

The Knights' Keep

Reading School District (PA)

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The video's purpose was to introduce the new space created in our urban high school, The Knights' Keep, that provides a safe place for unaccompanied youth or youth who currently do not have stable housing or consistent access to basic needs. Youth may access showers, laundry facilities, study and educational units, and kitchen access. Beds and emergency shelter are not available. It was initially created to be shown at a Chamber of Commerce meeting in our city, but it is being used to introduce the use and idea behind this space to our community and stakeholders. The video displays clear messaging which explains the purpose of Knight's Keep, emphasizing its role as a safe space for unaccompanied youth and those without stable housing. We used a targeted audience approach, initially created for the Chamber of Commerce meeting, it has been adapted to engage the broader community and stakeholders, ensuring widespread understanding and support. The piece has a visual and emotional impact by showcasing the space and its available resources. The video creates a compelling narrative that shows empathy and encourages community involvement. This project increased awareness and introduced Knight's Keep to various community members, increasing understanding of its purpose and the needs of youth experiencing housing instability.