



BUZZ ADVOCACY SUMMIT

**Amplifying the Mission in Unexpected
Ways: How Street Sense Media Lifts Up
the Voices of Unhoused People in DC**

**August 1, 2024
Annapolis, MD**



**STREET
SENSE
MEDIA**

Street Sense

Where D.C.'s poor and homeless earn and give their two cents

Home Base for the Homeless

An Inside Look at McPherson Square

To some, McPherson Square is simply the name of a Metro station. To others, McPherson Square is a lifeline. Many commuters who scurry daily along the crisscrossing sidewalks of the square probably don't realize that each weekday at 5 p.m. McPherson Square transforms into an outdoor help center for the homeless — part soup kitchen, part emergency room, part social club.

For someone who wants to rise, he can take advantage of everything that's here," says Nathaniel Washington, an entrepreneur 51-year-old with a honey-brown business voice. Washington is a McPherson Square regular and a self-proclaimed poet who recites lengthy original works at the drop of a

shirtsleeve, arm stretched like an airplane; and another boy, reads to his mentor the Dr. Seuss favorite, "You My Mother?"

It's Thursday night at the Community for Creative Non-Violence (CCNV) and a half-dozen children from ages four to 12 are wrapping up their weekly tutoring session. They are seated throughout a living room-sized conference area, which is re-created for the shelter's staff.

INSIDE THIS ISSUE
NEWS: Hypothermia Season is D.C. has new Winter Plan, p. 4
NEWS: Faces of the Homeless: Homeless Veterans Profile, p. 9
POETRY, pp. 8-9

street sense

Volume 10: Issue 8
Month 13 - 26, 2013



THE STRUGGLE TO MAKE ENDS

Though these crowded, bleak accommodations were clearly never meant for children and they have turned into the last resort for homeless families in Washington.

With the number of families seeking shelter last year reaching record numbers, surpassing 2,000, the city's homeless services are turning to CCNV. The city has started referring mothers there, despite the Department of Human Services' outrage and removal of families from this shelter.

Read more and get involved at www.streetsense.org | The DC Metro Area Street Newspaper | Please buy from badged

STREET SENSE

VOL. 17 ISSUE 16 JUNE 10 - 23, 2020



RESPONSE TO PROTESTS UP FOR HOMELESS PEOPLE DOWN

STREETSSENSEMEDIA.ORG @STREETSSENSEDC

STREET SENSE

VOL. 21 ISSUE 8 JUL 31 -

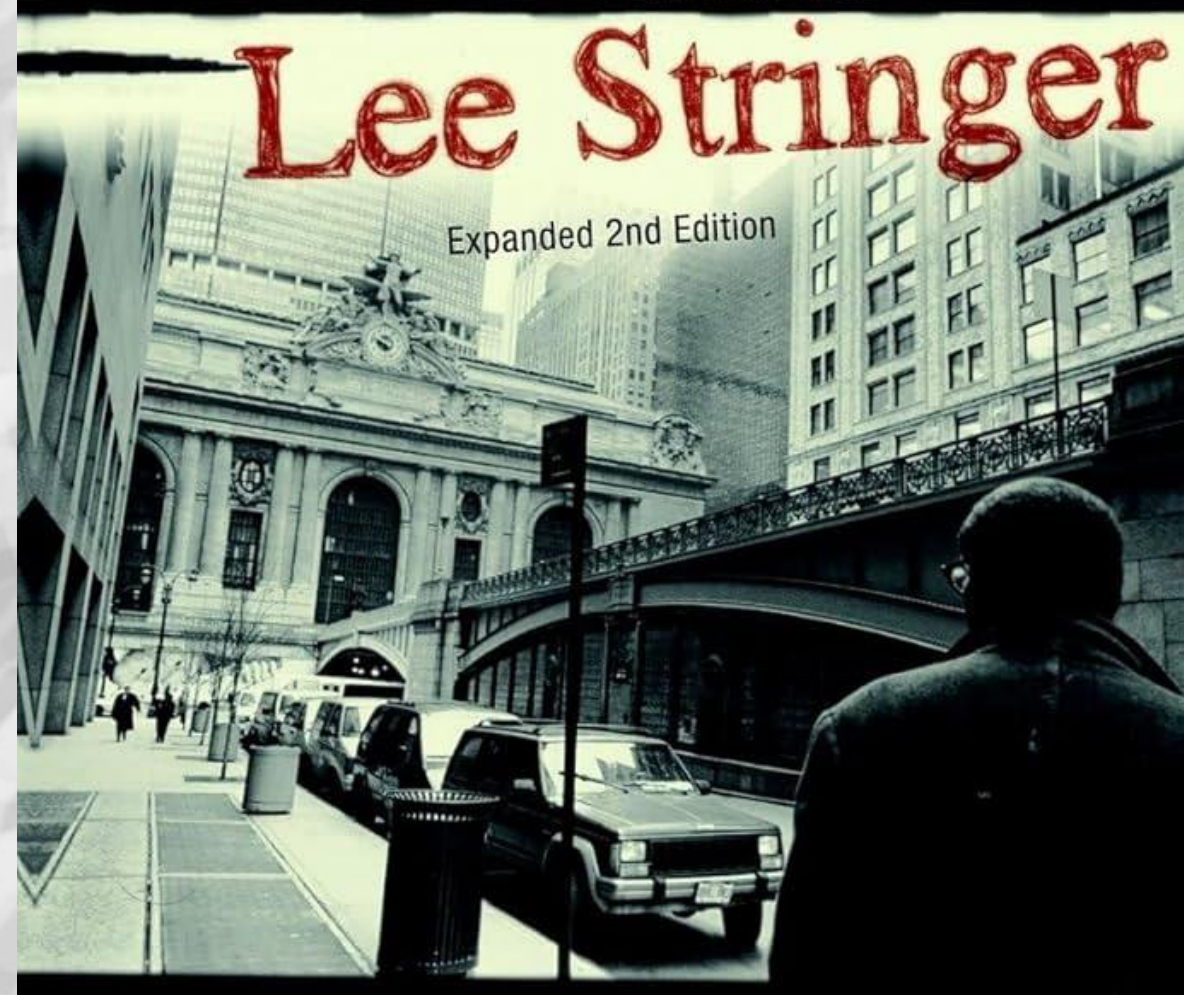


Will homelessness increase in DC again this year?

STREETSSENSEMEDIA.ORG @STREETSSENSEDC

New sobering center opens in DC

GRAND *AUSA Today Top Ten Pick*
A New York Times Notable Book
CENTRAL
Stories from the Street
WINTER *Foreword by Kurt Vonnegut*



30TH ANNIVERSARY
NEW LOOK!

BRIAN COX AND HIS
LINE OF SUCCESSION

FREEPORTS AND BRITAIN'S
BATTLE TO GET THINGS IN

THE RICH SPIRITUALITY
OF LEONARD COHEN

HOW TO SPEND
£120 MILLION

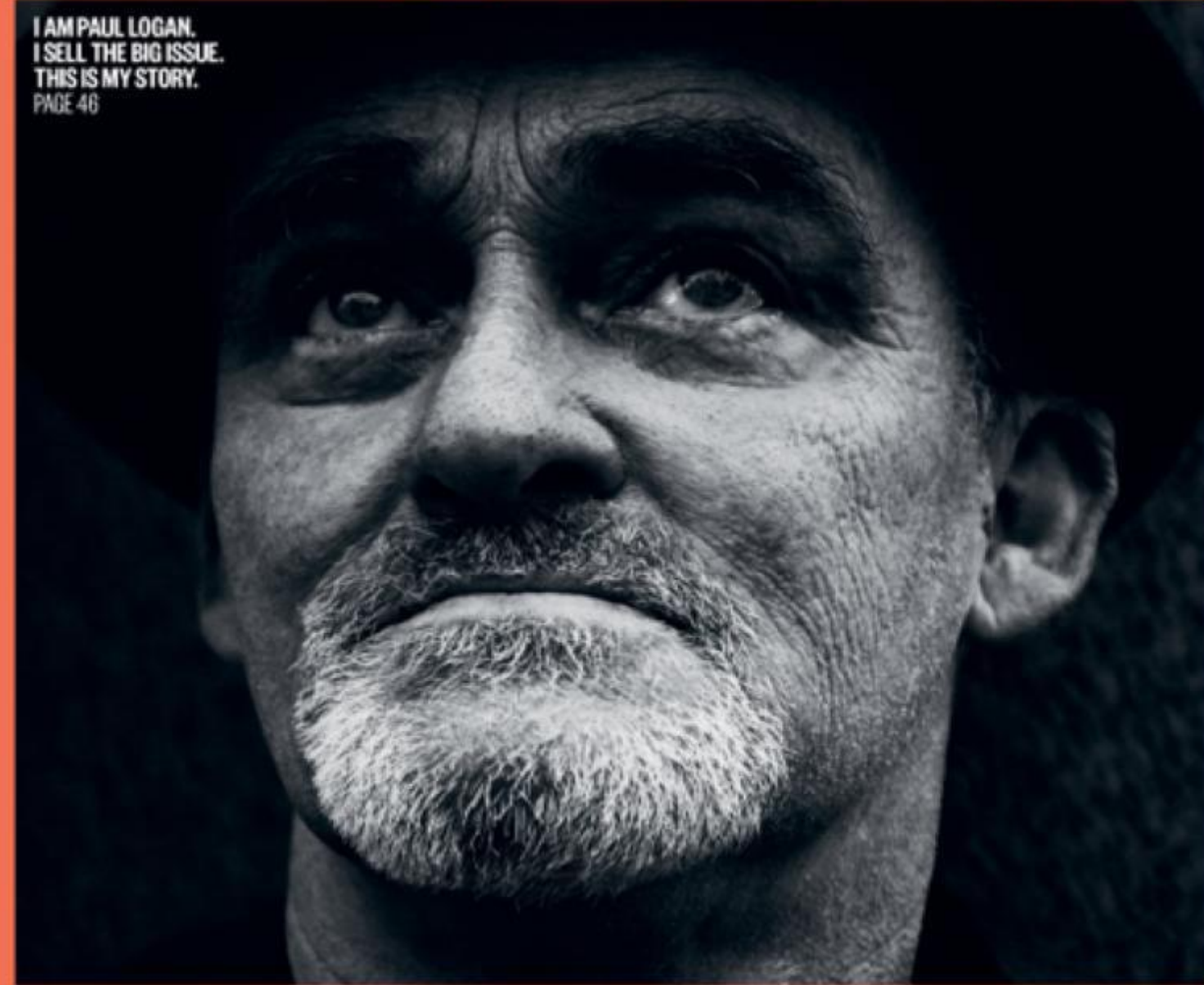
£3

THE

ISSUE 1488 / 01 NOVEMBER 2021

BIG

I AM PAUL LOGAN.
I SELL THE BIG ISSUE.
THIS IS MY STORY.
PAGE 46



A HAND UP, NOT A HANDOUT

NEW EVERY WEEK

ISSUE

International Network of Street Papers

Our network

- 92 street papers, in 35 countries, published in 25 languages, make up our network.
- 3.2 million readers worldwide.
- 904 volunteers worldwide supporting our network

Street Sense Media is not an advocacy
organization



Street Sense Media is...

A Low Barrier Economic Opportunity



A Newspaper



How a Vendor's Paper Sales Work

OUR STORY
VENDOR PROGRAM

We provide people experiencing homelessness and poverty in D.C. with a low barrier economic opportunity to earn an income. Each one of our vendors functions as an independent contractor for Street Sense Media, managing their own business to earn an income and increase stability in their lives.

Vendors sold **91,154** papers in 2023

Vendors pay **\$.50** per paper

You pay **\$3**

Vendors keep all of your contribution!

THE TEAM

The Cover
COVER PHOTO BY NORA SCULLY,
COVER DESIGN BY ANNEMARIE CUCCIA

The Myths of Homelessness

-Addiction and Substance Abuse

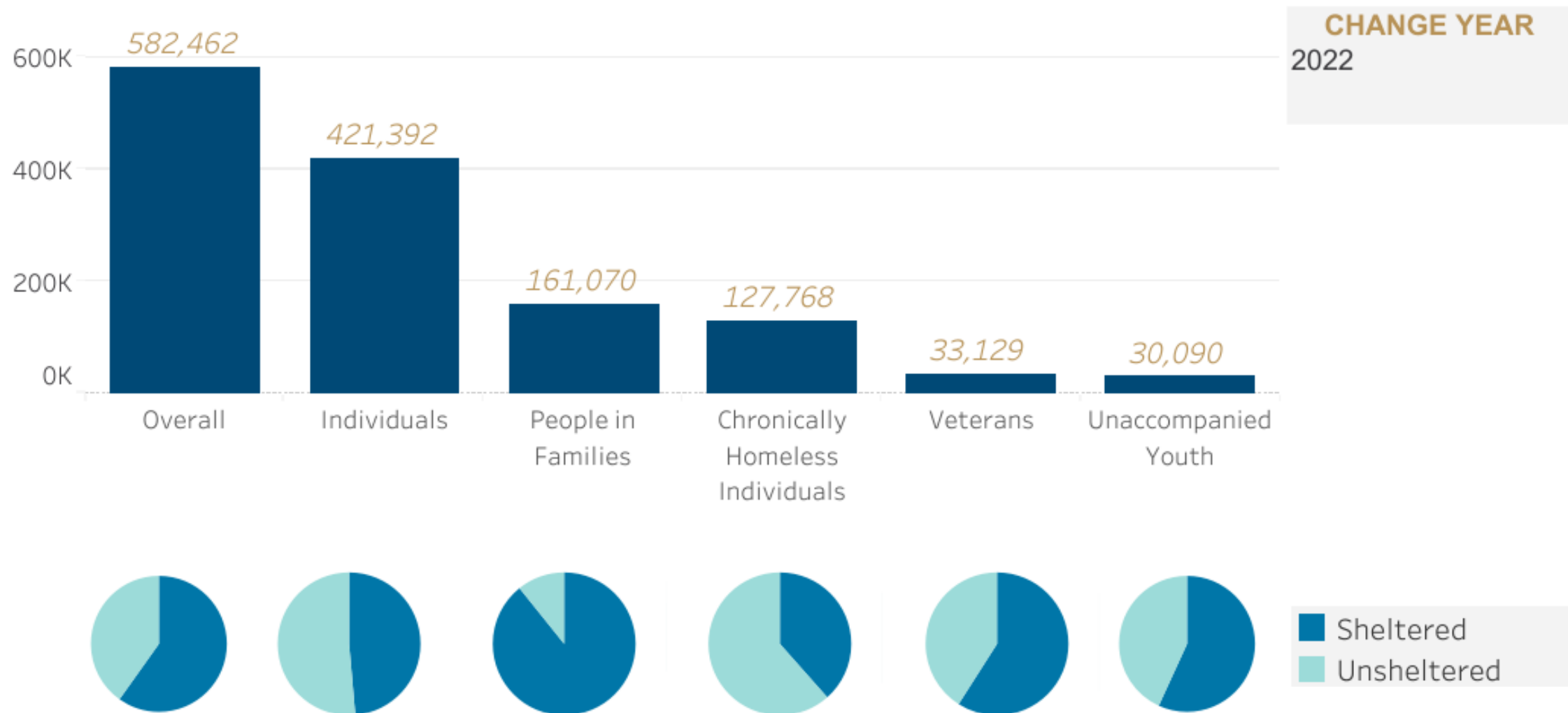
-Laziness

The logo for Street Sense Media is centered on a background of crumpled, light-colored paper. The text is arranged in three lines: "STREET" in blue, "SENSE" in orange, and "MEDIA" in blue. A small blue star is positioned to the left of the word "STREET".

★ STREET
SENSE
MEDIA

Homelessness by the Numbers

Total Number of People Experiencing Homelessness per Year by Type, 2007-2022



Source: U.S. Department of Housing and Urban Development, 2022 Annual Homeless Assessment Report to Congress (AHAR). Note: The Covid-19 pandemic interrupted data collection in 2021 so data for that year is unavailable.

Homelessness by the Numbers

**It effects people from all kinds of
backgrounds**

Homelessness by the Numbers

It affects certain groups at higher rates

Homelessness by the Numbers

**It effects people from all kinds of
backgrounds**

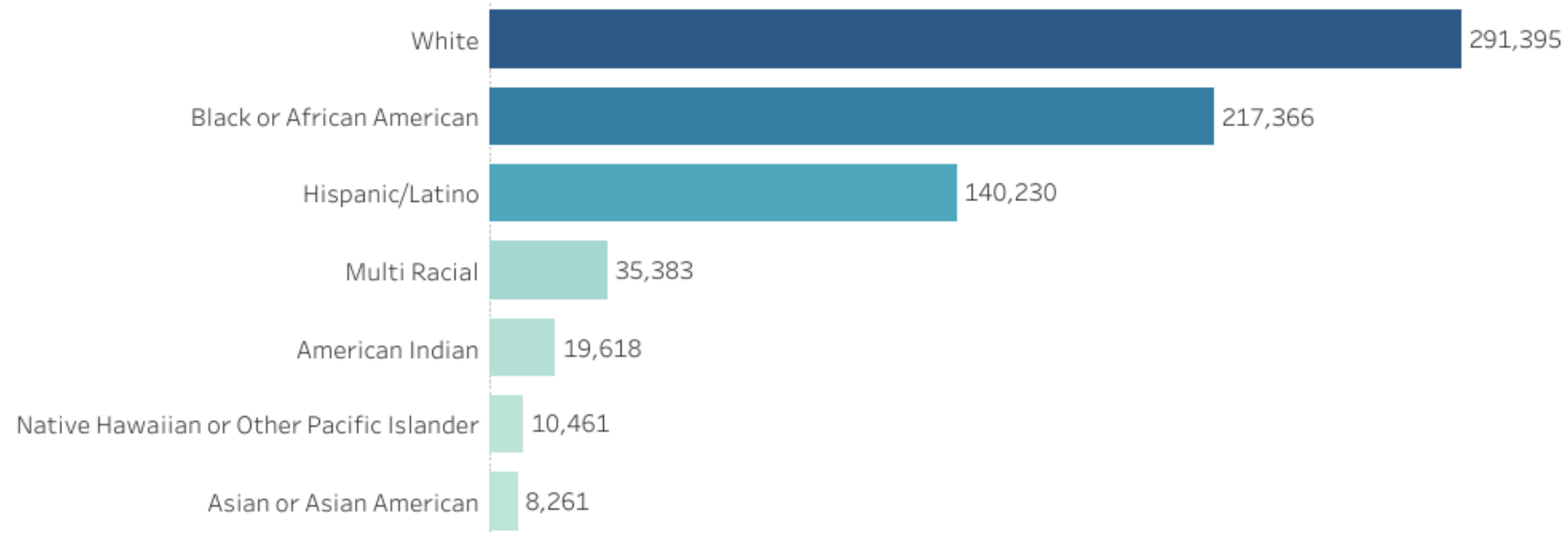
And

**It effects certain groups at higher
rates**

Homelessness by the Numbers

Counts and Rates by Race / Ethnicity, 2022

Total or Rate
Total Homeless

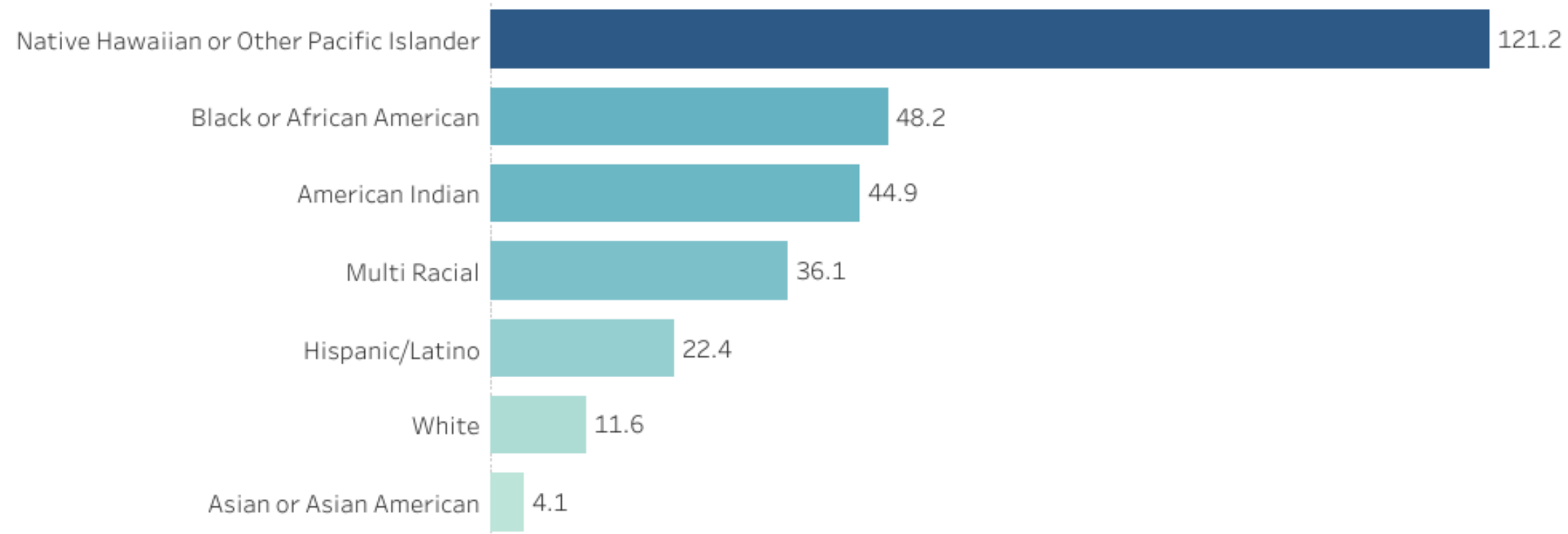


Source: U.S. Department of Housing and Urban Development, 2022 Annual Homeless Assessment Report to Congress (AHAR); U.S. Census Bureau, 2022 Population Estimates.

Homelessness by the Numbers

Counts and Rates by Race / Ethnicity, 2022

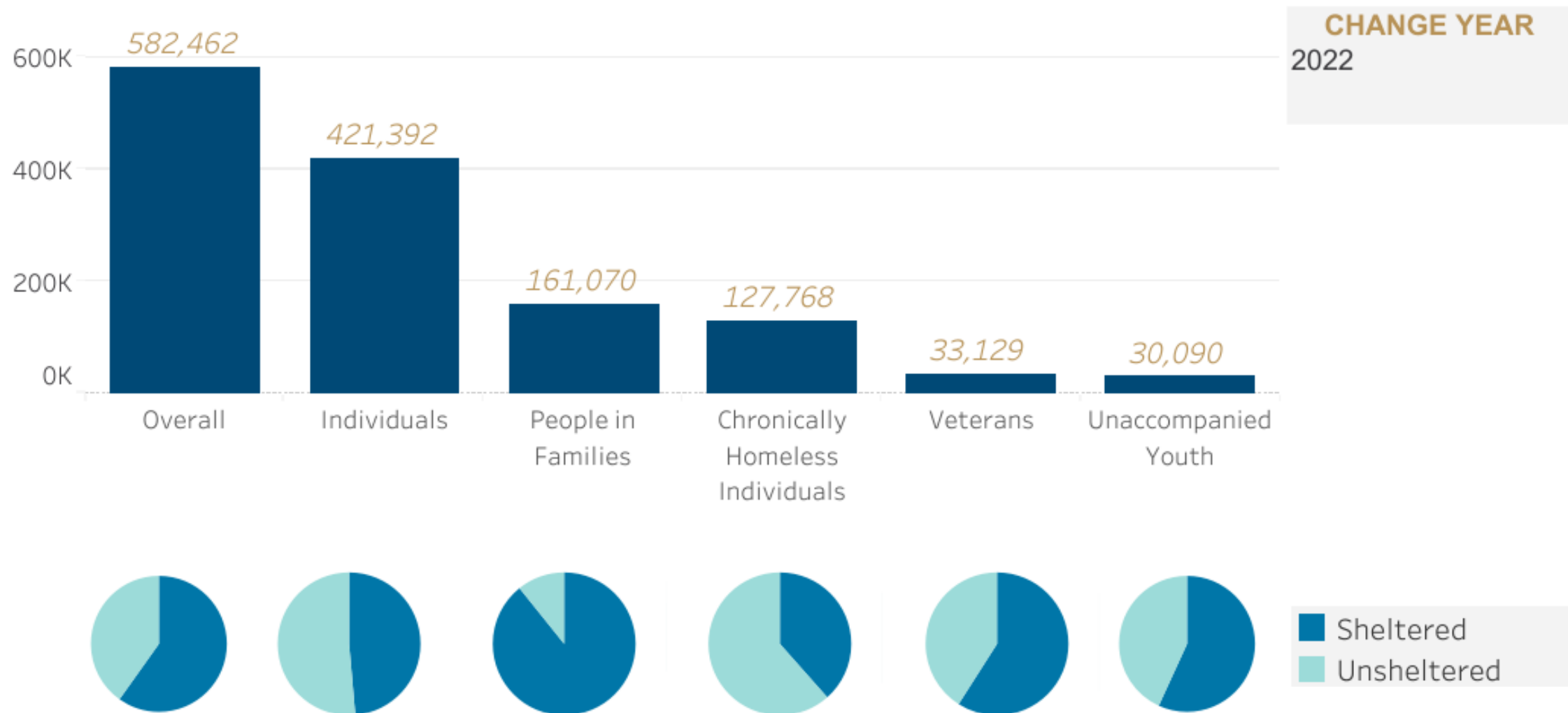
Total or Rate
Rate Per 10,000



Source: U.S. Department of Housing and Urban Development, 2022 Annual Homeless Assessment Report to Congress (AHAR); U.S. Census Bureau, 2022 Population Estimates.

Homelessness by the Numbers

Total Number of People Experiencing Homelessness per Year by Type, 2007–2022

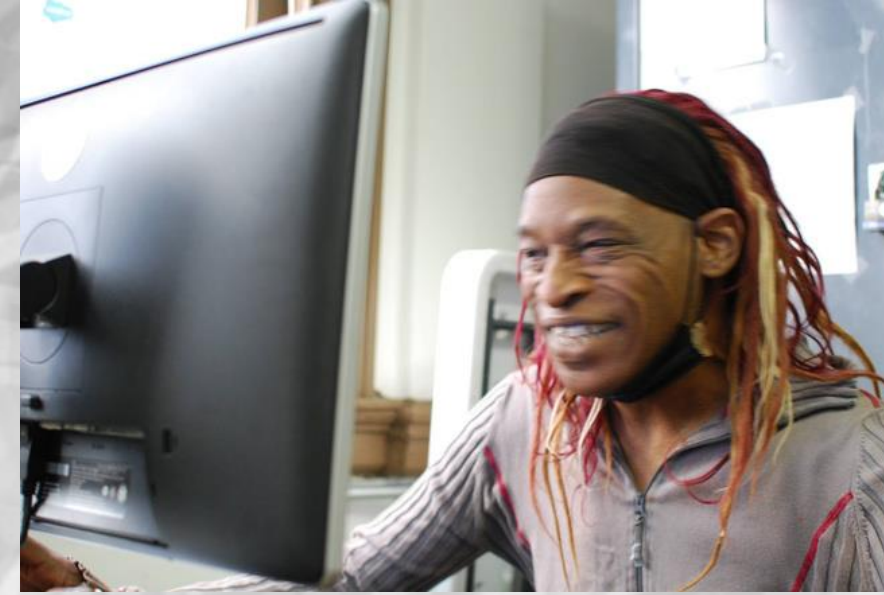


Source: U.S. Department of Housing and Urban Development, 2022 Annual Homeless Assessment Report to Congress (AHAR). Note: The Covid-19 pandemic interrupted data collection in 2021 so data for that year is unavailable.

Philosophies Practiced at Street Sense Media

- Flattening hierarchies
- Radical inclusion
- Seeing the Unseen

Who can become a Street Sense Vendor?





Learning Professional Culture



Case Management

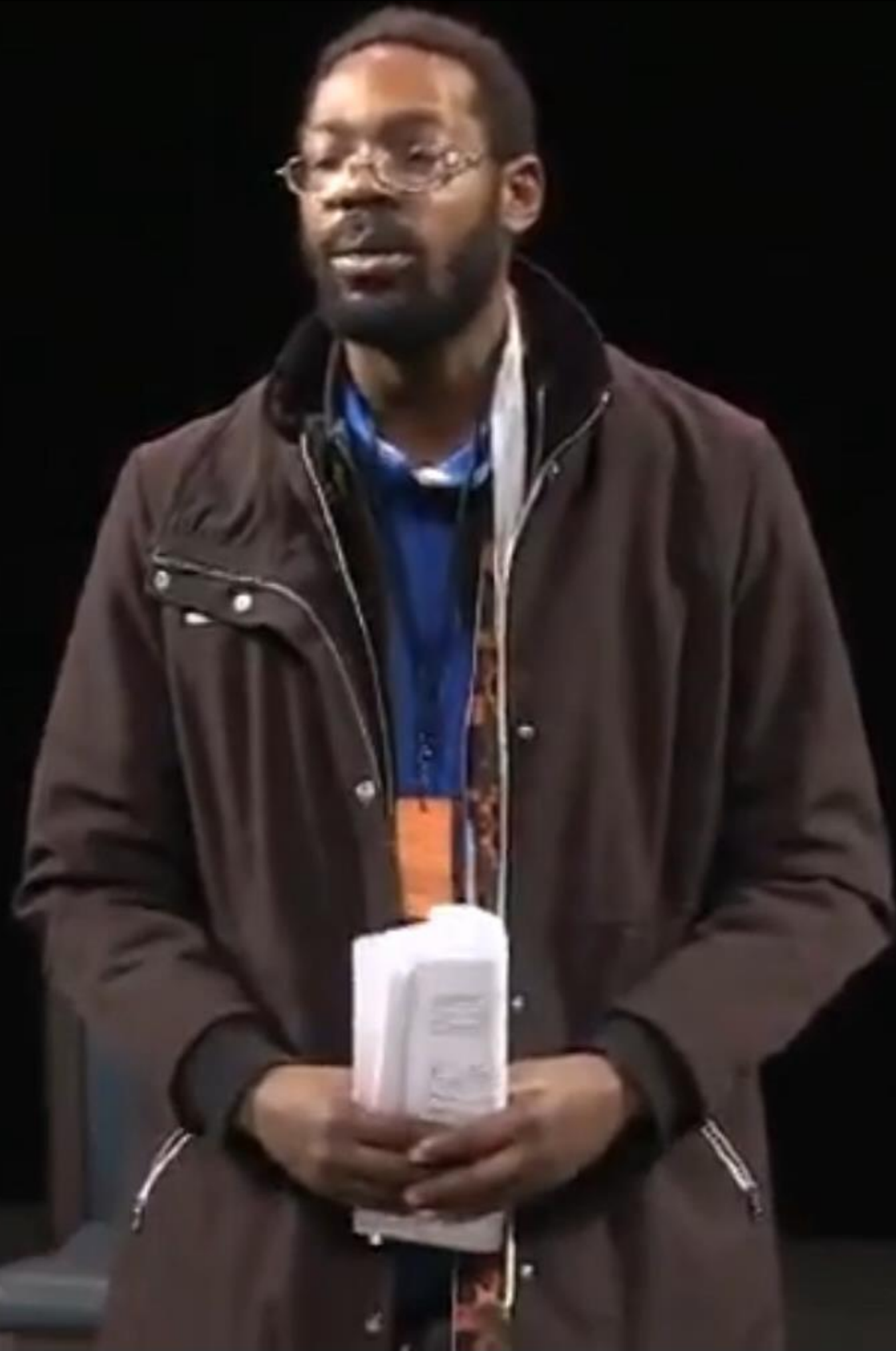


Staff Access





Community and Artistic Workshops

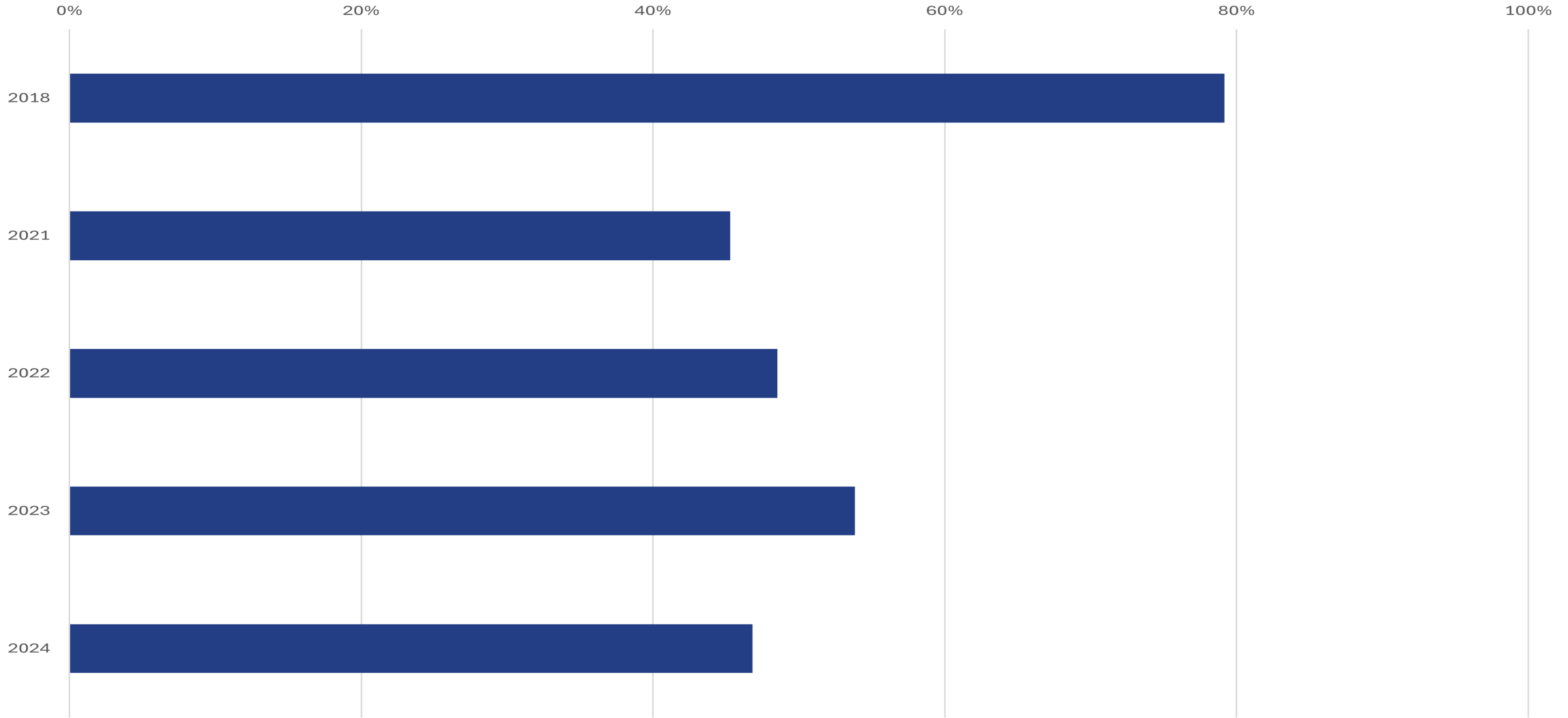




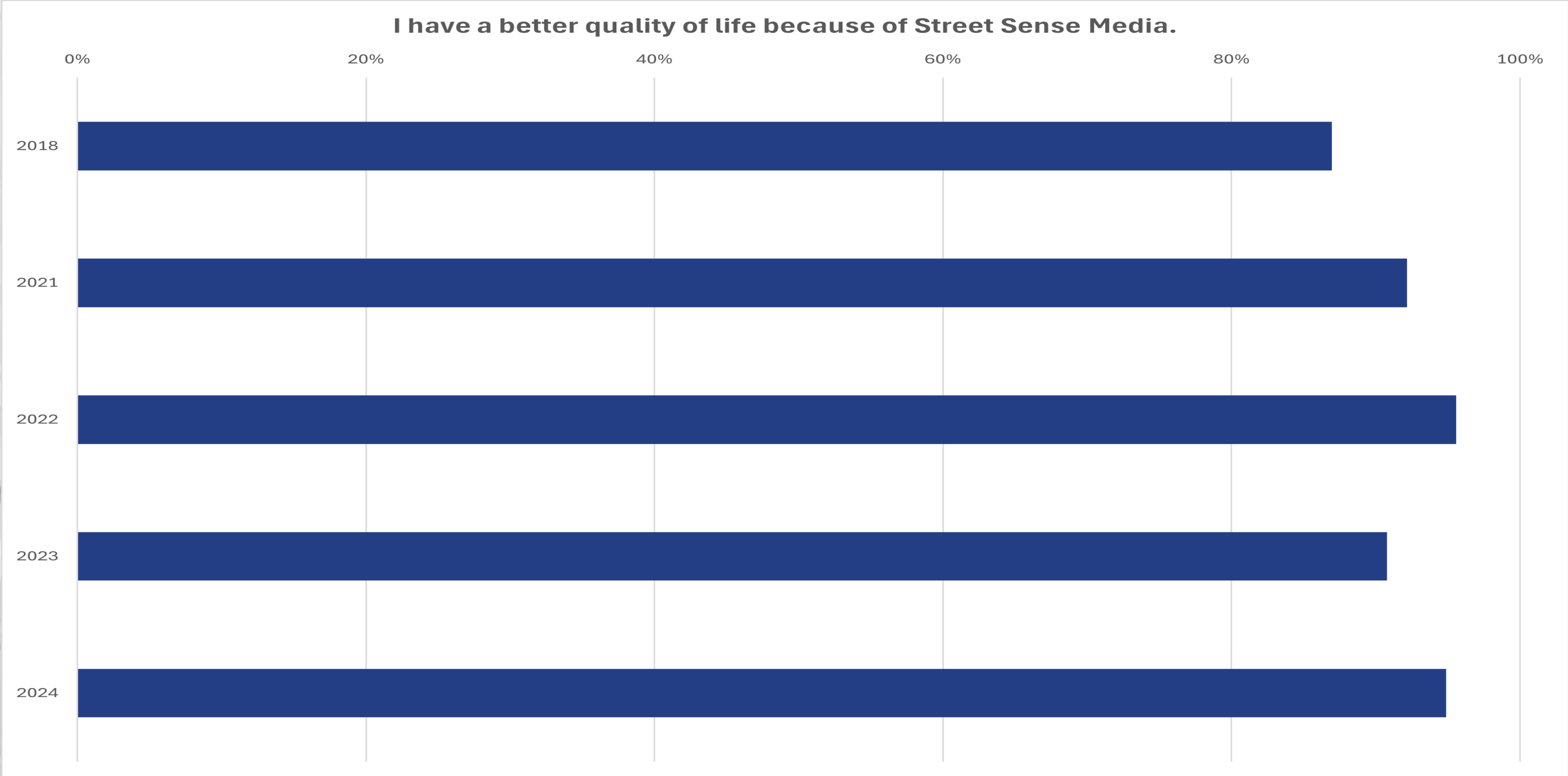
Whole Person Empowerment

The Vendor Survey

Street Sense Media has helped me achieve a better housing situation.



The Vendor Survey



Covering Housing Differently





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STREET SENSE

\$2 suggested contribution goes directly to your vendor

Scan QR Code to download the app and pay your vendor!

NEW SHELTER OPENS FOR WOMEN EXPERIENCING HOMELESSNESS 3

LATEST ILLUSTRATIONS AND WRITING BY VENDORS 8

STREETSSENSEMEDIA.ORG [f](https://www.facebook.com/streetsensedc) [i](https://www.instagram.com/streetsensedc) [@](https://www.tiktok.com/@streetsensedc) [@STREETSSENSEDC](https://www.youtube.com/channel/UC...) **STREET SENSE MEDIA** CELEBRATING 20 YEARS Real Stories | Real People | Real Change

Representative Maxine Waters



Prophets of Rage's Tom Morello



US Shadow Rep. DC Franklin Garcia



Senator Cory Booker





DIRECTED BY
LAURA WATERS HINSON

STREET REPORTER



THE STORY OF A CITY IS WRITTEN ON ITS STREETS.

IMAGE BEARER PICTURES PRESENTS IN ASSOCIATION WITH BRENDA MEDIA AND STREET SENSE MEDIA A LAURA WATERS HINSON FILM "STREET REPORTER" FEATURING REGINALD BLACK, SHEILA WHITE AND MICHAEL HARRIS
PRODUCED BY BRYAN BELLO DIRECTED BY CHANDA DANCY EDITED BY DAN SADOWSKY EXECUTIVE PRODUCERS KASEY KIRBY PRODUCERS HILLA MEDALLA, NANCY SCHAEFER, JOHN AND ED PRIEDY PRODUCED BY KASEY KIRBY PRODUCED BY AMELIA TYSON
WRITTEN BY DAN SADOWSKY AND LAURA WATERS HINSON STARRING REGINALD BLACK, SHEILA WHITE AND ROBERT WARREN PRODUCED BY THE AMERICAN UNIVERSITY'S COMMUNITY VOICE LAB AND HUMANITIES DC

WWW.STREETREPORTERFILM.COM

The Homeless Crisis Reporting Project

A journalist's guide for reporting on homelessness

Preface

Note to readers: This is a work in progress. We would love to hear from you.

Who are we and why did we build this guide?

Street Sense Media is a nonprofit newsroom based in Washington, D.C. Founded in 2003, we produce solutions journalism on issues related to poverty and homelessness.

We built this guide to improve the broader public conversation around homelessness. We think that if journalists do a better job of reporting on homelessness then the public will have a much better, nuanced understanding of the issue.

Why us?

Many local newsrooms and reporters turn to us for guidance when reporting on homelessness. Often, journalists want to know what language they should

How we put this together

In summer 2022, our team conducted around 30 interviews with journalists, homeless rights advocates, government officials and homeless people from across the country. We also conducted a survey to gather input



Q how to report on homelessness X  

- Q how to report homelessness
- Q how to report **homeless encampment**
- Q how to report **homeless person**
- Q how to report **homeless camp**
- Q how to report **homeless camp denver**
- Q how to report **homeless camp las vegas**
- Q how to report **homeless encampment san diego**
- Q how to report **homeless encampment seattle**
- Q how to report **homeless encampment sacramento**
- Q how to report **homeless encampment tacoma**

Google Search

I'm Feeling Lucky

[Report inappropriate predictions](#)



how to report on homelessness



Sign in



HUD Exchange

<https://www.hudexchange.info/homelessness-assistance>

AHAR Reports

The Annual **Homeless** Assessment **Report** (AHAR) is a HUD **report** to the U.S. Congress that provides nationwide estimates of **homelessness**, including information ...



Street Sense Media

<https://streetsensemedia.org/homeless-crisis-reporting-...>

Homeless Crisis Reporting Project

This "Career MAP" program aims to help 600 selected families with transitioning out of **homelessness** by providing personalized career support, up to \$10,000 in ...



Metropolitan Washington Council of Governments

<https://www.mwcog.org/homelessnessreport>

Results and Analysis from the Annual Point-in-Time (PIT ...

Homelessness in Metropolitan Washington: Results and Analysis from the Annual Point-in-Time (PIT) Count of Persons Experiencing **Homelessness**. May 15, ...



Quora

<https://www.quora.com/If-you-called-the-police-to-re-...>

If you called the police to report a homeless encampment ...

Call your city/county Code Enforcement Department and ask for help. They will come out and investigate. Since there is no sanitation, the ...

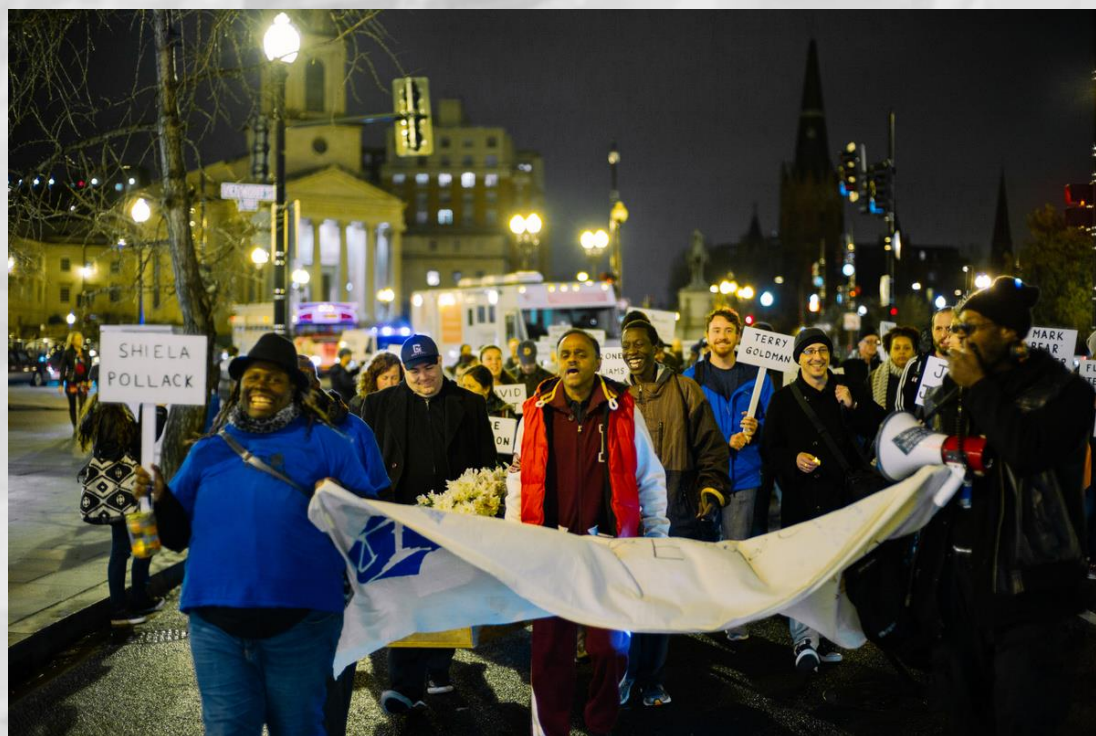
9 answers · Top answer: Are you ok? What is your name? do you have an address? Do you need...



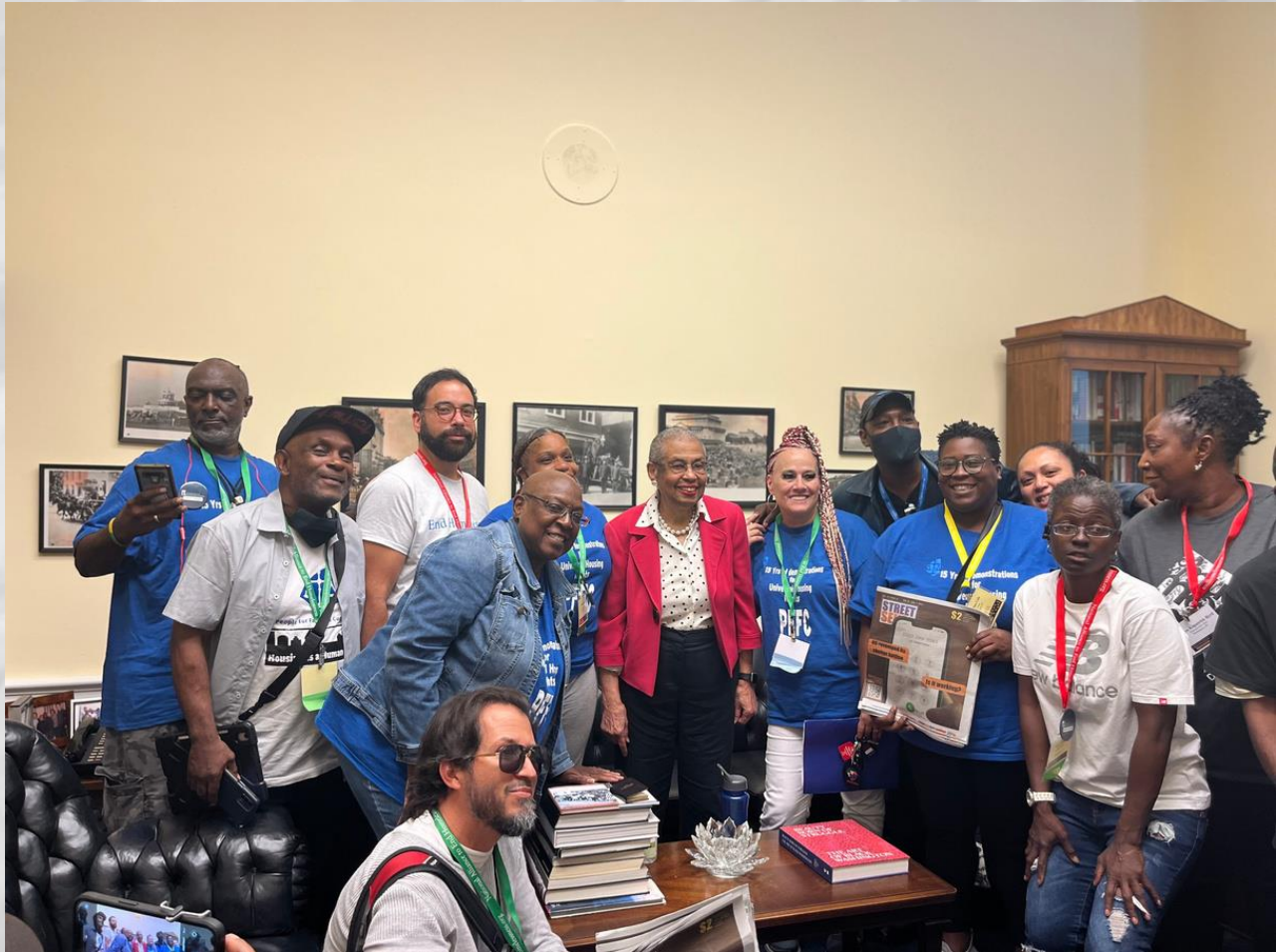
Everyone Home DC

<https://streetsensemedia.org/homeless-crisis-reporting-project/>

FACE and



FACE and PFEC



VOL. 20, ISSUE 17

- To exit full screen, press **Esc**

\$2 suggested contribution goes directly to your vendor

STREET SENSE

Real Stories | Real People | Real Change

VENDOR APPRECIATION EDITION

Street Sense vendors tell us what it takes to sell a street paper

Page 4

Pakistani photographer documents homelessness in D.C.

Page 11

Scan QR Code to download the app and pay your vendor!



New illustrations and art

Page 8

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@STREETSENSEDC

STREETSENSEMEDIA CELEBRATING 20 YEARS

History Keepers

Thank you for your Attention!

QUESTIONS?

**STREET
SENSE
MEDIA**

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MediaPowerPoint.pdf](https://streetsensemedia.org/wp-content/uploads/StreetSenseMediaPowerPoint.pdf)**

**STREET
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