

**2014 Entry Form**  
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name KHC "Home" Video

HFA Kentucky Housing Corporation

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Qualified Entries must be received by **Tuesday, July 1, 2014.**

For more information about Qualified Entries, [click here to access the 2014 Entry Rules.](#)

Use this header on the upper right corner of each page.

HFA Kentucky Housing Corporation

Entry Name KHC "Home" Video

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input checked="" type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

### **KHC “Home” Video**

As with any Housing Finance Agency (HFA), Kentucky Housing Corporation (KHC) would not be able to meet its mission to provide safe, quality, affordable housing options to families and individuals across the Commonwealth without strong partnerships. KHC administers a variety of housing programs to serve home buyers, renters, those with special housing needs, as well as energy-efficiency programs to improve homes for long-term sustainability. KHC employees work to deliver the services of these programs, but often they do not have direct contact with those we serve to see the positive impacts of what having a safe place to call home truly means. To help share the success of KHC’s partnerships and housing solutions, a [video](#) was created highlighting a few Kentuckians who provided testimonial for the positive impacts these programs help create.

### **Background**

Every year, KHC holds its annual Kentucky Affordable Housing Conference. This is the one opportunity where all KHC partners, working in every program KHC administers, come together for a single event. It can be a challenge to succinctly find ways to share the accomplishments of various programs in a way that people in all programs can relate to. The KHC “Home” Video was an opportunity to tell the story of KHC, from a client’s perspective, and the Conference was an opportunity to share that story with all partners at one time, as well as thank those partners for the work they do to contribute to the success of Kentuckians across the Commonwealth.

### **Objectives**

The objectives of the video were to allow partners and staff to see the impacts of housing programs KHC administers and learn about programs that may help their clients. This objective aligned with KHC’s business strategy to be a partner of choice by conducting outreach and soliciting feedback from partners on programs, processes, and procedures. The last objective was to demonstrate the need for housing programs and how these programs can improve lives not only for the families, but strengthening their communities.

### **Innovative and Creative**

The entire video was produced in-house at KHC with recording equipment and editing software already owned by the Corporation. The staff person who wrote and edited the video utilized footage shot throughout the years for other KHC video projects, as well as traveled the state shooting new footage and conducting the interviews with the clients. She also recorded footage of KHC staff at the staff picnic, to help show some of the faces that work diligently behind the scenes, that many clients never have the opportunity to meet. From conception of the video to completed product, she spent roughly 40 hours on the project, for the equivalent of under \$1,000 in costs to KHC, taking into account her salary and travel expenses. If KHC had outsourced such a video, an estimated six weeks would be spent contacting vendors, discussing the project, and completing a Request for Proposals, with a final estimated cost of \$6,000.

### **Results**

Conference attendees, where the video first aired, enjoyed the video and complemented the creativity and message. The video effectively showcased the need for the housing programs KHC administers, and at a cost that was a fraction of what would have been required, had KHC not had the staff with the skills in-house. Nearly 600 attendees viewed the video, and more have watched since it was uploaded to KHC's YouTube channel, serving as a creative welcome on the page.

### **Visual Aids**

The video may be viewed on [KHC's YouTube page, www.youtube.com/user/KyHousingCorp](http://www.youtube.com/user/KyHousingCorp), under [KHC "Home"](#).