do not support** any of the Ps.

Support One or More P	Do Not Support Ps
<p data-bbox="295 568 1059 608">No One Can Afford to Live Here</p> <p data-bbox="351 654 1003 694">The Rent is Too Damn High</p> <p data-bbox="346 739 1009 779">Housing Affordability Now!</p> <p data-bbox="356 825 993 865">Housing is a Human Right</p> <p data-bbox="392 911 958 951">Holding California Back</p> <p data-bbox="473 996 876 1036">Build Baby, Build</p> <p data-bbox="361 1082 998 1122">Rectify Housing Injustices</p> <p data-bbox="361 1168 998 1208">Stop Displacing Residents</p>	<p data-bbox="1574 705 2155 745">The Market Knows Best</p> <p data-bbox="1340 791 2390 831">Protect the Character of "Our Community"</p> <p data-bbox="1401 876 2328 916">Housing Will Not Solve Homelessness</p> <p data-bbox="1666 962 2063 1002">California is Full</p>

Abridged Narratives - Support One or More P

No One Can Afford to Live Here	<i>The housing crisis is getting out of hand, and it seems like no one can find a place to live in California, let alone one that is affordable. Californians are running out of options in this strained housing system - we need solutions.</i>
The Rent is Too Damn High	<i>California renters are under attack from speculative developers, predatory landlords, and an out-of-control free market. We need politicians to support renters' rights now and end the rent insanity.</i>
Housing Affordability Now!*	<i>There is not enough housing in California, especially housing that is affordable. We must provide all Californians with the opportunity to secure safe and affordable housing that satisfies their needs.</i>
Housing is a Human Right	<i>It is a moral failing that there are so many Californians who lack consistent or permanent shelter. To fulfill California's promise, it is our duty to ensure everyone, regardless of income, race, or age, has safe, stable, affordable housing.</i>
Holding California Back	<i>The current housing crisis in California is not only having negative impacts on California's citizens, but also is a drag on the Californian economy. The housing crisis is a drain on California's economy and its future viability, and we need to pull together as Californians and address it now before it's too late.</i>
Build Baby, Build	<i>There is one simple and undeniable solution to the housing crisis in California – we must increase supply. We need more of every type of housing, especially near major metro and transit areas. We must do whatever it takes to increase our housing supply.</i>
Rectify Housing Injustices*	<i>Current housing issues did not just arise out of nowhere. Rather, they are the result of decades of systematic housing and social issues, such as redlining, gentrification, forced displacement, racial segregation, and discriminatory housing practices. We must realize that solving these problems requires reinventing the systems that failed us.</i>
Stop Displacing Residents	<i>Our neighborhoods are under attack from the forces of gentrification. It's time to band together and protect our neighborhoods from being overrun by gentrification.</i>

Abridged Narratives – Do Not Support 4Ps

Protect the Character of “Our Community”

Greedy developers and politicians must stop trying to force more housing construction and instead prioritize the community of homeowners that already live and pay taxes here. If we allow a building boom in our backyards, the result will be lower property values, out-of-control traffic, and crime from those with no tie to our community.

The Market Knows Best

More government intervention is the last thing we need to solve the housing crisis—it's California's regulatory overdrive that caused this “crisis” in the first place. Politicians and local governments need to relinquish control and cut regulation to unleash the free market in order to solve this problem.

Housing Will Not Solve Homelessness

Yes, housing is expensive in California, but expensive housing is not causing the surge in homelessness plaguing our cities. Drug addiction, mental illness, and the influx of vagrants and illegals coming here for the benefits and weather are the main reasons our streets are filled with the homeless. California has become too much of a nanny state, and people need to be taught to provide for themselves. Giving people housing will only attract more homeless people and turn neighborhoods into dens of drug use and crime.

California is Full

It is a privilege to live in California; one that homeowners worked hard to obtain. We don't need more people, more jobs, or more building; we need less! We need to start telling people that if they don't live here and can't afford to live here to stay away or get out.



Executive Summary

Executive Summary

- **Understanding the dominant media narratives around housing can provide insight into how those narratives may be shaping or reinforcing attitudes towards housing.**
- **Media coverage of housing insecurity in California has remained relatively stable over the past 3 years;** however, public engagement with housing media is subsiding.
- **Narratives supporting the 4Ps dominate media coverage,** accounting for 75% of the media landscape since May 2019.
- ***Housing Affordability, Now!* holds the top position in the landscape for all years in the analysis,** as the media increasingly focuses on the growing affordability and availability gap, need for housing solutions, and policies to address housing insecurity.
- **Of the narratives that do not support the 4Ps, arguments against new housing development (represented in the narrative *Protect the Character of “Our Community”*) comprise a substantial portion of the conversation** and represent the 3rd largest media focus area in 2022. However, ***Protecting the Character of “Our Community”* does not generate widespread public engagement.**
- **Instead, the public engages with content that tends to be relatable** (e.g., focused on common struggles with housing affordability in *No One Can Afford to Live Here*, *Rent is Too Damn High*, and *Housing Affordability, Now!*) **and human centric** (e.g., giving a face and moral urgency in the narrative *Housing is a Human Right*). *Housing is a Human Right* generates above-average engagement in all priority areas except San Diego.
- **Media coverage of the 4Ps focuses most on Production concepts and tends to be polarizing** (33% of Production coverage is in narratives that do not support the 4ps).
- Among narratives that do not support the 4Ps, **arguments against housing and rental regulation (*The Market Knows Best*) and *Protect the Character of “Our Community”* discuss housing policies and legislative action the most, highlighting the reactionary nature of those narratives.**

Executive Summary – Priority Regions

Media coverage in the five priority regions point to key differences:

- **The Bay Area led coverage of citizen pushback to housing development and legislation** (*Protect the Character of "Our Community"*).
- **Los Angeles media focuses more on rent-related struggles** (*Rent is Too Damn High*) and **need for recognizing housing as a human right** (*Housing is a Human Right*).
- **San Diego media focuses more on urgent need for affordable housing solutions** in *Housing Affordability, Now!*
- **Central Valley media focuses on need for both affordable housing** (*Housing Affordability, Now!*) **as well as building housing of all types** (*Build Baby, Build*).
- **Orange County media is highly focused on citizen pushback to housing development and legislation** (*Protect the Character of "Our Community"*); **this narrative generates the highest engagement of all narratives in Orange County.**

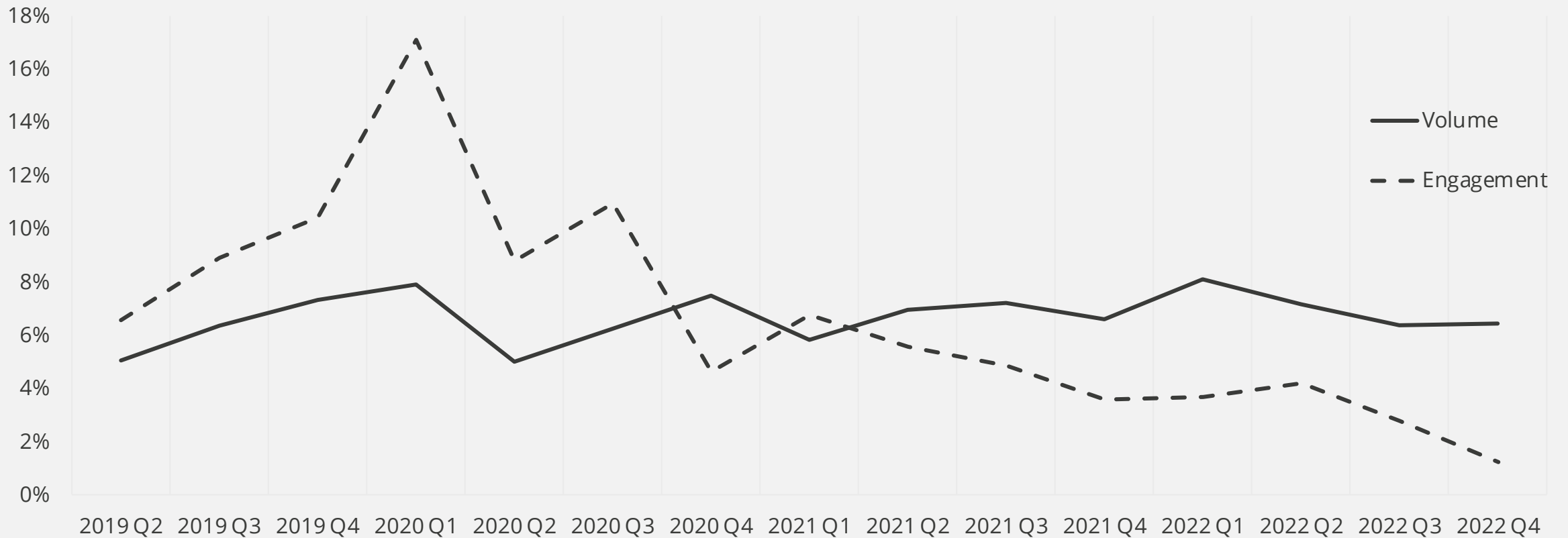


Narrative Landscape Analysis

Media Attention Holding Steady; Public Engagement Decreasing

Media Coverage and Public Engagement, by Quarter

(% represents % of total volume and public engagement for the period of analysis (May 1, 2019 – December 31, 2022). Engagement = number of Facebook shares, comments and likes of media articles)

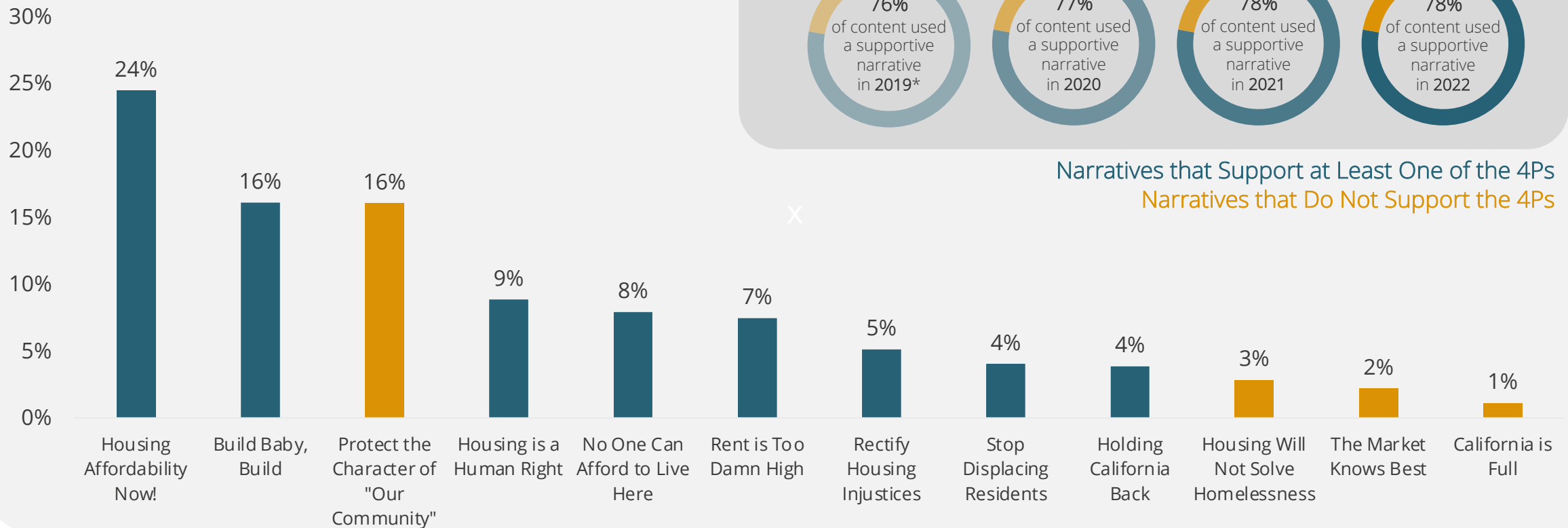


Media Focuses Primarily on Narratives that Support the 4Ps

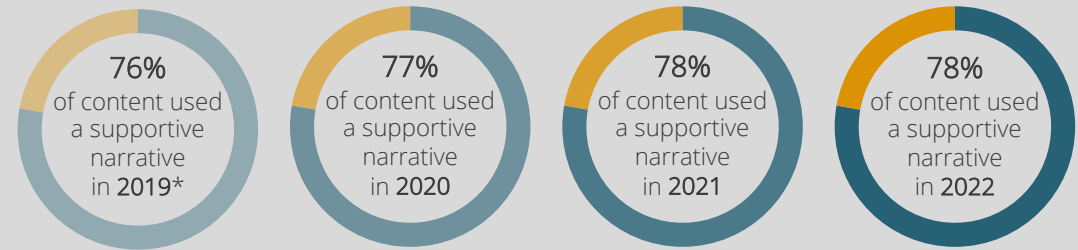
The proportion of narratives supporting at least one of the 4Ps to those that don't has remained steady since 2019. **The discussion that is not supportive of the 4Ps is largely centered on arguments against new housing development, with "Protect the Character of "Our Community" being the predominant narrative that is not supportive of any of the Ps.**

Media Coverage in 2022

(% represents % of total media volume in 2022)



Volume of Narratives that Support at Least One of the 4Ps (By Year)

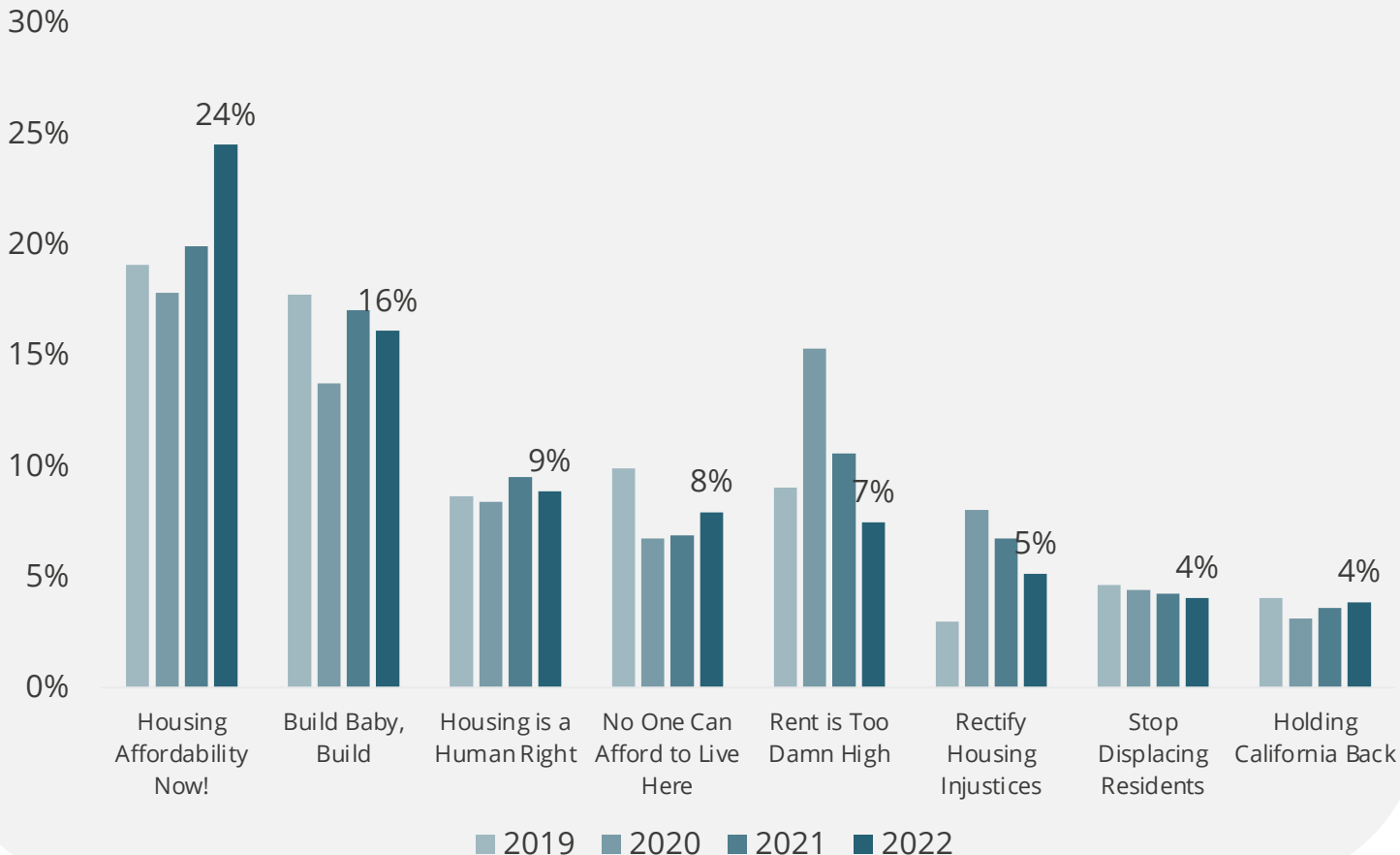


Narratives that Support at Least One of the 4Ps
Narratives that Do Not Support the 4Ps

Media Focus on the Urgent Need for Affordable Housing is Increasing in Narratives that Support at Least One of the 4Ps

Media Coverage of Narratives that Support at Least One of the 4Ps

(% represents % of total media volume in each year of analysis)

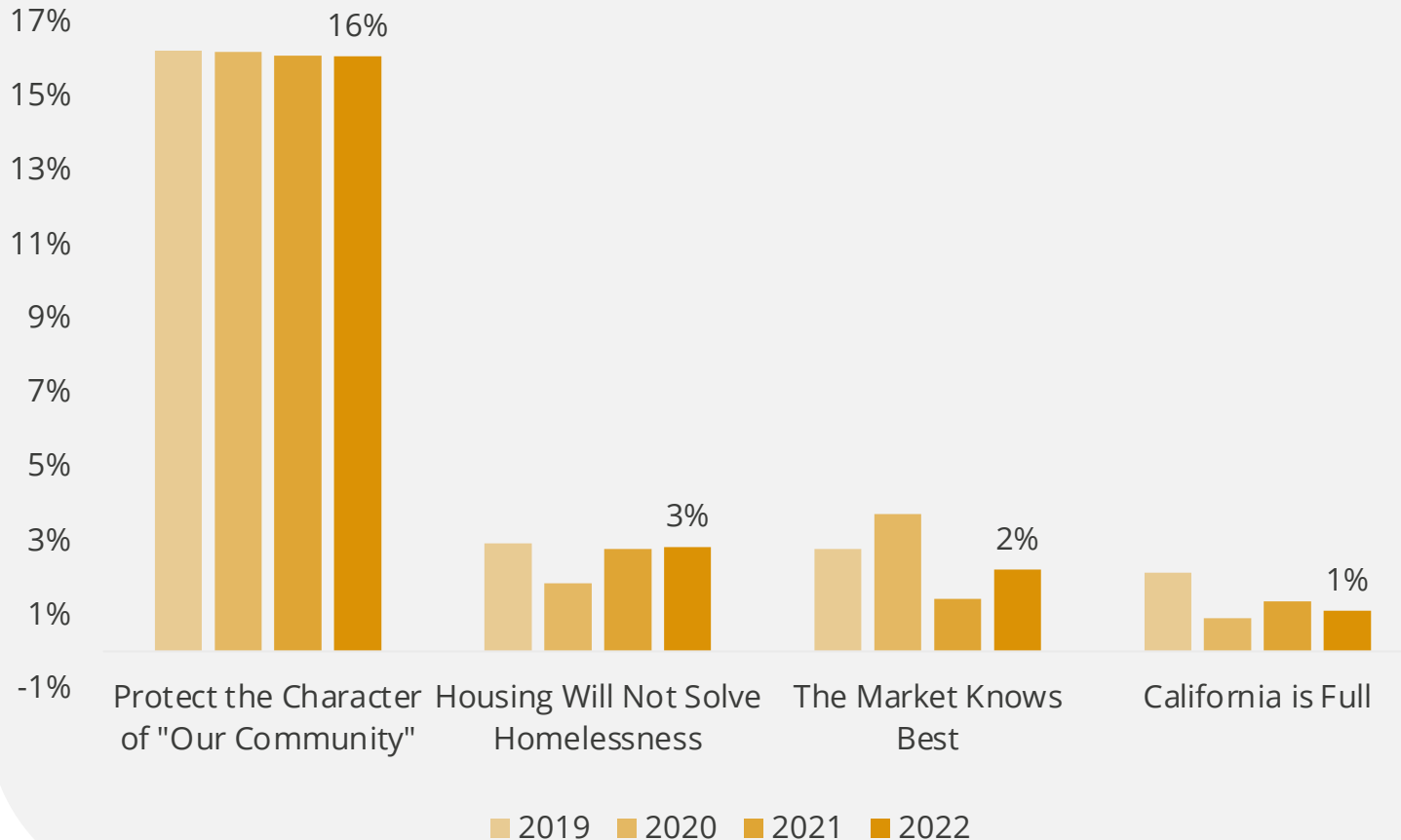


- ***Housing Affordability Now!*** holds the top position in the landscape for all years in the analysis, as the media focuses on the growing affordability and availability gap, need for housing solutions, and polices to address housing insecurity.
- Despite reduced media attention on systemic factors contributing to housing inequality since 2020 (*Rectify Housing Injustices*), the narrative has nearly doubled in size since 2019.
- **The COVID-19 pandemic brought renter insecurity to the forefront**, leading to a surge in discussions around protections like eviction moratoriums, rent control, and rental assistance programs (*Rent is Too Damn High*).
- **Focus on housing as a human (*Housing is a Human Right*) has remained a consistent media focus** over the period of analysis.

Consistent Strength of *Protecting the Character of "Our Community"* Reflects Reactionary Nature

Media Coverage of Narratives That Do Not Support the Ps

(% represents % of total media volume in each year of analysis)

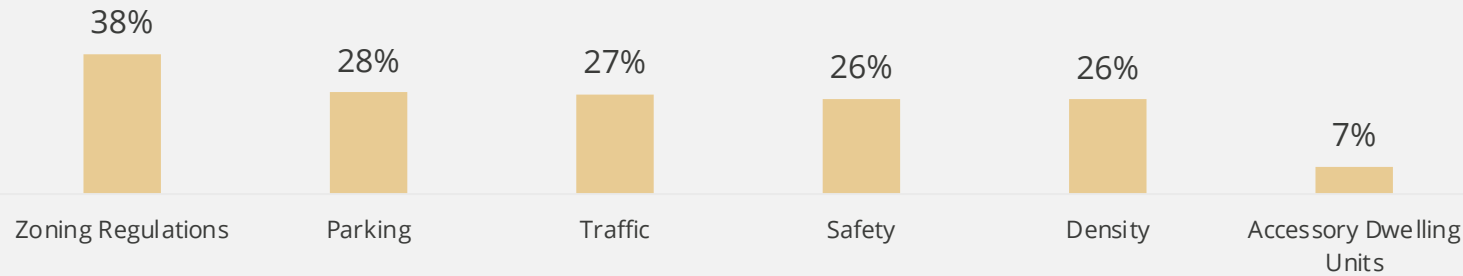


- The consistent strength of *Protecting the Character of Our Community (PCOC)* may reflect a reaction to the growth of narratives that are in support of housing development (e.g., *Housing Affordability, Now!* and *Build Baby, Build*) as well as specific housing solutions and legislative bills (~60% of PCOC content discusses a 4P concept and ~28% mentions a specific housing policy or legislative bill).
- Bay Area media drives 45% of PCOC narrative content, focusing on public opposition to affordable housing projects and initiatives. Sources from the Bay Area espousing this narrative tend to be local outlets and blogs from more affluent suburbs.

Protect the Character of "Our Community" Reacts to Perceived Threats to Community Character

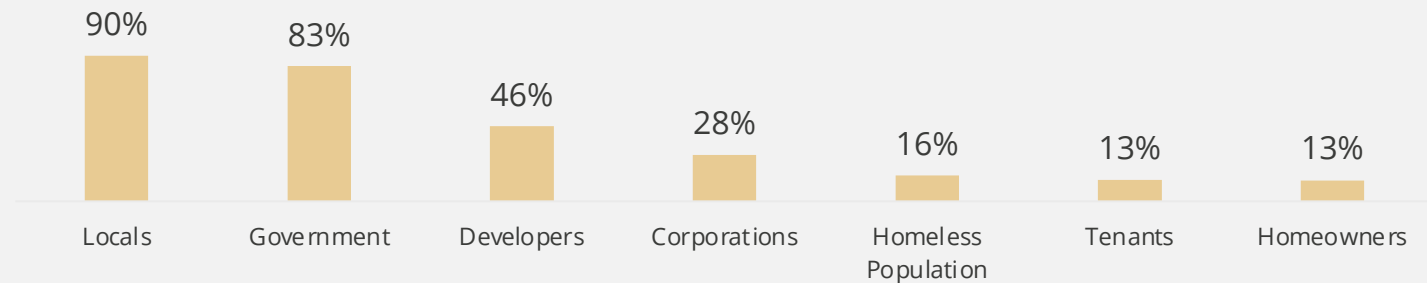
Topical Focus Areas in *Protect the Character of "Our Community"*

(% represents % of articles discussing each topical area)



Character Focus Areas in *Protect the Character of "Our Community"*

(% represents % of articles discussing each person or entity)



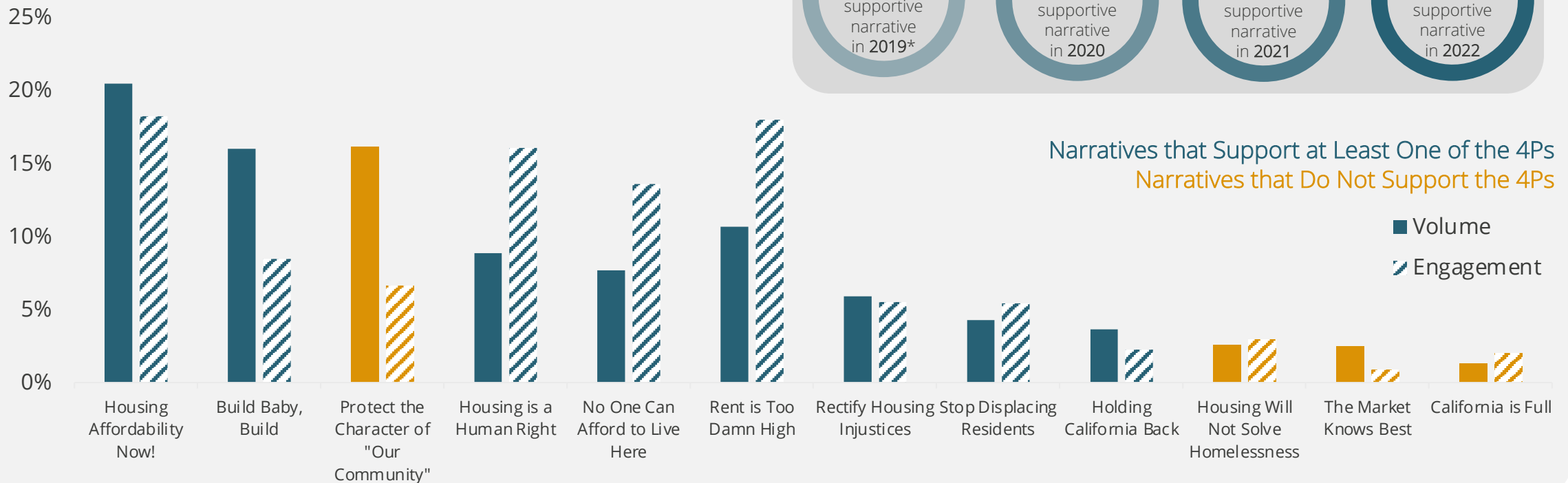
- Those expressing this narrative point to **concerns with density, parking, traffic, and safety** as reasons to oppose new development, changes in zoning regulations, and legislation pushing for more affordable housing.
 - Criticism of loosening zoning regulations and increasing density have become an increasingly dominant topic over the past 3 years (increasing 5 and 8%, respectively).
- Language poses in-group focused characters (e.g., "locals," "neighbors," "community") in tension with government and developers.

Protecting Our Community Character Does Not Generate Widespread Public Engagement

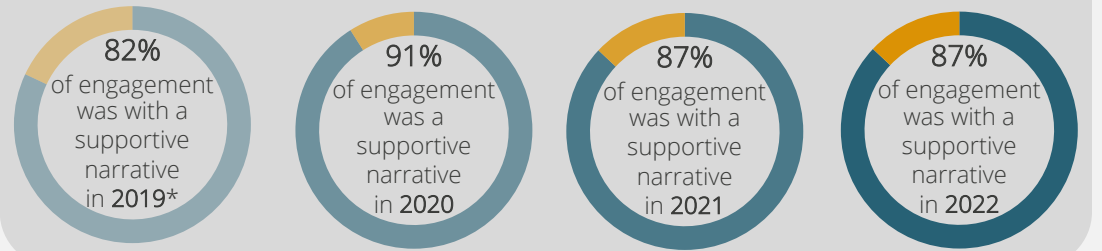
Instead, the public engages with content that **is relatable (e.g., focused on common struggles with housing affordability) and human centric (e.g., giving a face and moral urgency to the argument that *Housing is a Human Right*)**.

Media Coverage and Engagement

(% represents % of total media volume or engagement in each year of analysis)



Engagement of Narratives by Year



Narratives that Support at Least One of the 4Ps
 Narratives that Do Not Support the 4Ps

■ Volume
 ▨ Engagement

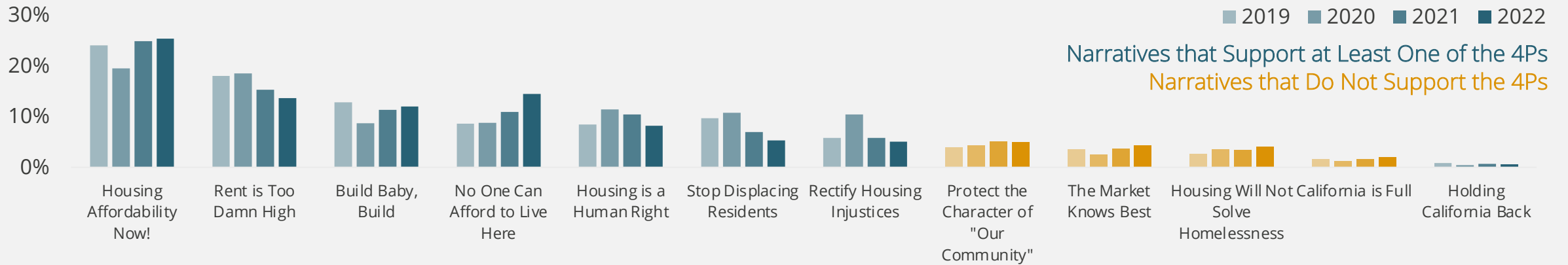
Twitter Discussion More Focused on Narratives That Support at Least One of the 4Ps

Arguments for building more housing (*Build Baby, Build* and *Housing Affordability, Now!*) and struggles with lack of available and affordable housing (*Rent is Too Damn High* and *No One Can Afford to Live Here*) are most prominent.

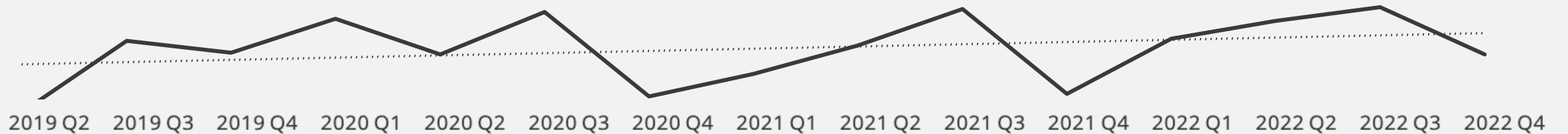
Twitter is less focused on arguments against new development (*Protect the Character of "Our Community"*), echoing the smaller amount of public engagement with media articles expressing the narrative.

Twitter Coverage of Narratives

(% represents % of total Twitter volume in each year of analysis)



Twitter Coverage, by Quarters





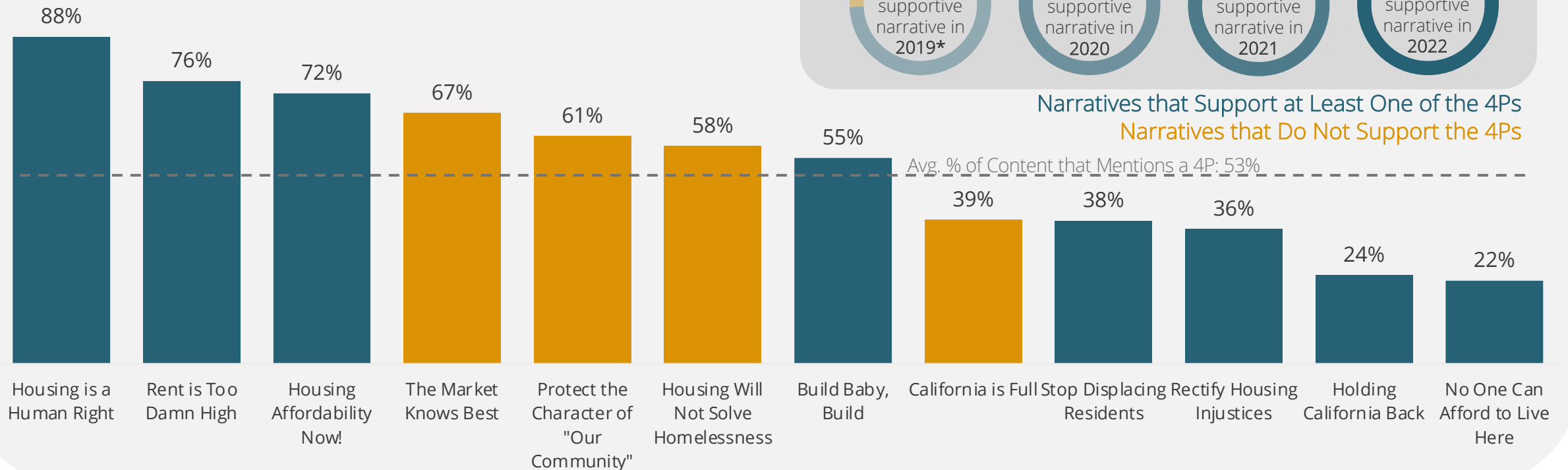
How Are The 4Ps Discussed?

Supportive Narratives That Drive Engagement Tend to Focus on the 4Ps

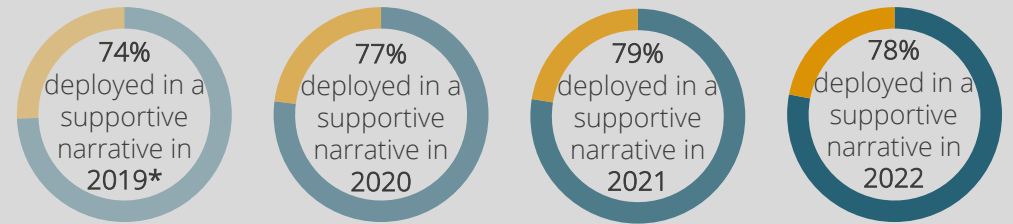
Narratives below the average line tend to be problem-focused narratives (e.g., *No One Can Afford to Live Here*).

Coverage of 4Ps

(% indicates % of narrative that mentions concept associated with 4Ps)



Alignment of 4Ps Discourse by Year

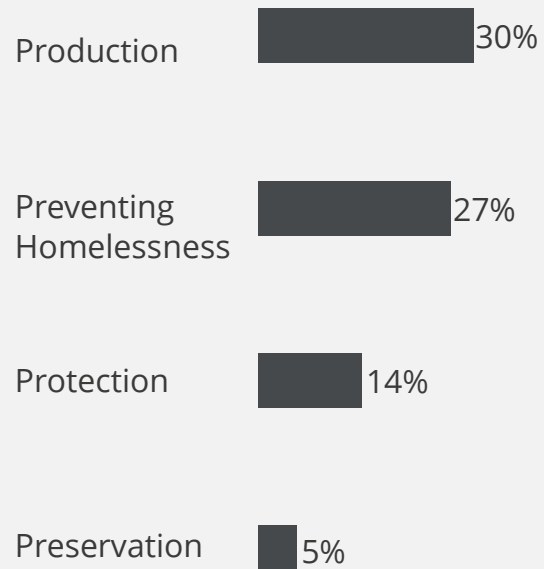


Media Coverage Focuses on Production

Protect the Character of "Our Community" and *Build Baby, Build* most prominent in **Production**, highlighting tension between those pushing for and against development. *Rent is Too Damn High* and *The Market Knows Best* are most prevalent in **Protection** highlighting tension between those in favor of using policy to protect the current housing stock and those in favor of deregulation.

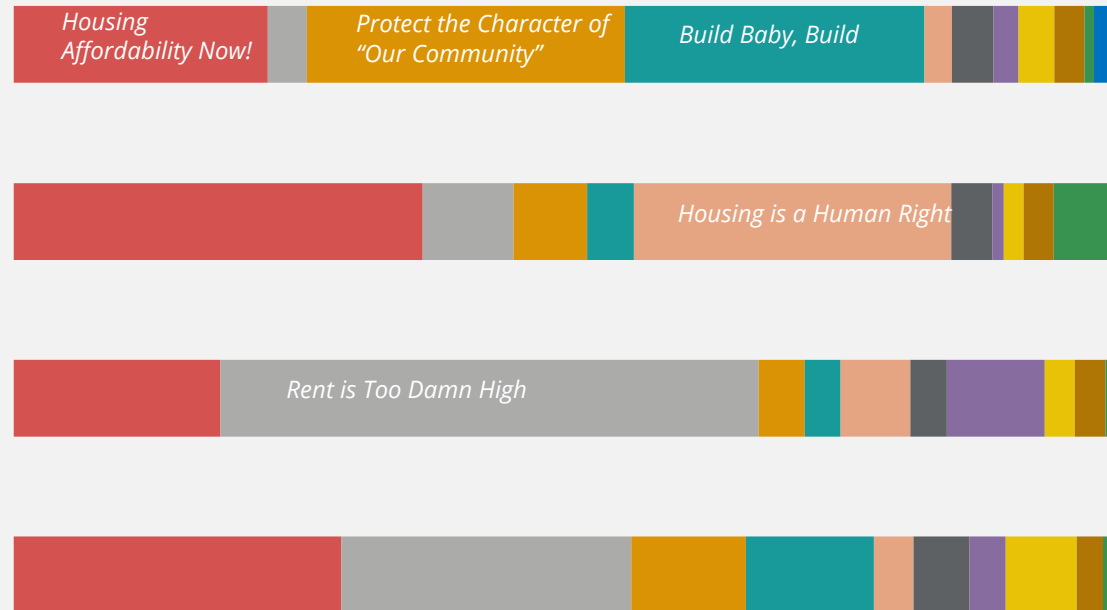
Mentions of Each P

(% of landscape that mentions each P)



Narrative Distribution Within Each P Discussion

(% represents % of each narrative that deployed within mention of each P)

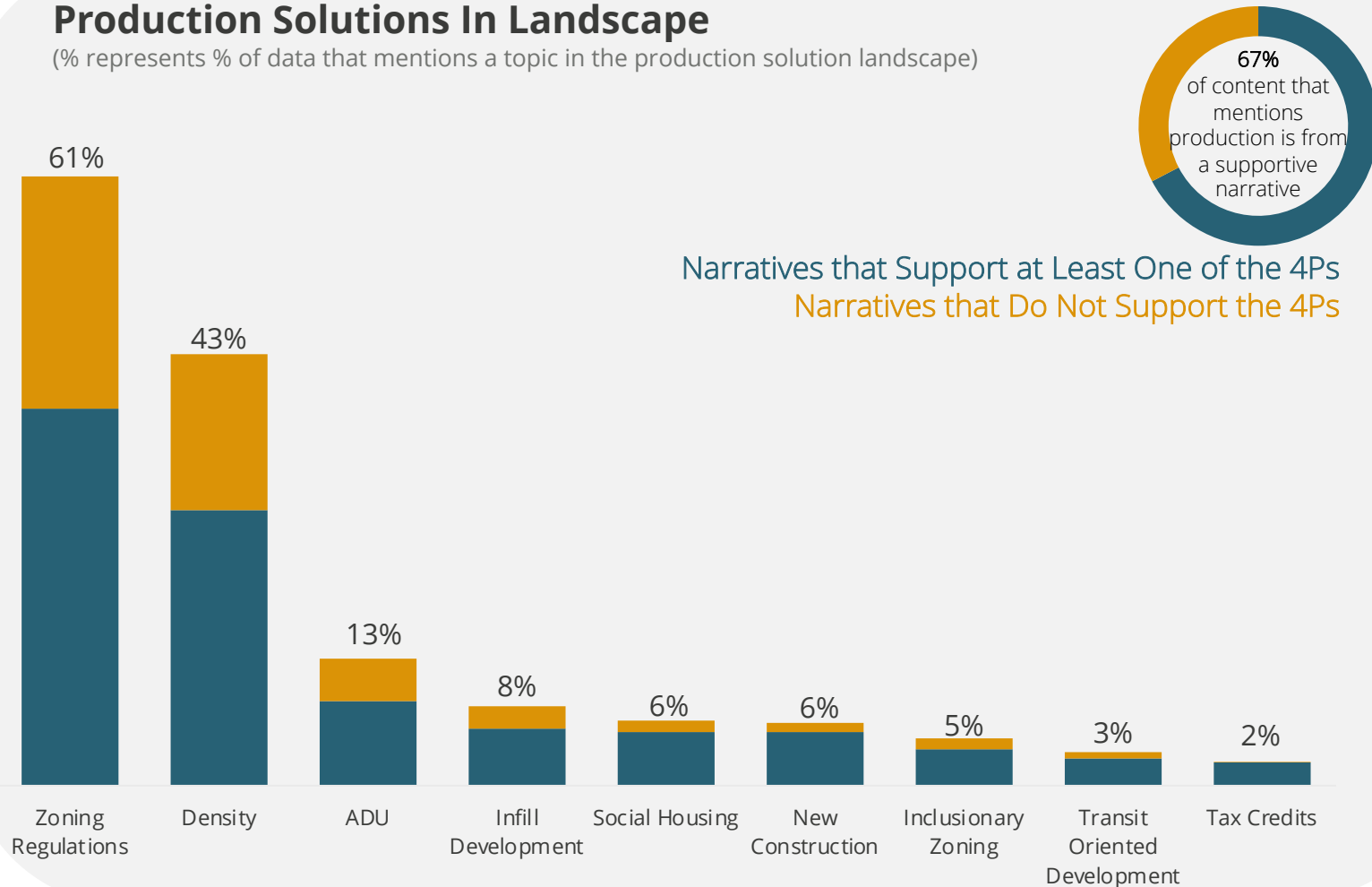


- Housing Affordability Now!
- Rent is Too Damn High
- Protect the Character of "Our Community"
- Build Baby, Build
- Housing is a Human Right
- Rectify Housing Injustices
- The Market Knows Best
- Stop Displacing Residents
- No One Can Afford to Live Here
- Housing Will Not Solve Homelessness
- Holding California Back
- California is Full

Narratives That Do Not Support the 4Ps Critical of Production Solutions, Particularly Zoning and Density Initiatives

Production Solutions In Landscape

(% represents % of data that mentions a topic in the production solution landscape)



“Despite California's vast land mass, **urban zoning constraints in cities statewide--especially those that favor single-family homes--have effectively reduced the state's amount of developable land to a pittance.**

Collectively, areas zoned for the sort of multifamily developments that the state needs are too few, and in locations that are too expensive, to make much of a dent in the state's estimated need for over 2.5 million units.

Widespread conversion of commercial properties would vastly expand the state's residential zoning capacity with the distinct advantage of not displacing existing residents or imposing on low-density neighborhoods.”

– California Planning & Development Report

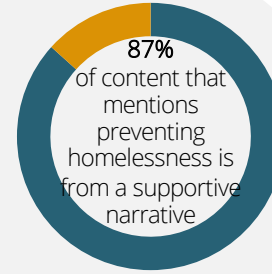
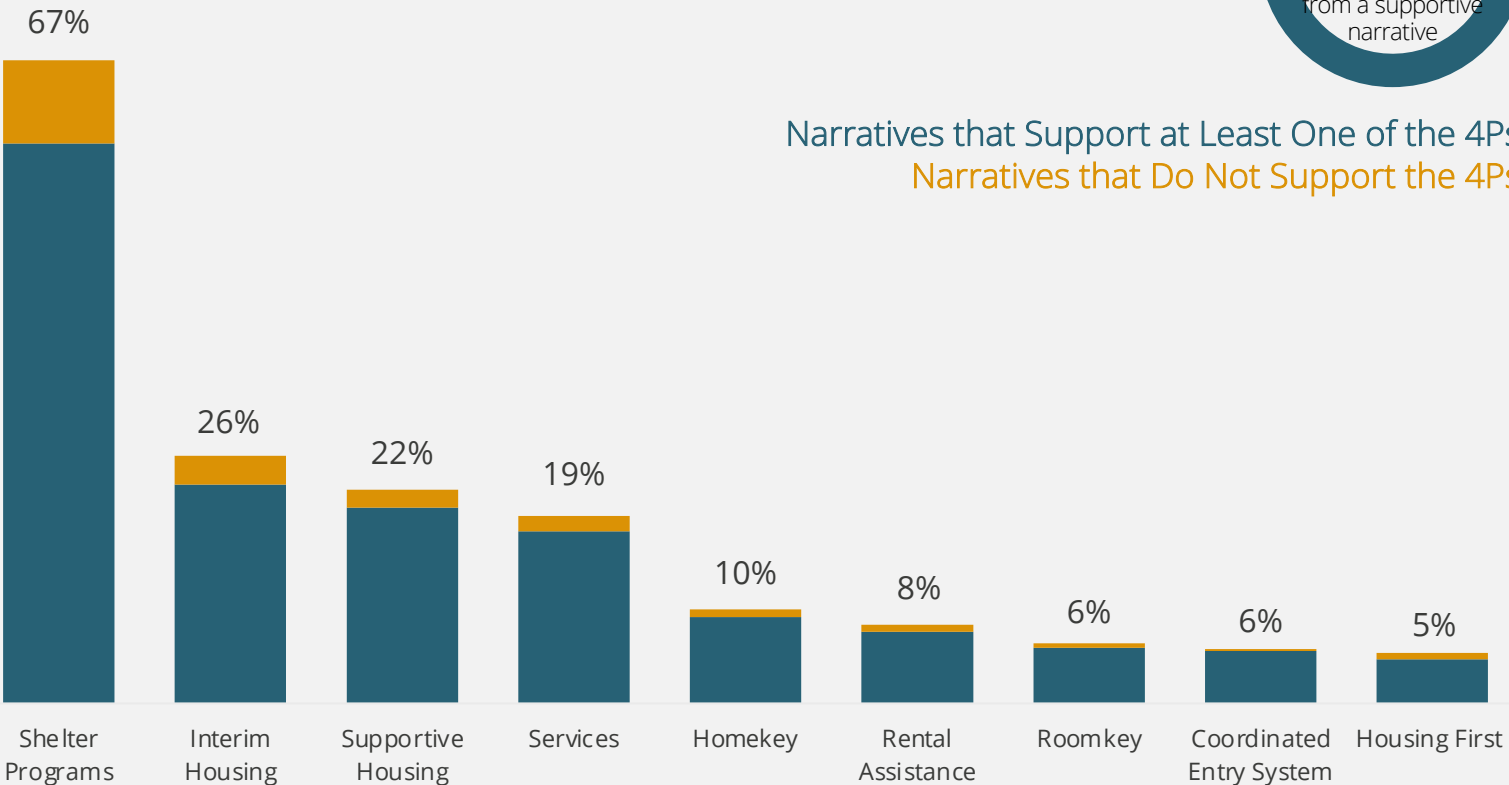
“How many San Diegans find Los Angeles and Orange County beautiful? These regions used to have open space, parks and clean air. Not now. **They are jammed full of people, traffic congestion, horrible air quality and almost every green space is covered by asphalt, strip malls and urban sprawl.** That is where San Diego is headed with Mission Valley planning for 50,000 residents, Midway District increasing to 27,000, Grantville increasing to 22,000, as well as increases in many other areas just in the Downtown area.... We need housing because a zillion people want to live and work here. **Keep building and they will come and San Diego County will become just another Los Angeles or Orange County.”**

– San Diego Tribune

Supportive Narratives Dominate Preventing Homelessness

Preventing Homelessness Solutions In Landscape

(% represents % of data that mentions a topic in the preventing homelessness solution landscape)



Narratives that Support at Least One of the 4Ps
Narratives that Do Not Support the 4Ps

“Composed of Walnut Creek city staff, the Walnut Creek Police Department, community organizations, local businesses and residents, the task force [Walnut Creek Homeless Task Force] meets regularly, **establishing short- and long-term practices and initiatives that work toward respectful, compassionate solutions.** With a primary goal of **creating affordable, supportive housing and safety net services for people who are homeless,** the task force holds free public community forums designed to provide updates and information about **actions taken by Walnut Creek and Contra Costa County to address homelessness.**” - Walnut Creek Journal

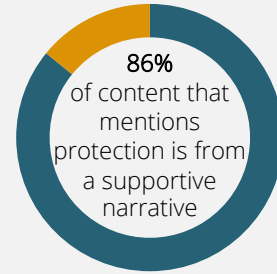
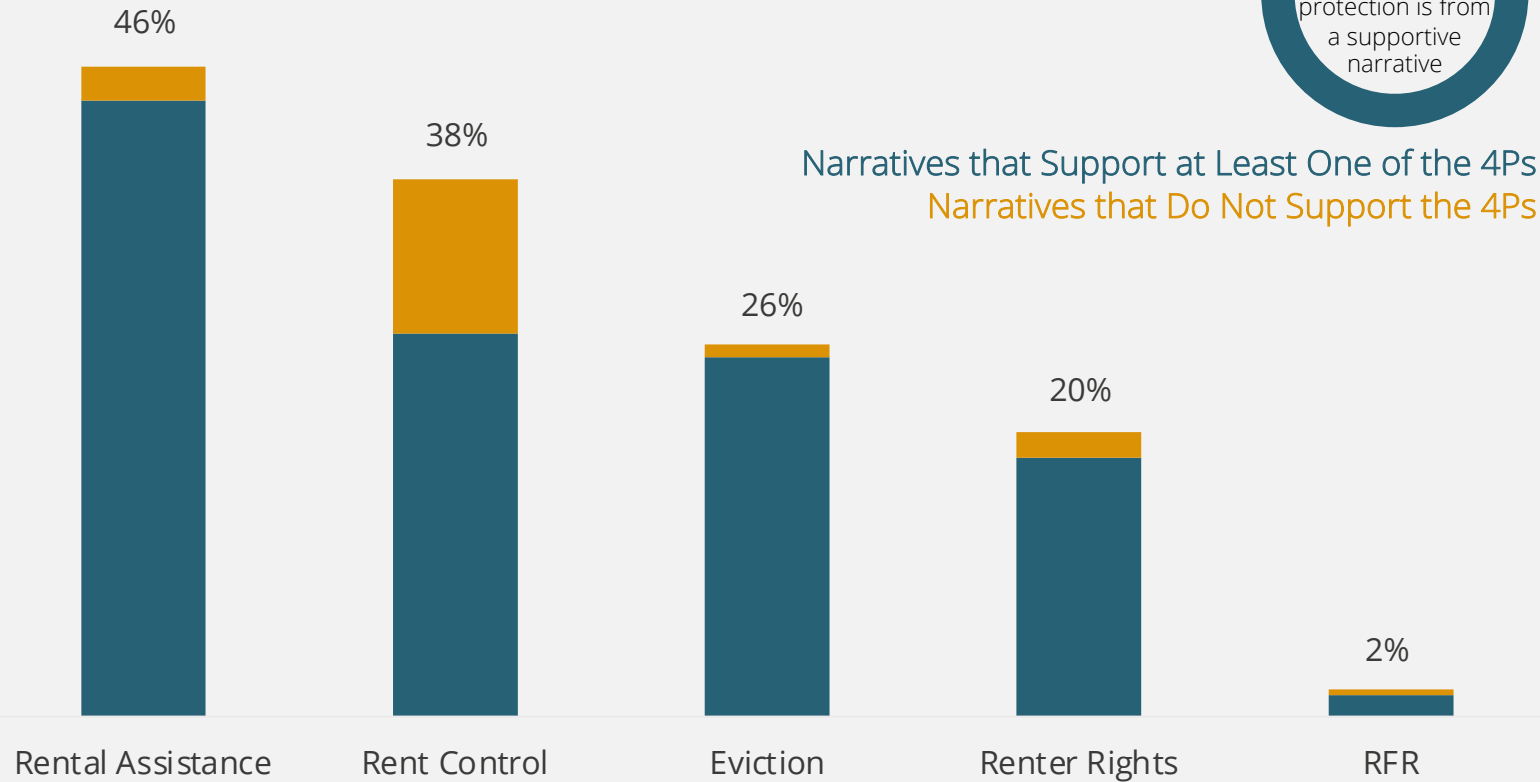
“Skid Row, she says, has always been grimy, but in the last decade, it has devolved into what it never was before: **a zone of libertarian lawlessness where people die almost daily, where drugs are, de facto, legalized, where city sanitation workers require police protection...**In Lopez's view, what created today's Skid Row includes **municipal abandonment combined with methamphetamine, the abdication of drug-addiction and mental-illness treatment, misguided charity, and the city's settlement of court cases** that, in practice, now limit enforcement of laws governing drug sales, street habitation, pimping, and assaults...**The loudest narrative on homelessness comes from far-left activists:** that homelessness is caused by high housing prices, and thus the only solution to it is affordable permanent housing; until enough of that is built, people should be allowed to occupy sidewalks. **Those with other ideas have been largely cowed into silence.**”

- Los Angeles Magazine

Rent Control Garner Attention from Narratives That Do Not Support the 4Ps

Protection Solutions In Landscape

(% represents % of data that mentions a topic in the protection solution landscape)



“For the length of the pandemic, **the fear of an eviction tsunami and crushing rent debt has loomed over struggling tenants.** With California's eviction moratorium set to expire in a little over a week, how Gov. Gavin Newsom and legislative leaders manage the end of pandemic tenant protections and the distribution of federal rent relief will be a test of their commitment to an equitable recovery. Done well, **California could create a strong safety net that ensures vulnerable tenants are protected from losing their homes or suffering lasting financial harm.** Done poorly, **the state could exacerbate existing disparities and worsen the crisis of homelessness and housing instability.** The choice should be clear: **California should leave no tenant behind.**”

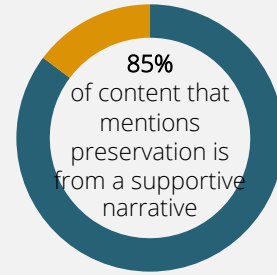
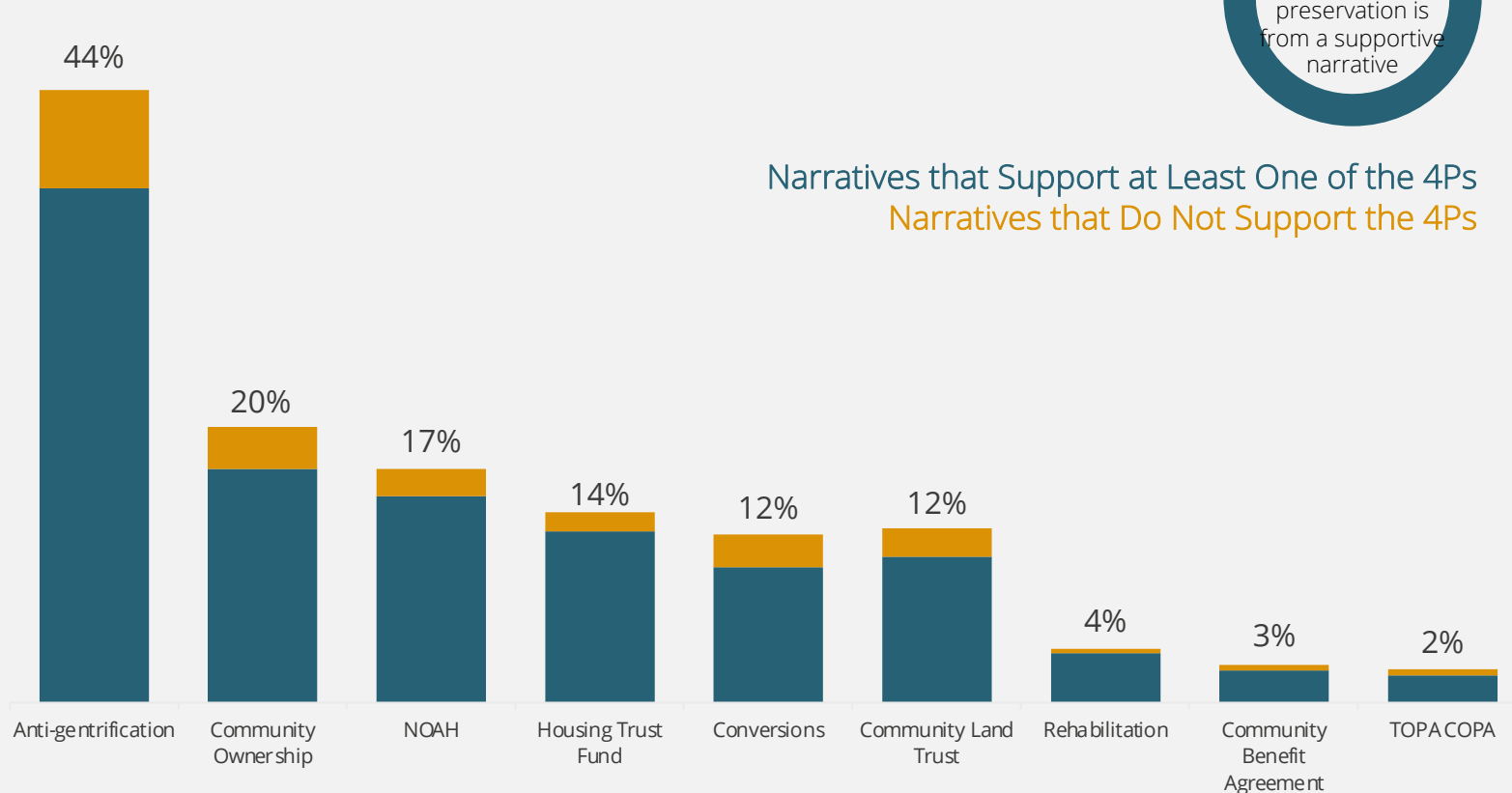
– LA Times

“**Rent control is a political reaction to an economic problem.** Every sane economist agrees that the solution to our housing shortage and high housing costs is to build more housing. That's what typically happens in a free market. When a shortage of a product occurs, prices rise until more product is produced or a substitute is found. **California's housing market has become so regulated, litigated and costly to mitigate that it is unable to function under free-market principles.**” – Mountain Democrat

Preservation Focuses on Anti-Gentrification Efforts

Preservation Solutions In Landscape

(% represents % of data that mentions a topic in the preservation solution landscape)



Narratives that Support at Least One of the 4Ps
 Narratives that Do Not Support the 4Ps

“An ambitious new Los Angeles River Master Plan...promises big changes all along the waterway's 51 miles...**The intentions are good: bringing green space and cultural resources to working-class neighborhoods.** But this revitalization effort **must prioritize residents' essential needs for affordable housing, decent jobs and local businesses, safeguarding against green gentrification...**The potential for a tragic backfire is huge. We could pour millions of public dollars into a plan that looks impressive but **drives out its target audience - communities that have found it hard just to survive in recent decades...**”
 - LA Times

“One misconception is how displacement works. **A lot of people just assume that when someone gets priced out of an affordable apartment — basically, an investor comes in, buys the apartment and then jacks the rent up — that the person who is going to move in is going to be a tech employee.** That is not always the case, it's even not mostly the case. **A lot of times what happens is basically low-cost housing becomes mid-cost housing, expensive housing becomes more expensive housing,** but not astronomically expensive housing... Redevelopment has a bad name, for good reason, but what I found when I started researching the history of it more is that it's not like a bunch of people in the 1950s were like, "How do we go destroy a bunch of black neighborhoods?" **Maybe there were some people like that, but urban housing did need to be rebuilt then. A lot of people wanted it to be rebuilt.** The question was for whom and how.” - San Francisco Chronicle



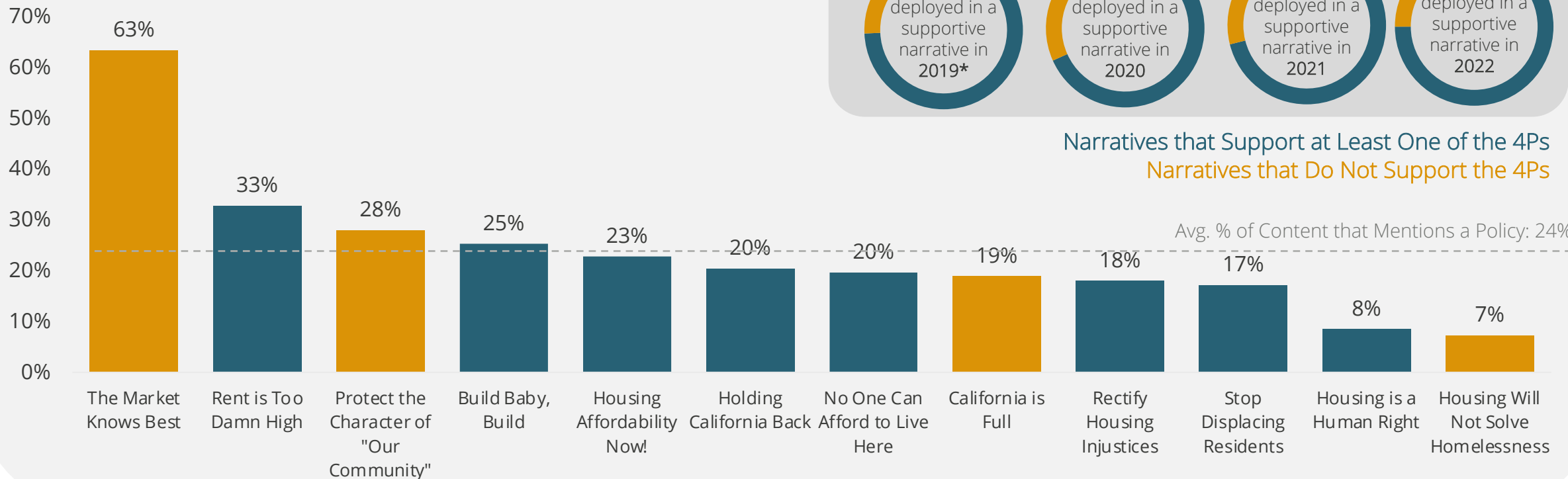
How Are Policies Discussed In The Narratives?

Policy Focus Prominent in Some Non-Supportive Narratives

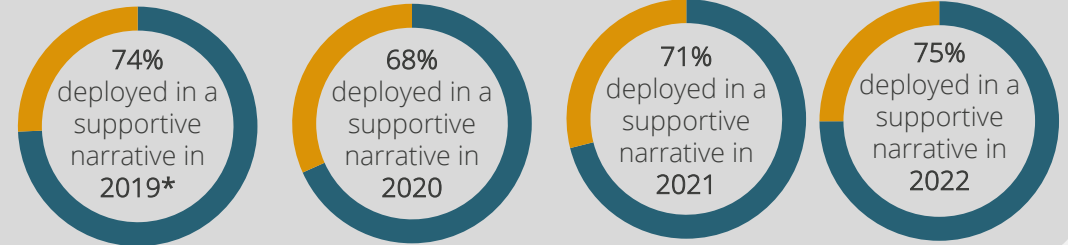
Among narratives that do not support the 4Ps, *The Market Knows Best* and *Protect the Character of "Our Community"* discuss housing policies and legislative action the most, highlighting their reactionary nature. *The Market Knows Best* tends to focus on rent control & stabilization policies and *Protect the Character of "Our Community"* focuses on zoning changes (SB 9), streamlining policies (SB 35), and Housing Element mandates among other policies.

Coverage of Top Policies

(% indicates % of narrative that mentions a policy; 24% of all total narrative landscape mentions a policy)



Coverage of Policies Across Years

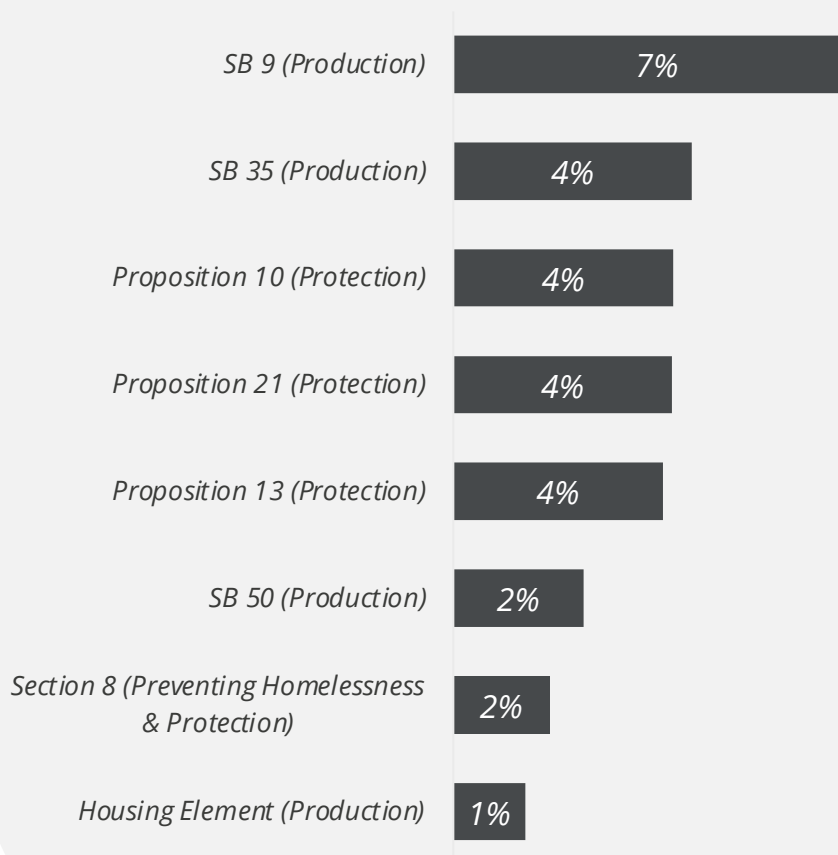


Narratives that Support at Least One of the 4Ps
 Narratives that Do Not Support the 4Ps

Avg. % of Content that Mentions a Policy: 24%

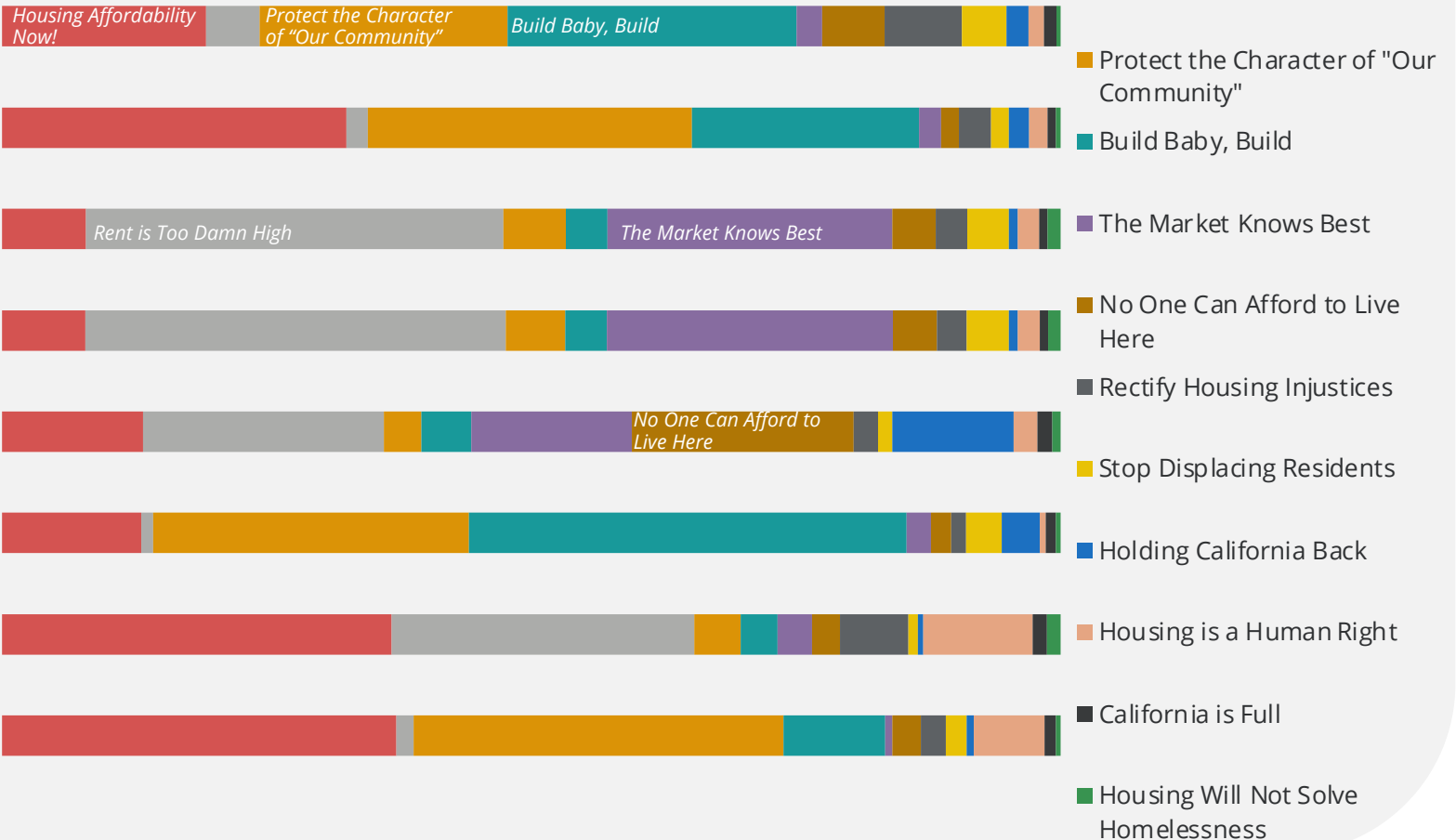
Protect the Character of "Our Community" Critical of Zoning, Density, and Housing Supply Policies

Mentions of Each Policy
(% of landscape that mentions each policy)



Narrative Distribution Within Each P Discussion

(% represents % of each narrative that deployed within mention of each P)



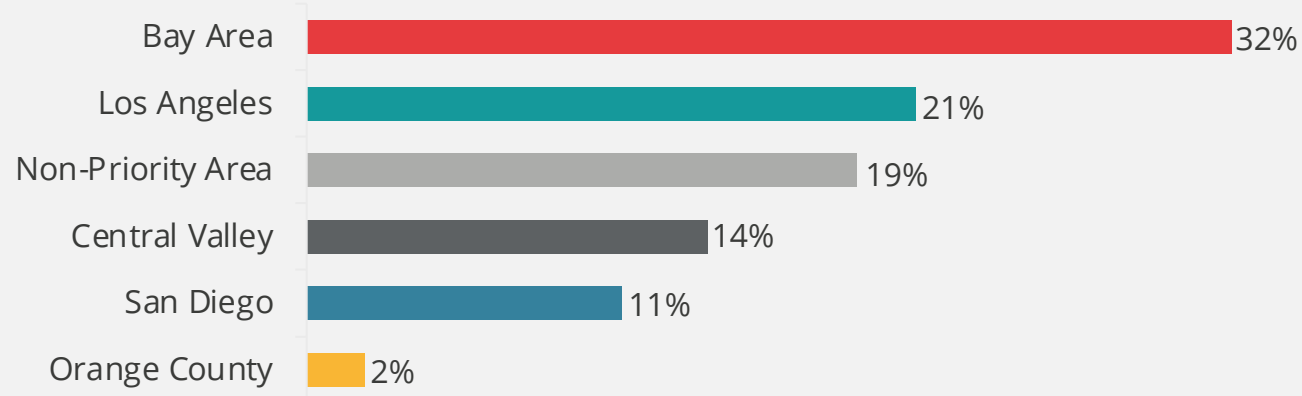
A grayscale photograph of the San Francisco skyline and the 'Painted Ladies' row of houses. The foreground shows a grassy hill with several people sitting on the ground, looking towards the city. The middle ground features the iconic row of colorful houses, and the background is dominated by the dense urban skyline, including the Transamerica Pyramid and the Salesforce Tower. The text 'How Does the Narrative Landscape Differ by Region?' is overlaid in red on the image.

How Does the Narrative Landscape Differ by Region?

Vocal Bay Area Sources Drive Media Discourse on Housing

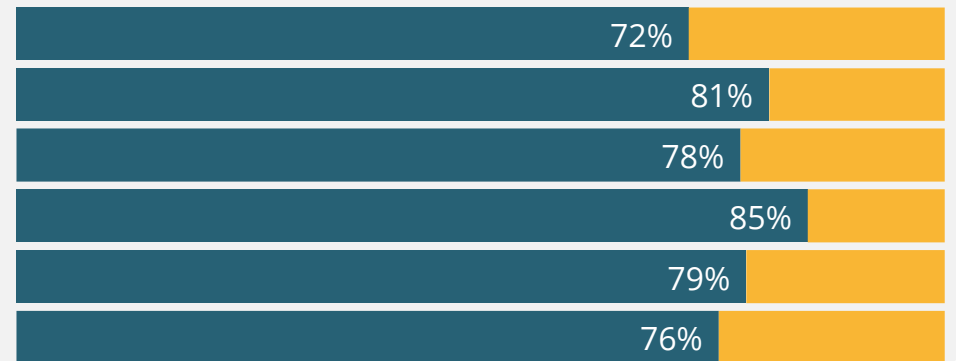
Volume Across Priority Areas

(% represents total volume contributed by each priority area)



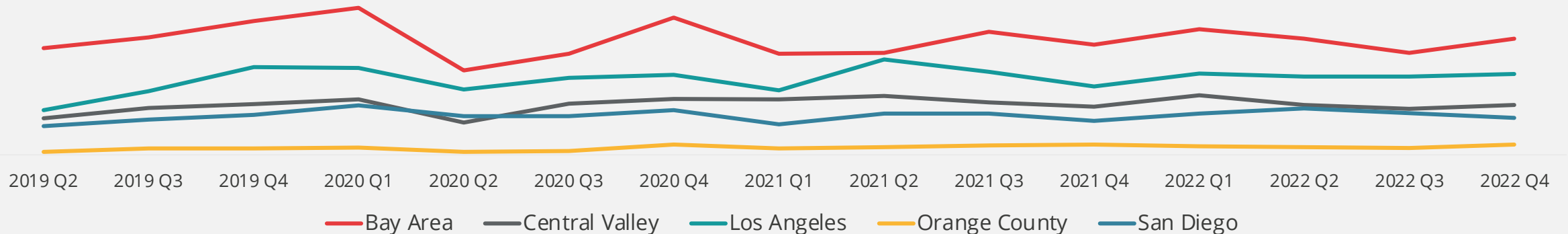
Narrative Alignment by Priority Areas

(% represents the % of total volume within each priority area that uses a supportive or non-supportive narrative)



Raw Volume Media Coverage by Quarter

(Graph shows the distribution of volume within each priority area across each quarter)



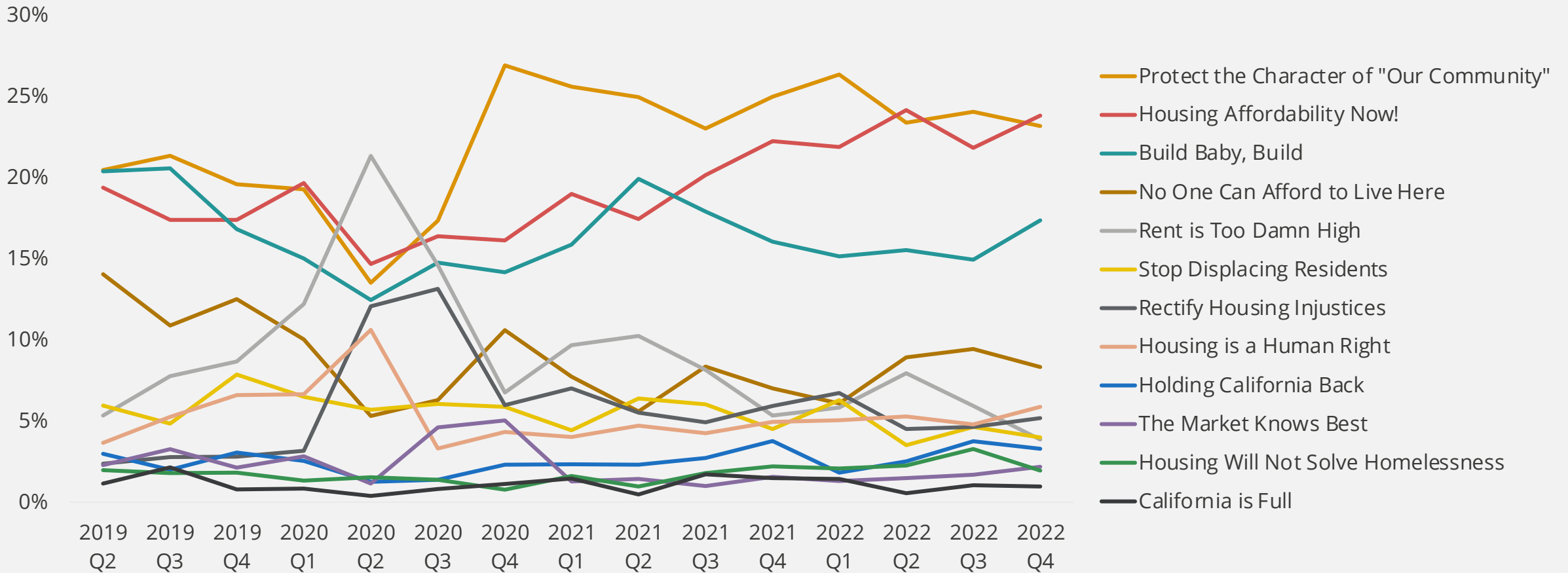
Preventing Homelessness and Production Take Center

P <i>(% Volume in Total Landscape)</i>	Central Valley	Los Angeles	Orange County	San Diego	Bay Area
Production <i>(30%)</i>	24%	26%	34%	31%	33%
Preventing Homelessness <i>(27%)</i>	33%	31%	28%	25%	22%
Protection <i>(14%)</i>	14%	19%	10%	12%	14%
Preservation <i>(5%)</i>	5%	6%	5%	4%	6%

Production-Focused Narratives Dominate Bay Area Coverage

Media Volume Across Narratives Over Time

(% represents % of narrative volume within each quarter; % add up to 100 within each month)



Bay Area Shows Disconnect Between Media Coverage and Public Engagement

While the Bay Area media amplifies arguments against housing development (*Protect the Character of Our Community*), the public is engaging more with supportive narratives (*Housing Affordability, Now!*, *No One Can Afford to Live Here, Rent is Too Damn High*), and *Housing is a Human Right*.

Overall Volume and Engagement Across Narratives

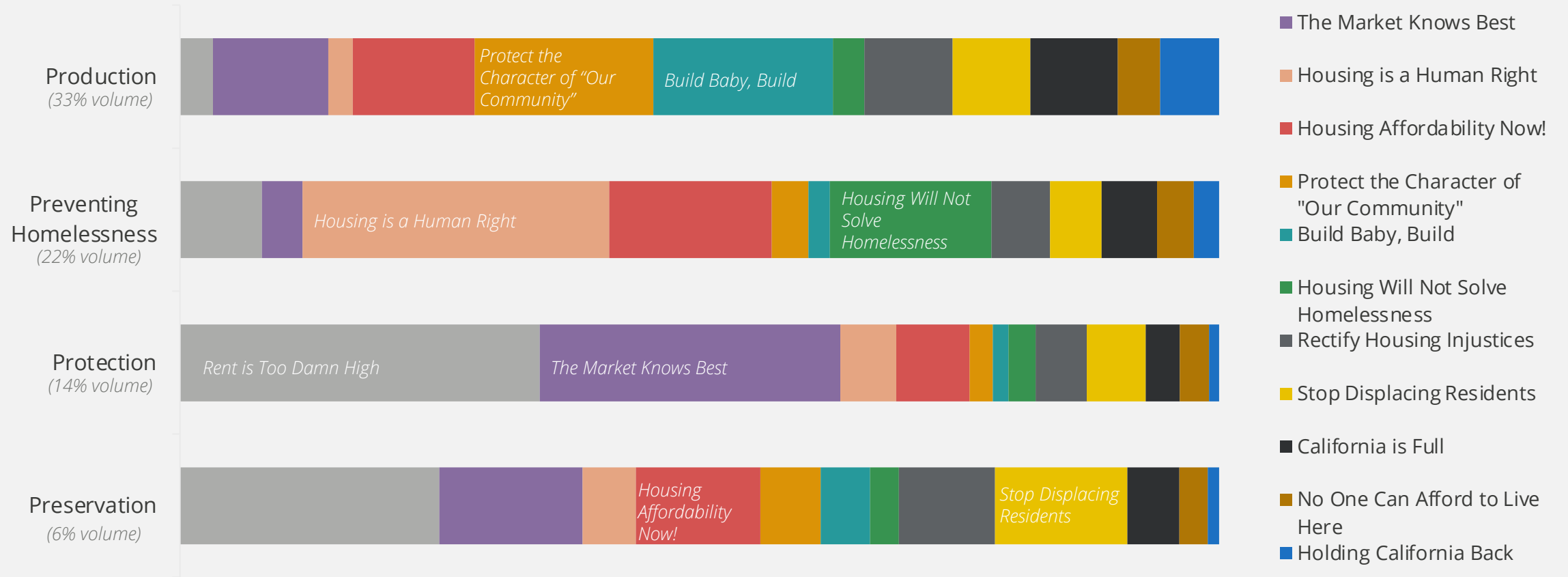
(% represents % of total media volume or engagement within priority area)



Bay Area Narrative Distribution within 4Ps

Narrative Distribution Within Each P

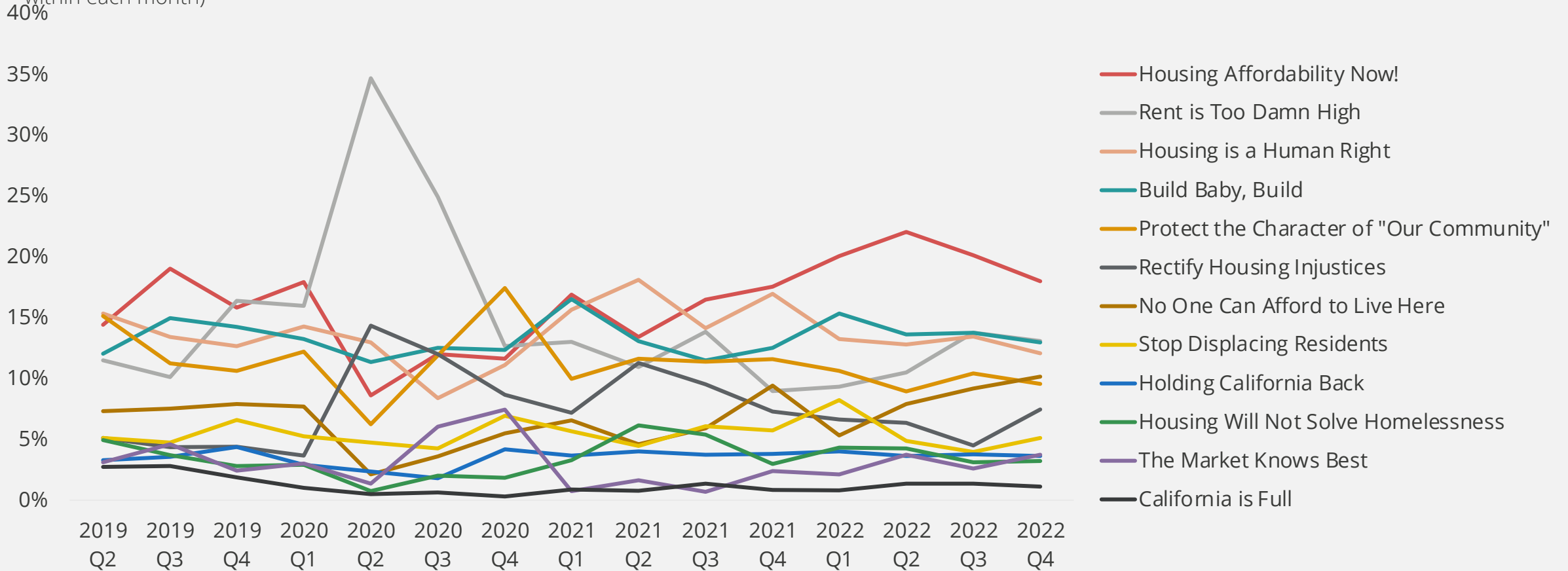
(% represents % of each narrative within P)



Renter Insecurity and *Housing is a Human Right* a Strong Media Focus in Los Angeles

Media Volume Across Narratives Over Time

(% represents % of narrative volume within each quarter; % add up to 100 within each month)



Public Engagement also Focused on Renter Insecurity and *Housing is a Human Right*

Media articles highlighting drastic rent increases and the government’s inability to provide solutions for renters drive public engagement with LA media. The media shows strong focus on arguments positioning housing as a human right (*Housing is a Human Right*), and these articles create resonance with the public (the narrative accounts for over 15% of media engagement).

Overall Volume and Engagement Across Narratives

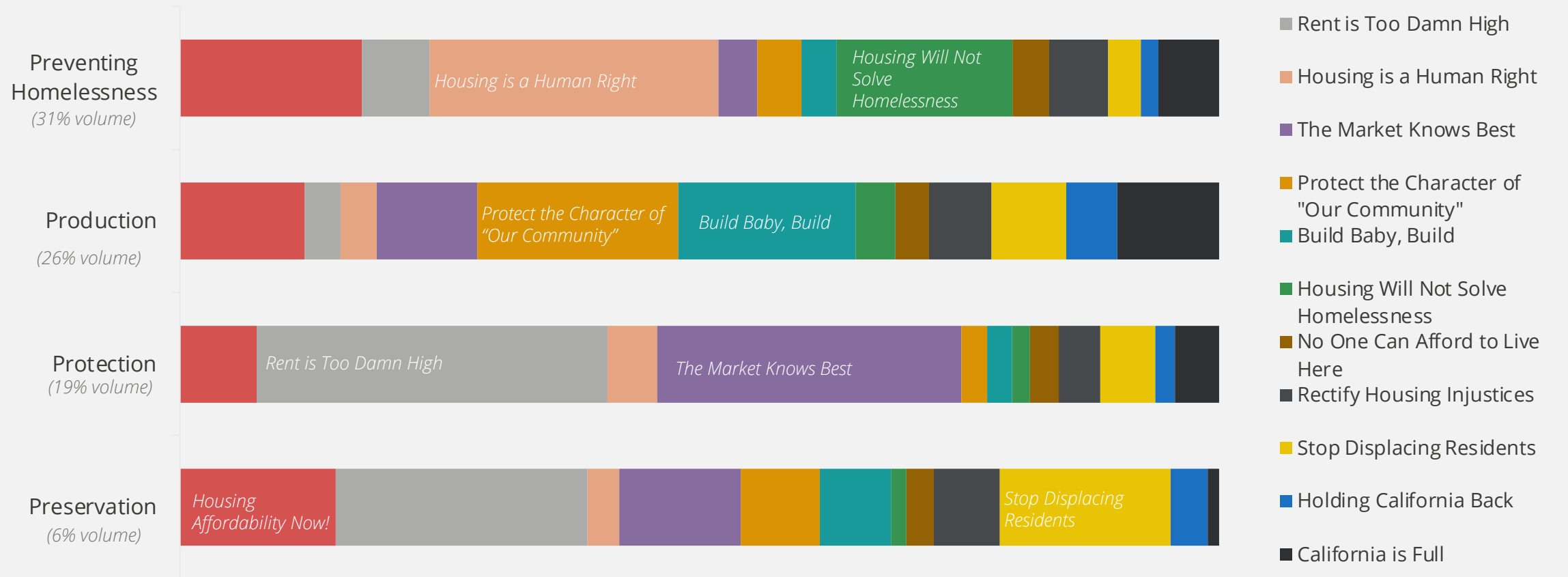
(% represents % of total media volume or engagement within priority area)



Los Angeles Narrative Distribution within 4Ps

Narrative Distribution Within Each P

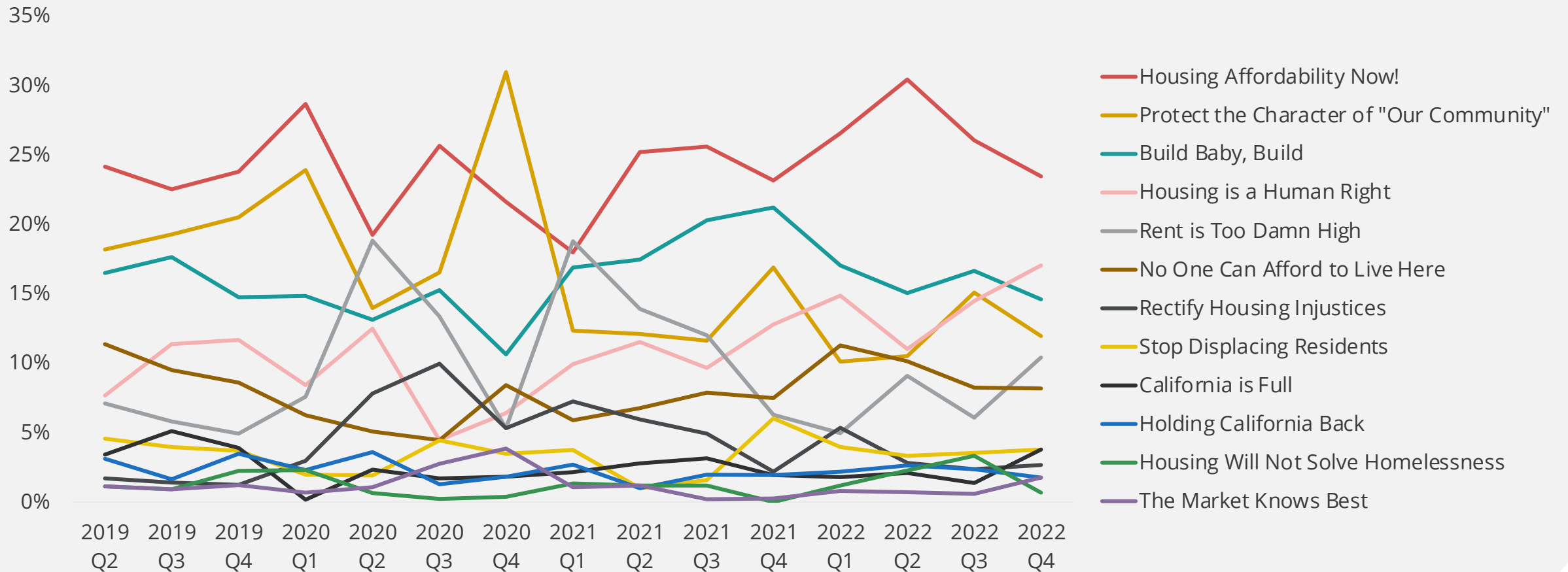
(% represents % of each narrative within P)



San Diego Media Highlights Tension Between Production-focused Narratives

Media Volume Across Narratives Over Time

(% represents % of total media volume or engagement within priority area)

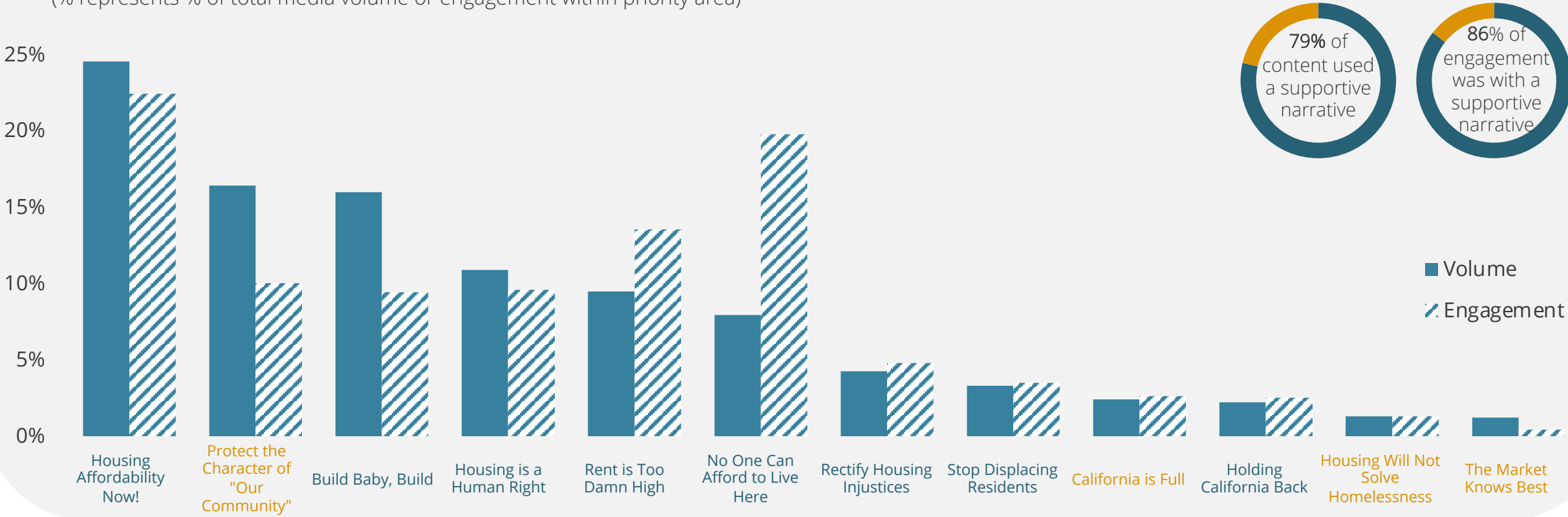


San Diego Media Engagement Focused on Housing Insecurity and Need for Affordable Housing Solutions

San Diego media focuses on the urgent need for affordable housing solutions in *Housing Affordability, Now!*, but also highlights arguments against further development (*Protect Character of Our Community*). Interestingly, media focused on the latter generates below average public engagement. Instead, public engagement with San Diego media focuses on the growing affordability and availability gap in *No One Can Afford to Live Here* and the *Rent is Too Damn High*.

Overall Volume and Engagement Across Narratives

(% represents % of total media volume or engagement within priority area)



San Diego Narrative Distribution within 4Ps

Narrative Distribution Within Each P

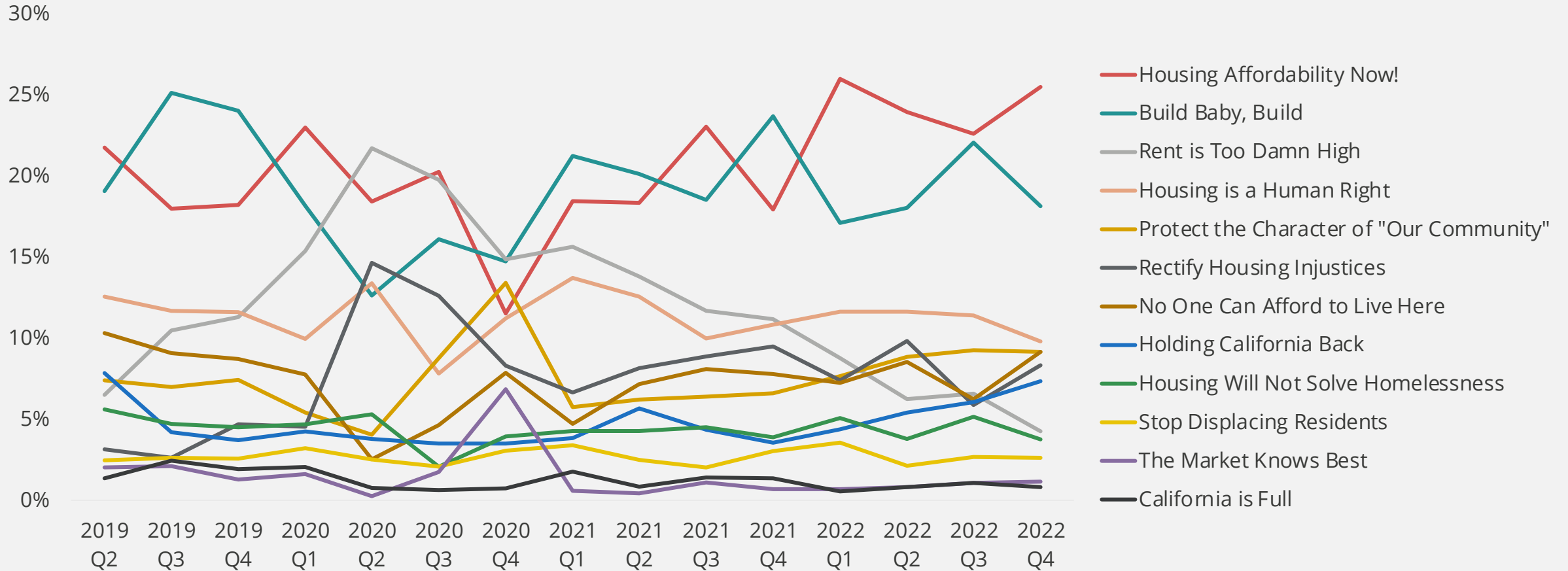
(% represents % of each narrative within P)



Central Valley Focused on Need to Build All Types of Housing

Media Volume Across Narratives Over Time

(% represents % of total media volume or engagement within priority area)

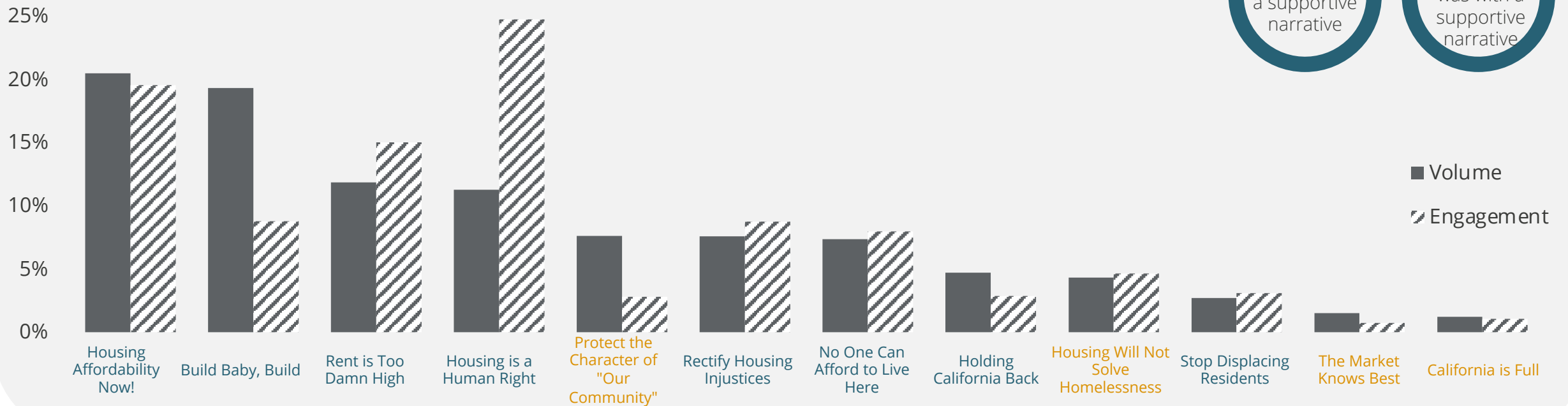


Central Valley Media Engagement Focused on *Housing is a Human Right*

Central Valley media focuses on need for both affordable housing (*Housing Affordability, Now!*) as well as building housing of all types (*Build Baby, Build*). Public engagement with Central Valley media focuses on arguments positioning housing as a human right (*Housing is a Human Right*).

Overall Volume and Engagement Across Narratives

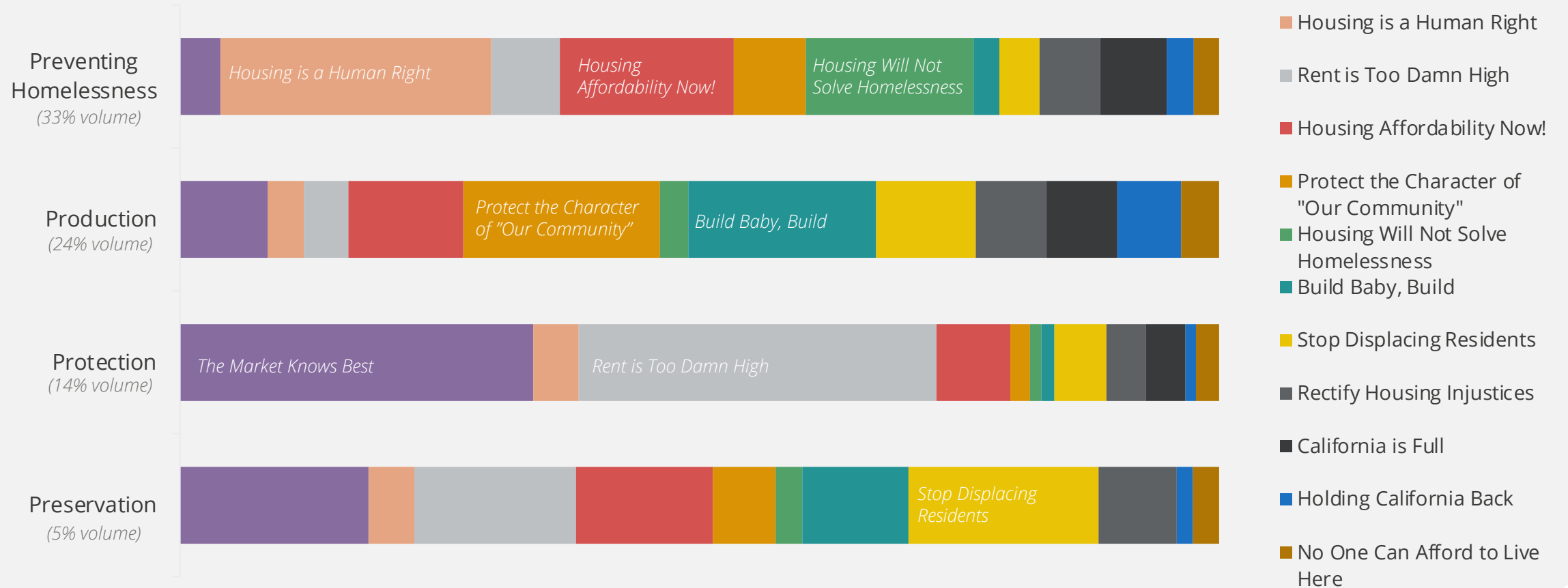
(% represents % of total media volume or engagement within priority area)



Central Valley Narrative Distribution within 4Ps

Narrative Distribution Within Each P

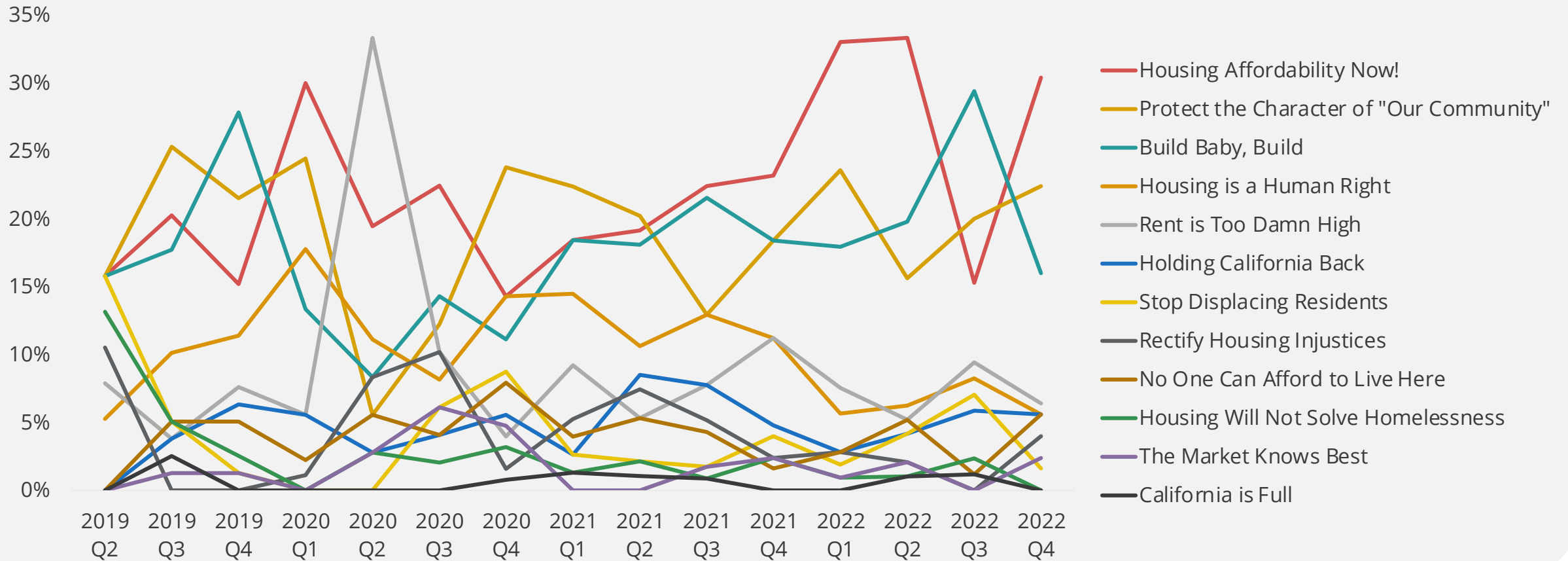
(% represents % of each narrative within P)



Focus on Production-oriented Narratives Increasing; *Housing is a Human Right* Decreasing

Media Volume Across Narratives Over Time

(% represents % of narrative volume within each quarter; % add up to 100 within each month)

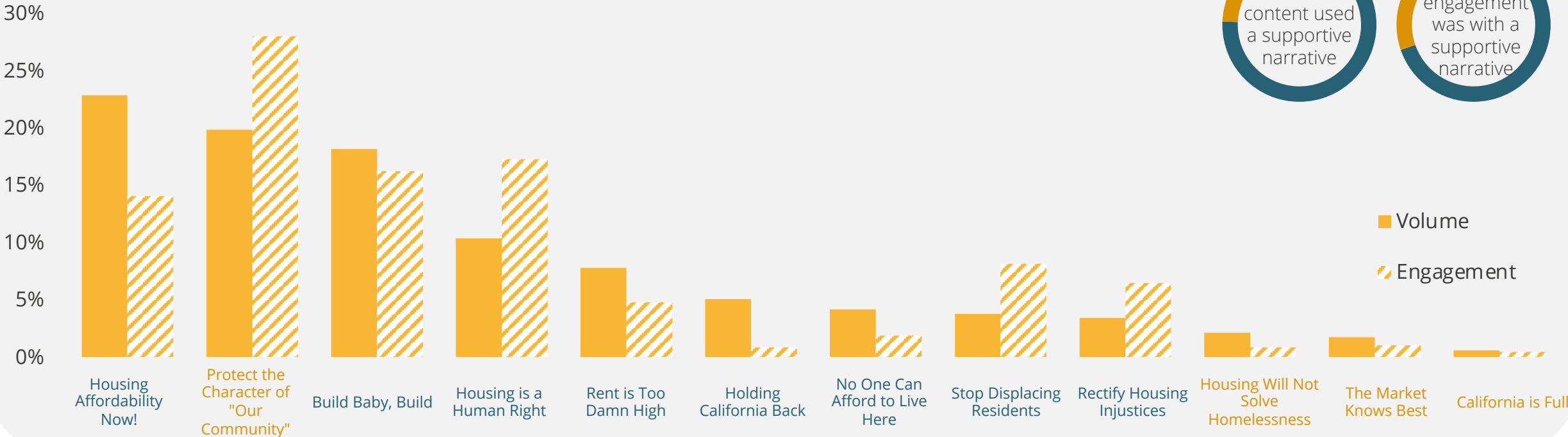


Orange County Media Engagement Focused on Arguments for Protecting Community Character

Additionally, the public engages with stories positioning housing as a human right (*Housing is a Human Right*).

Overall Volume and Engagement Across Narratives

(% represents % of total media volume or engagement within priority area)



Orange County Narrative Distribution within 4Ps

Narrative Distribution Within Each P

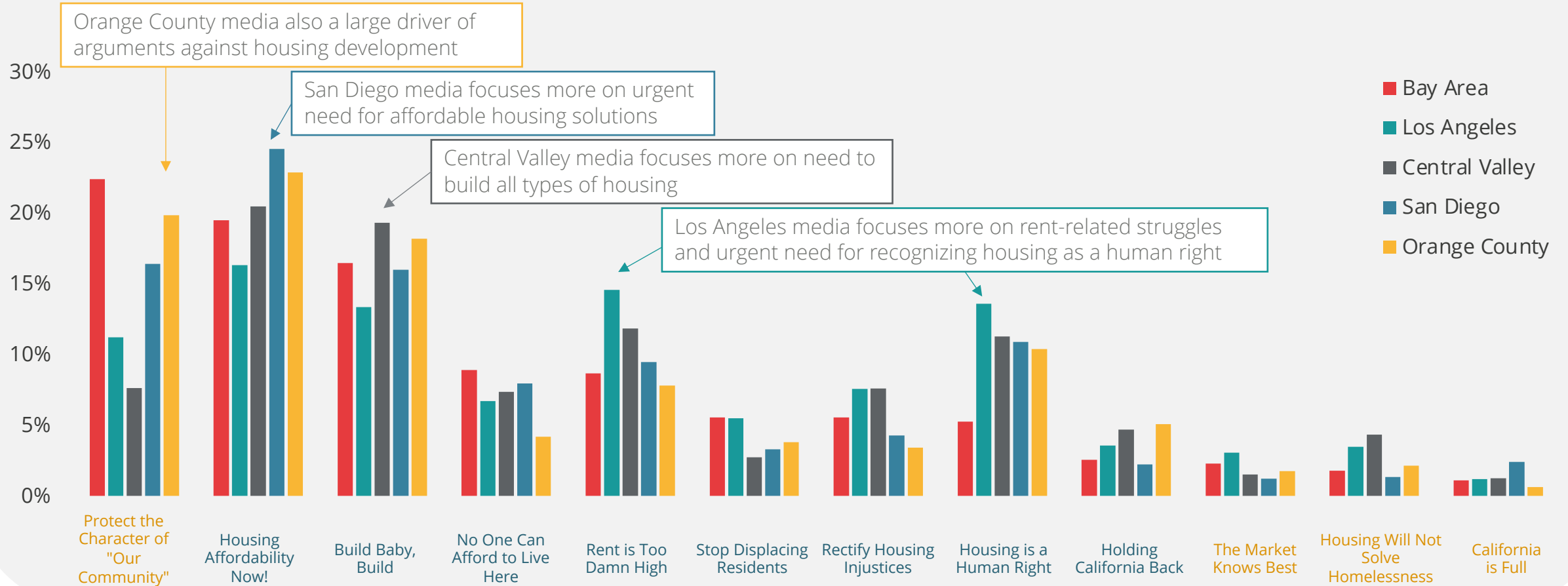
(% represents % of each narrative within P)



Bay Area Media Drives *Protecting the Character of "Our Community"*

Media Coverage Across Narratives by Priority Area

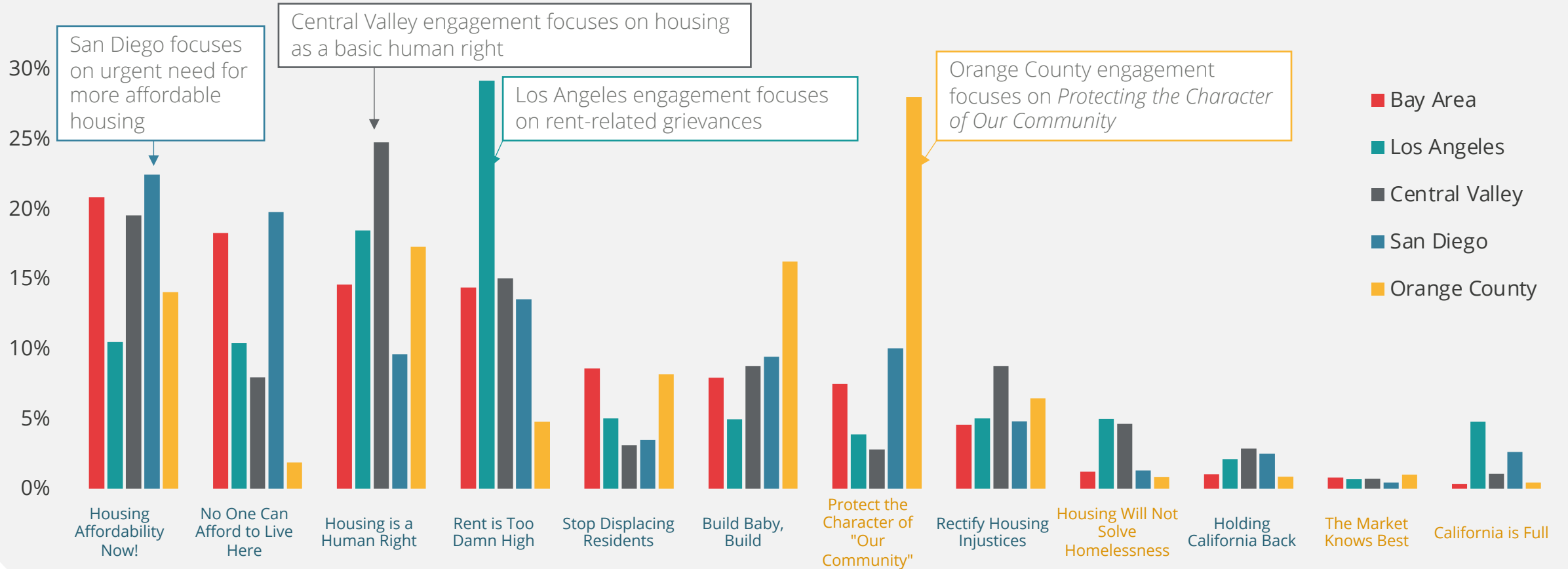
(% represents % of total volume dedicated to each narrative within a priority area)



Orange County Drives Engagement with *Protecting Character of Our Community*

Media Engagement Across Narratives by Priority Area

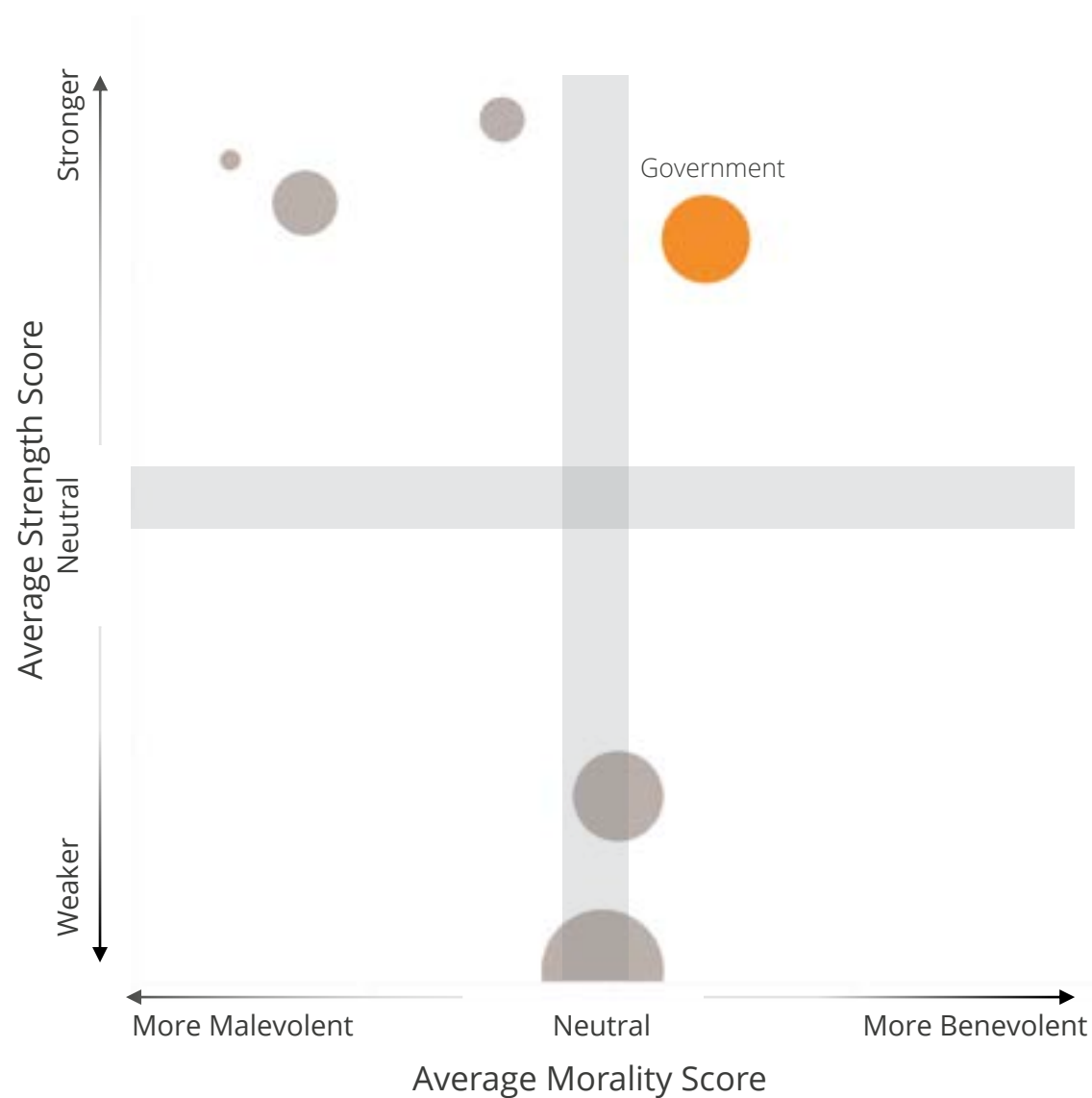
(% represents % of total engagement dedicated to each narrative within a priority area)





How Are Entities Characterized In The Narratives?

Understanding Characters in the Landscape



The orange circle represents **the Government's** classification as an acting character in the relevant media landscape.

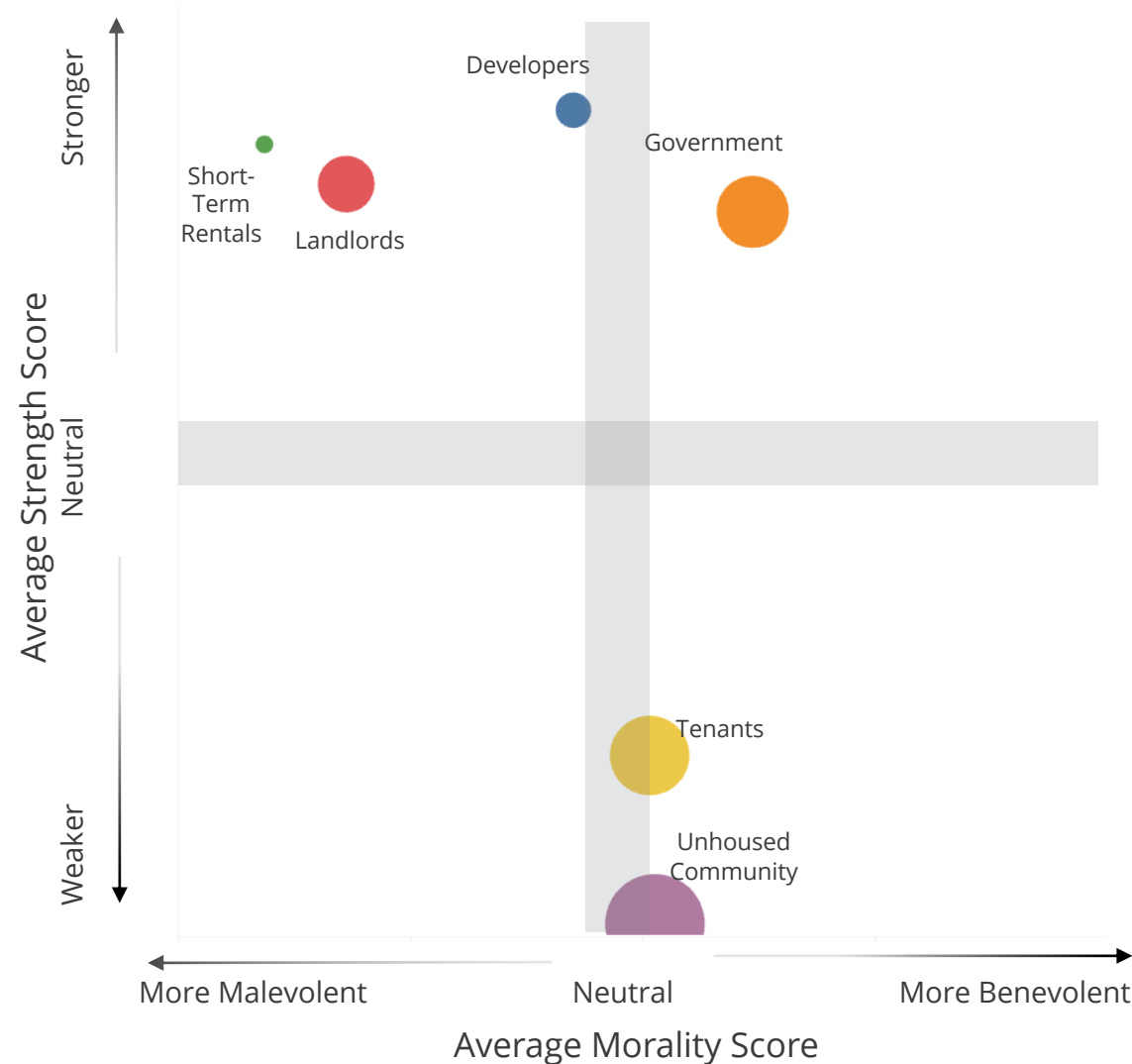
1. **Strength (Vertical axis):** The Government is depicted as a strong actor, on average, in that they hold significant power or agency.
2. **Morality (Horizontal axis):** The government is depicted as a benevolent actor, or force for good.

Circle size indicates the frequency of mentions of that character.

The Government is in the top right quadrant indicating it is a protagonist – a character that is framed as strong and benevolent, on average.

Supportive Narratives Champion the Government

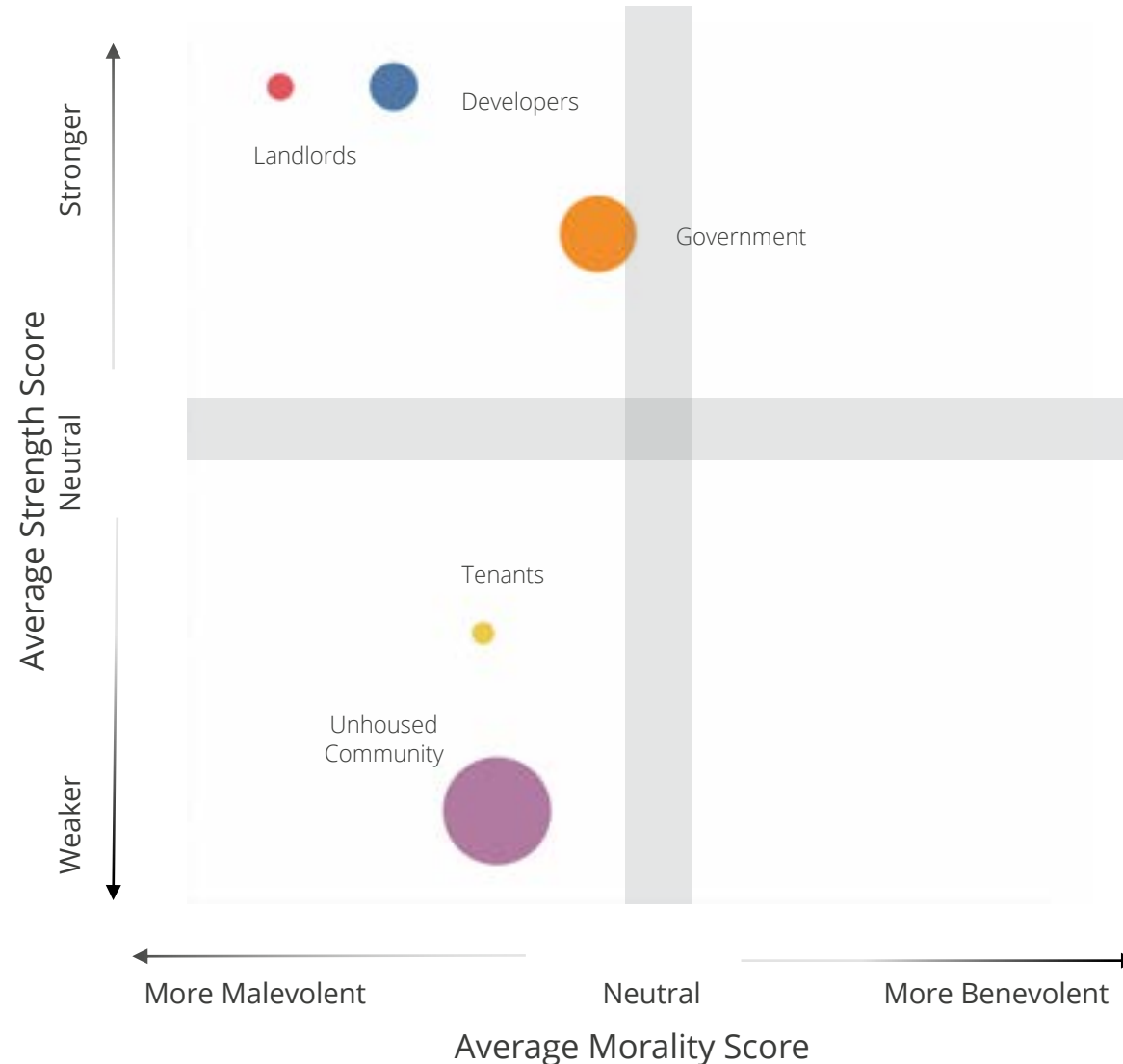
Supportive



- In narratives that support at least one of the 4Ps, the government framed more benevolently overall.
- Landlords, developers, and short-term rentals are **clearly depicted as antagonists**, while the unhoused community and renters are seen as victims in the larger California housing landscape.

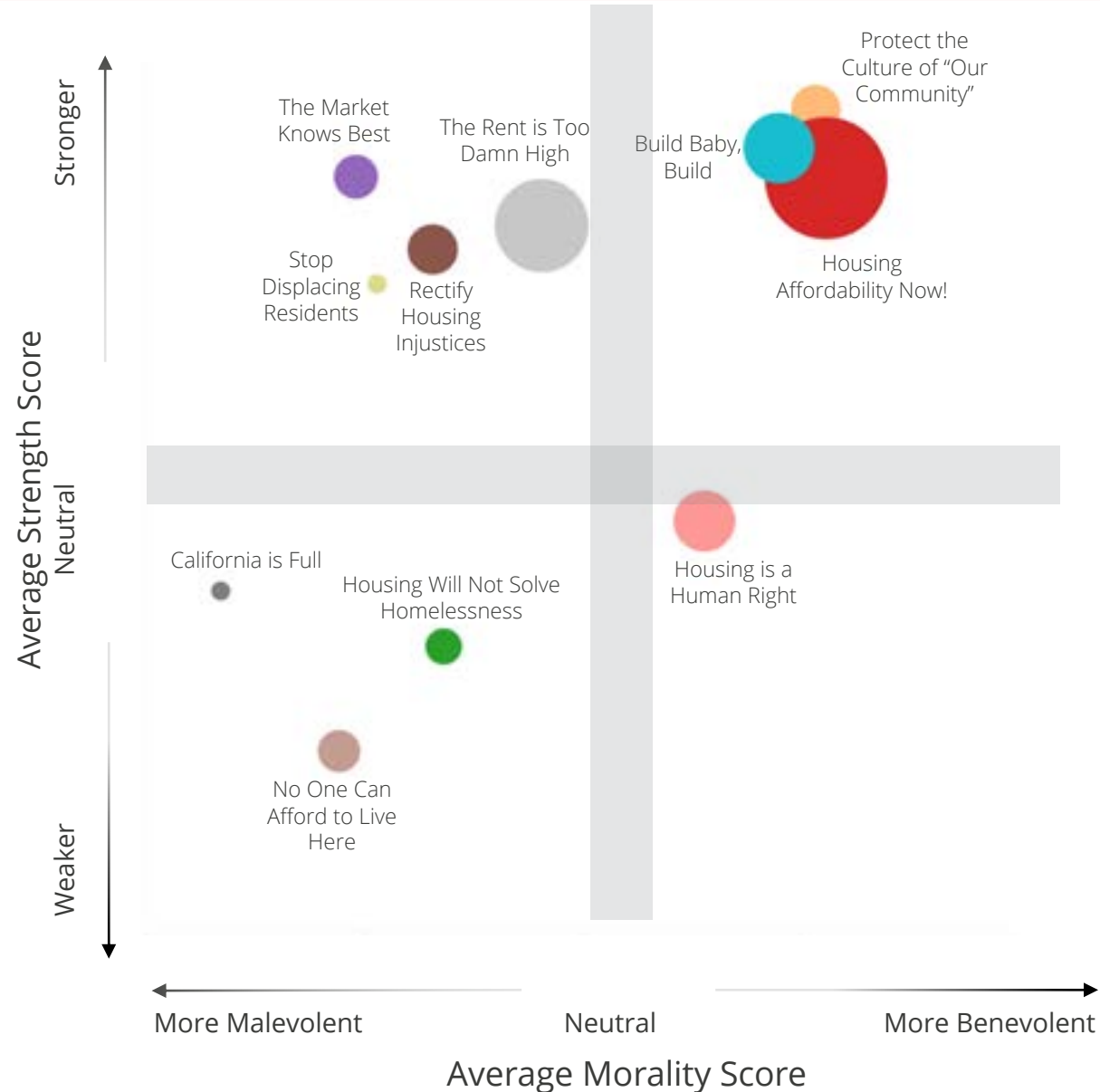
Narratives That Do Not Support the 4Ps Take a Pessimistic View

Not Supportive



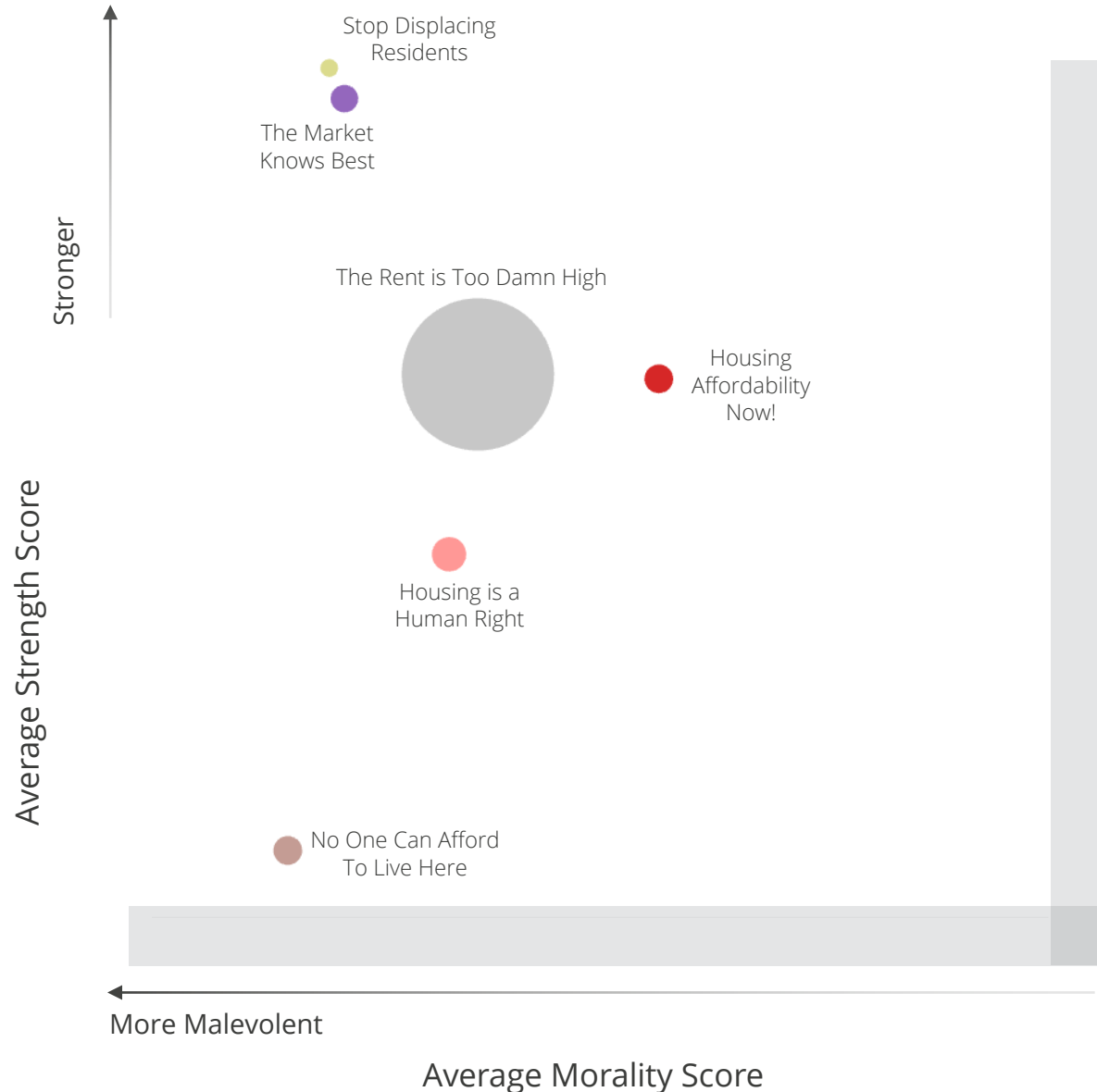
- In narratives that do not support the 4Ps, **no entity is favorably or benevolently portrayed.**
- The government is portrayed as malevolent but yielding power and the unhoused community is characterized as malevolent.

Government Framed Differently Across Narratives



- The government is often framed as maintaining power and agency.
- *Build Baby, Build*, *Protect the Character of "Our Community,"* and *Housing Affordability Now!* depict the government most favorably.
- Some narratives depict the government negatively for their lack of effectiveness in combating California's housing and homelessness crisis.

Landlords Portrayed as Malevolent



- *The Rent is too Damn High* discusses landlords the most frequently out of all narratives.
- *Stop Displacing Residents* criticizes landlords' role in gentrification across California.

Developers Portrayed as Profit-Hungry



- Developers are largely categorized as maintaining power while also being more malevolent.
- *Protect the Character of "Our Community"* slams developers as **greedy**, characterizing developers as prioritizing building multi-tenant housing over protecting the character of single-family neighborhoods.
- *Housing is a Human Right* critiques developers for **prioritizing profits over helping others fulfill their right to safe, dignified housing.**

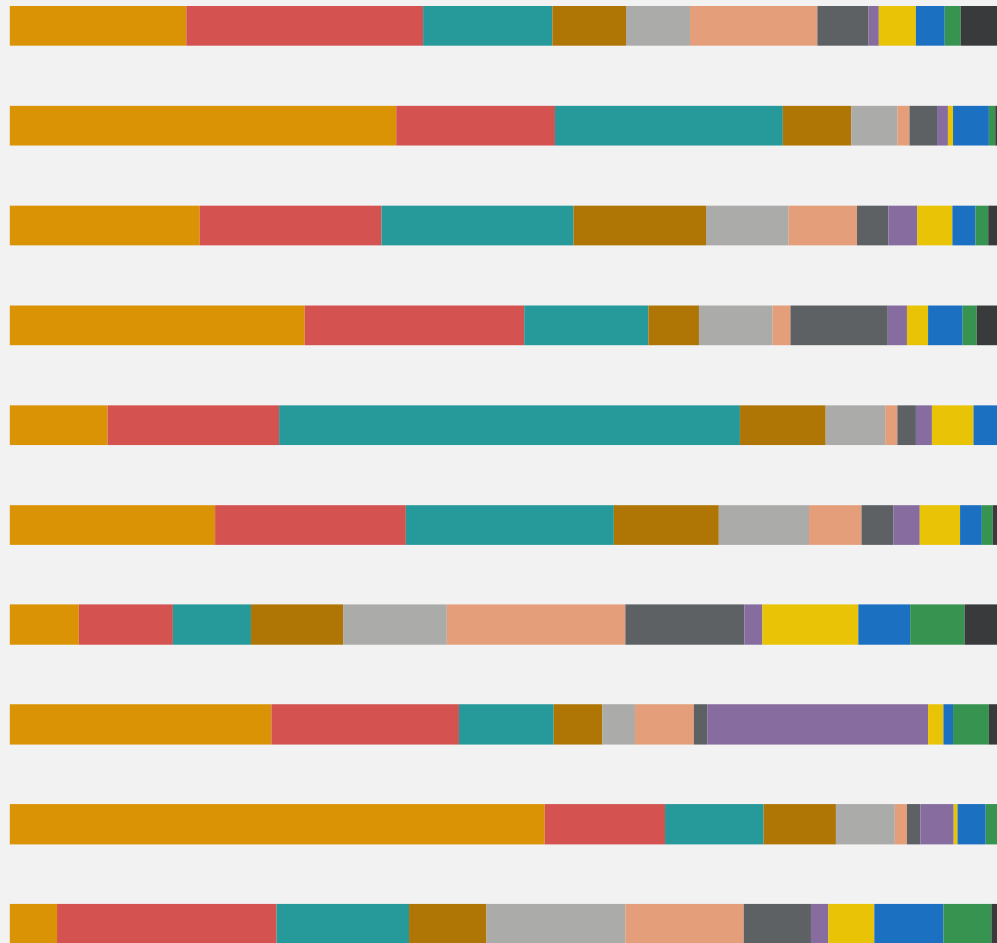
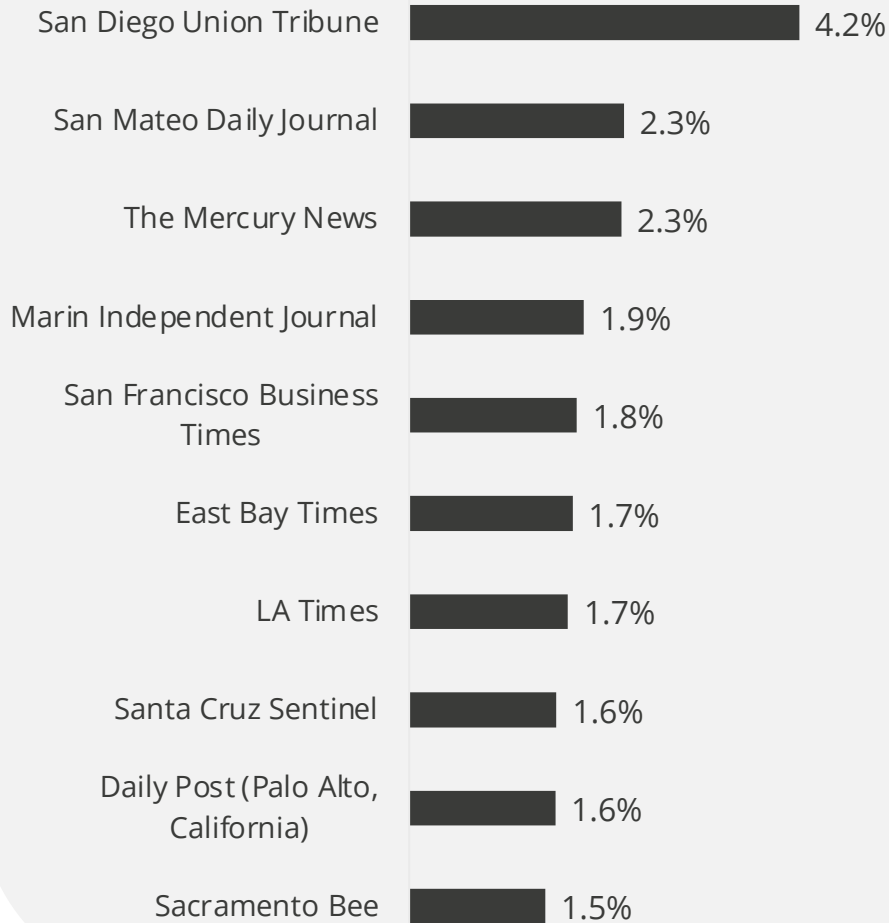


How Do Sources Discuss Housing Narratives?

Source Analysis

Source Coverage of Housing Landscape

Source Coverage of Each Narrative



- Protect the Character of "Our Community"
- Housing Affordability Now!
- Build Baby, Build
- No One Can Afford to Live Here
- Rent is Too Damn High
- Housing is a Human Right
- Rectify Housing Injustices
- The Market Knows Best
- Stop Displacing Residents
- Holding California Back
- Housing Will Not Solve Homelessness
- California is Full

Most Active Sources by Priority Area

Bay Area	Central Valley	Los Angeles	Orange County	San Diego
1. San Mateo Daily Journal	1. Sacramento Bee	1. LA Times	1. The Orange Country Register	1. San Diego Union Tribune
2. The Mercury News	2. Sacramento Business Journal	2. My News LA	2. Laguna Beach Independent	2. ABC 10 News
3. Marin Independent Journal	3. Modesto Bee	3. Los Angeles Business Journal	3. Spectrum News	3. KPBS
4. San Francisco Business Times	4. Chico ER	4. ABC 7 News TV	4. Huntington Beach Today	4. Times of San Diego
5. East Bay Times	5. Bakersfield	5. Los Angeles Daily News	5. San Clemente Times	5. San Diego Business Journal
6. Daily Post (Palo Alto)	6. ABC10	6. LAist	6. Huntington Beach News	6. KFMB-TV
7. Press Democrat	7. Sacramento Observer	7. San Fernando Valley Business Journal	7. North County News Tribune	7. NBC San Diego
8. CBS San Francisco	8. Fresno Bee	8. Antelope Valley Press	8. Fullerton Observer	8. Pomerado News
9. The San Francisco Chronicle	9. KCRA	9. CBS Los Angeles	9. New Santa Ana	9. KUSI.com
10. Blogging Bayport Alameda	10. California Patch	10. Long Beach Post	10. Daily Pilot	10. FOX5 San Diego



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Narrative Details



No One Can Afford to Live Here



Narrative Thesis

The Californian Dream that our parents believed in is dead. The housing crisis is getting out of hand, and it seems like no one can find a place to live in California, let alone one that is affordable. Teachers, firefighters, nurses, young college students — those who work in our communities and are essential to California's future are being priced out of the dream of a stable home. Private equity firms and big corporations snatch up housing for their own profit, while NIMBYs pull the ladder up behind them — locking millennials and Gen-Zers out of a path to homeownership. Californians are running out of options in this strained housing system - we need solutions.



Narrative Components

- **Problems:** Affordability, Availability
- **Who is Centered?:** Average Californians, young adults, those who work in our communities
- **Who is to Blame?:** Wealthy older generations, tech giants, big corporations, Wall Street
- **Call to Action:** General call for solutions; this narrative tends to focus more on the problems of inadequate housing supply and unaffordable housing rather than specific solutions

The Rent is Too Damn High

Narrative Thesis

After years of sky-rocketing rents in California, one thing has disturbingly remained the same: the rent is still too damn high. California's renters are under attack from speculative developers, predatory landlords, and an out-of-control free market. Communities that were once affordable have grown unaffordable as landlords jack-up rents to whatever the market will allow for, especially during the pandemic when people desperately need housing. At the same time, greedy developers are purchasing rent-controlled buildings and forcing out long-time tenants. New developments will not help struggling Californian families, students, and seniors anytime soon. We need politicians to support renters' rights now and end the rent insanity.

Narrative Components

- **Problems:** Affordability
- **Who is Centered?:** Renters, tenants
- **Who is to Blame?:** Landlords, developers, local and federal government
- **Call to Action:** Enact legislation to protect renters from wrongful evictions, rent increases, and unsafe living conditions



Housing Affordability Now!

NEW



Narrative Thesis

*There is not enough housing in California, especially safe, resilient housing that is affordable. This is especially true for marginalized communities such as BIPOC, the unhoused population, people with disabilities, and low-income individuals and families. Greedy developers, tech giants, and exclusionary zoning laws all play a part in reinforcing housing inequality. We must elect government officials who are committed to affordable housing policies and support affordable housing initiatives. We must provide **all** Californians, and the communities that make it up, with the opportunity to secure safe and affordable housing that satisfies their needs.*



Narrative Components

- **Problems:** Availability, Affordability, Homelessness
- **Who is Centered?:** Marginalized communities
- **Who is to Blame?:** Corporations, government
- **Call to Action:** Support and pass housing affordability policies

Housing is a Human Right

Narrative Thesis

It is a moral failing that there are so many Californians who lack consistent or permanent shelter. A home is not just a privilege for the wealthy, it is a fundamental human right. We are quickly becoming a state where people live without housing because affording a roof over your head is impossible. Our state and city policymakers must prioritize addressing the surge in individuals experiencing homelessness and shortage of low-income and affordable housing. To fulfill California's promise, it is our duty to ensure everyone, regardless of income, race, or age, has safe, stable, affordable housing.

Narrative Components

- **Problems:** Homelessness, Affordability, Availability
- **Who is Centered?:** People experiencing homelessness
- **Who is to Blame?:** Government, the wealthy, "NIMBY" neighbors
- **Call to Action:** Acknowledge the humanity of individuals experiencing homelessness and support housing initiatives

Holding California Back

Narrative Thesis

The current housing crisis in California is not only having negative impacts on California's citizens, but also is a drag on the Californian economy. The California image is becoming tainted and fewer people look to California as a place of opportunity and innovation. Our state's birth rate is declining, and the average citizen age is increasing as younger Californians leave the state to find housing, taking California's future promise with them. The housing crisis is a drain on California's economy and its future viability, and we need to pull together as Californians and address it now before it's too late.

Narrative Components

- **Problems:** Affordability and Accessibility
- **Who is Centered?:** The state of California, California natives, local businesses
- **Who is to Blame?:** Government, the housing crisis
- **Call to Action:** Realize the effect that the housing crisis has on California as a whole; make California a more desirable place to live by making it affordable

Build Baby, Build

Narrative Thesis

There is one simple and undeniable solution to the housing crisis in California - we must increase supply. City planners and residents' not-in-my-backyard attitude have done an amazing job at artificially limiting the supply of housing. From manipulating environmental restrictions to clinging to decades-old height and zoning restrictions, their short-sidedness has created this shortage. This needs to change. We need more of every type of housing, especially near major metro and transit areas. We must do whatever it takes to increase our housing supply.

Narrative Components

- **Problems:** Availability, Affordability
- **Who is Centered?:** Current and potential California citizens
- **Who is to Blame?:** City planners, government, NIMBY neighbors
- **Call to Action:** Build more housing of all types and price ranges
- **Note:** This narrative focuses on producing housing of ALL types, including luxury and market rate, which may conflict with the 4p focus on building *affordable* housing



Narrative Thesis

Current housing issues did not just arise out of nowhere. Rather, they are the result of decades of systematic housing and social issues, such as redlining, gentrification, forced displacement, racial segregation, and discriminatory housing practices. For us to make progress, we need to closely examine the historical causes of our housing crisis. Furthermore, we need to recognize how modern social and economic public policies build upon these historically harmful structures. There are many issues in the housing landscape, but in order to begin articulating and executing upon solutions, we must realize that solving these problems requires reinventing the systems that failed us.



Narrative Components

- **Problems:** Affordability, Accessibility, Homelessness
- **Who is Centered?:** Those who fall victim to larger systemic issues, often BIPOC
- **Who is to Blame?:** NIMBY neighbors, federal government, and developers
- **Call to Action:** Recognize the systemic policies put in place decades ago that created housing inequalities; reinvent the housing system

Stop Displacing Residents

Narrative Thesis

Our neighborhoods are under attack from the forces of gentrification. Our communities are being displaced by transplants, who skyrocket our rent and whitewash our culture. We have built legacies of family-owned restaurants, parks, and communal spaces – but more than that, we have built anchoring communities for marginalized folx and their families. Suddenly, these outsiders come in and try to “clean up” our neighborhoods to fit their own trends and aestheticized ideals. Plus, the rise of remote work has enabled techies to take advantage of short-term rentals and Airbnb's – displacing and pricing out natives from their own communities. It's time to band together and protect our neighborhoods from being overrun by gentrification.

Narrative Components

- **Problems:** Availability, Affordability
- **Who is Centered?:** Local residents, often multi-generational households
- **Who is to Blame?:** Local government, transplants, tech employees, “hipsters,” developers, and short-term rental companies
- **Call to Action:** Make people aware of the damage gentrification causes residents. Preserve the local culture of Californians.
- **Note:** Content focuses on protecting current residents/tenants and preserving existing affordable housing, which may conflict with producing additional affordable housing



Protect the Character of “Our Community”



Narrative Thesis

Greedy developers, activists, and politicians must stop trying to force more housing construction. Instead, they should prioritize the communities that already live and pay taxes here. Property rights and zoning laws exist for a reason: to protect homeowners' investments and preserve the community's integrity. Jamming ugly multi-story housing into neighborhoods with little thought to traffic, infrastructure, or community character is foolish and won't solve the 'housing crisis.' If we allow a building boom in our backyards, the result will be lower property values, out-of-control traffic, and crime from those with no tie to our community.



Narrative Components

- **Problems:** Availability
- **Who is Centered?:** California homeowners
- **Who is to Blame?:** Government, developers, housing activists
- **Call to Action:** Protect homeowner investments and limit construction of new housing

The Market Knows Best

Narrative Thesis

More government intervention is the last thing we need to solve the housing crisis—it's California's regulatory overdrive that caused this “crisis” in the first place. Expanding government intervention in the housing market through policies such as overbearing rent control, excessive tenant rights, or restrictive regulations on the type of housing we build will only cause more harm to the people the policies are designed to help. Politicians and local governments need to relinquish control and cut regulation to unleash the free market in order to solve this problem.

Narrative Components

- **Problems:** Availability, Affordability
- **Who is Centered?:** Prospective renters and homeowners in California; landlords and developers
- **Who is to Blame?:** Government, housing activists
- **Call to Action:** Reduce government intervention in the housing market



Housing Will Not Solve Homelessness



Narrative Thesis

Yes, housing is expensive in California, but expensive housing is not causing the surge in homelessness plaguing our cities. Drug addiction, mental illness, and the influx of vagrants and illegals coming here for the benefits and weather are the main reasons our streets are filled with the homeless. The homeless problem is only getting worse – it seems like every day there are new encampments. California has become too much of a nanny state, and people need to be taught to provide for themselves. Giving people housing will only attract more homeless people and turn neighborhoods into dens of drug use and crime.



Narrative Components

- **Problem:** Homelessness
- **Who is Centered?:** Homeowners and California citizens
- **Who is to Blame?:** Government and people experiencing homelessness
- **Call to Action:** Leave people experiencing homelessness to solve their own problems; stop spending public funds on housing for the homeless



California is Full



Narrative Thesis

It is a privilege to live in California; one that homeowners worked hard to obtain. The only housing crisis in California is the fact that there are too many people for our land and resources to support. Traffic is an endless nightmare, we don't even have enough water for the people who already live here, our schools are stretched to the breaking point, and we're up to our ears in debt. Our taxes and housing should not extend to those who don't belong here. We don't need more people, more jobs, or more building; we need less! We need to start telling people that if they don't live here and can't afford to live here to stay away or get out.



Narrative Components

- **Problems:** Availability, Homelessness
- **Who is Centered?:** Homeowners
- **Who is to Blame?:** Immigrants, people experiencing homelessness
- **Call to Action:** Stop catering to the needs of people who can't afford to live here; protect homeowners and preserve California's resources