

**Kentucky Housing Corporation
Project Homeless Connect Video
Communications, Creative Media Description**

Description

Kentucky Housing Corporation (KHC), as a means to promote the event in communities throughout the state and to educate others on how to develop and conduct a similar event, produced a video of the Louisville Project Homeless Connect. This task was especially challenging because the video had to be totally produced in-house with limited funding, equipment, resources, experience and staff.

Project Homeless Connect (PHC) is a one-day event designed to provide housing referrals, services and hospitality in a convenient one-stop model directly to people experiencing homelessness. Project Homeless Connect is a national best practices model sponsored by the U.S. Interagency Council on Homelessness. The city of Louisville, Kentucky, hosted its first PHC in 2006.

When and Why it was Undertaken

Many nonprofit partners asked Kentucky Housing Corporation (KHC) to create a film about the Louisville PHC to demonstrate how to organize a PHC, recruit volunteers and educate local officials. In October 2007, Louisville hosted its second PHC, which KHC staff attended and filmed. Louisville was the only city in Kentucky to have ever held an event of this type.

Results/Accomplishments

Copies of the video were distributed to partners who were not able to access the video online. The video has received support from KHC leadership and was featured during a meeting of the Kentucky Interagency Council on Homelessness.

On April 1, 2008, the third PHC event in the state was held in Jeff, and it served 275 people. The video was shown to the planning committee for the event in Jeff to demonstrate how an PHC is developed. It provided a rural community, with limited resources, the opportunity to experience a PHC without having to travel several hours.

The video was posted on [YouTube](#) on December 28, 2007. Four different Web sites not affiliated with KHC, including one in Queensland, Australia, have linked to the video. As of August 13, 2008, the video has been viewed over 700 times and has received several positive comments including:

“Great job. I now have a much clearer picture of what happens at a Project Homeless Connect.”

“This was awesome. I'm currently involved in trying to bring PHC to Anaheim, California, and this video looks very helpful. Thanks for posting and keep up the great work!”

Why It Is Meritorious

This project was the first video KHC staff produced completely in-house. There was not a budget for the video, which meant the entire production, including filming, editing and scripting, had to be completed using staff, equipment and resources the Corporation already possessed. Because this type of project was beyond KHC's Communications Department's normal scope-of-work, the technology that was available was limited and somewhat dated. KHC staff overcame this challenge and produced a noteworthy video that met the needs of its partners and is educating people all over the world without any cost to the Corporation except staff time.