



# The Housing Authority of the City of Pittsburgh

**The Creative Arts Corner:**  
An HACP Moving To Work  
initiative launched in 2006



*Caster D. Binion,  
Executive Director*





HACP  
Your Housing of Choice  
Tel 412-456-5000



# The Creative Arts Corner

The Housing Authority of the City of Pittsburgh's (HACP) Creative Arts Corner offers an audio/visual training program that's free for all HACP Residents.



Students learn: audio & video production; photography and graphic design in a creative, hands-on environment.

Hours of operation: 4 days a week, per site, 3 – 6 p.m.; extended hours in summer & school breaks.



# The Creative Arts Corner

HACP launched the program in 2006 in its largest LIPH community: Northview Heights Estates. The facility & program provided HACP with two key assets:



1. An in-house audio/ video production service
2. A structured on-site extracurricular activity that could serve a wide range of ages & interests



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# The Creative Arts Corner

HACP expanded the CAC program in 2010 to include a second studio at Bedford Dwellings – our second largest LIPH community.



[www.hacp.org](http://www.hacp.org)



## The Creative Arts Corner: *Program Synopsis*





# The Creative Arts Corner

## Staffing & HACP Investment

The CAC is managed by a Studio Coordinator – Full-time HACP staff position, management, oversight & production of in-house a/v

Additional HACP investment  
(MTW funds):

- Approx. \$5,000 to maintain equipment and software licensing
- Approx. \$60,000 per year on training contract (rotation of 4 PT staff, including 1 Section 3 hire)





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# CAC Program Goals

The Creative Arts Corner has two primary goals: **First, provide a sanctuary for positive social & educational activities**, very similar to an after-school sports program, with Audio & Video in place of athletics.



[www.hacp.org](http://www.hacp.org)



# CAC Program Goals

Our second goal is to **have an Audio Professional and Video Professional on-site and able to lead Advanced Training for the HACP Community** whenever necessary; to guide any HACP resident with an earnest interest in advanced training in Audio, Video, or both.



“I feel like I am able to speak to the public in a positive way through video. People listen. Everyone (at the CAC) is helpful. Everyone is master of their craft. So they are willing to pass those on and give us crafts that we can actually take into the community and turn it into a financial standing so that we can take care of our families.”

-Adrienne Brown, CAC Student

# The Creative Arts Corner

## Pittsburgh housing authority production studios appeal to all ages

July 5, 2013 8:00 AM



Michael Henninger/Post-Gazette

Davon Jones, 18, of the Hill District records a rap song at Creative Arts Corner, a recording studio created by the Pittsburgh Housing Authority at Bedford Dwellings in the Hill District.



One constant goal of the program is to remain fully inclusive.

The CAC will teach any HACP resident willing to learn and adhere to studio guidelines.

**We've taught everyone from Age 8 to 80.**



# CAC Teaching Methods

When teaching youth -- age 16 and under -- our goal is to expose students to ***the magic of technology***: showing what can be achieved with the equipment and software available under the precept that **all that is required to complete bold projects is patience and creativity.**

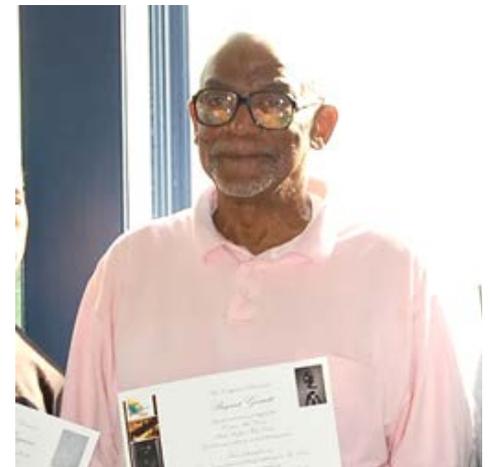
**We aim to give the HACP youth a significant technological leg-up as they move into their teens**, focusing on: hands-on equipment usage, basic equipment tests, off-site activities and field trips, and projects involving personal artistic expression.



# CAC Teaching Methods

When teaching young adults -- age 17 to 22 -- our goal is to recognize what each student is hoping to achieve (artistically, and in terms of education), and **tailor an approach to incorporate that student's intended project(s) with a track to self-sufficiency in terms of operating equipment & software.**

When teaching adults -- over age 22 -- **we aim to be very sensitive to the level of technical knowledge and familiarity that the student may have, and find an approach to self-sufficiency on the CAC equipment that fits that student.**



"Mr. B" Bryant Garrett  
Bedford Dwellings



# CAC: Focus on Collaboration

The program is enhanced by ongoing support from partner organizations, including local news outlets, universities, non-profits, foundations and youth service providers.

- Carnegie Mellon University's HearMe Initiative
- Carnegie Museum of Art
- Duquesne University School of Music
- Family Resources
- Carnegie Library of Pittsburgh
- The Pittsburgh Pirates
- The Grable Foundation
- The Hill House
- Kidsburgh
- McAuley Ministries
- New Pittsburgh Courier
- Unity Consultants
- WQED, and WTAE-TV.





# CAC Outcomes (quantitative)

## Attendance

	Bedford	Northview	CAC Total
Total Student Visits, 2013	780	477	1,257
Monthly Average, 2013	65	40	105
Total Student Visits, 2014	765	790	1,555
Monthly Average, 2014	64	66	130
Total Student Visits, 2015	672	623	1,295
Monthly Average, 2015	56	52	108
Total Student Visits, 2016	603	639	1,242
Monthly Average, 2016	50	53	104
Total Student Visits, 2017	463	962	1,425
Monthly Average, 2017	39	80	119
5 Year Total	4,534	3,904	8,438
<b>Yearly Average # of Visits</b>	<b>906</b>	<b>780</b>	<b>1,686</b>





# CAC Outcomes (quantitative)

## Education/ Employment/ Production

<b>Over 18</b>	Estimated number of students to go on to Post-Secondary Education
<b>Over 30</b>	Estimated number of students to go on to Employment
<b>5</b>	Estimated number of students to go on to Employment in an Audio/Video Field
<b>14</b>	Estimated number of students to go on to purchase Audio/Video equipment, create a Home Studio
<b>30</b>	Estimated number of students to continue doing Music Production and/or Performance outside of CAC
<b>10</b>	Students employed by Machine Age
<b>Over 13</b>	Partnerships fostered
<b>Over 40</b>	Music Videos filmed and edit at the CAC
<b>Over 500</b>	Songs recorded at the CAC
<b>Over 1 Million</b>	Estimated YouTube Views from CAC alumni

# CAC Outcomes (quantitative)

## New Enrollments, Testing

In the past 5 years, the CAC program has enrolled 74 new students . Also, we have 110 students who have at least one A/V Production Proficiency Exam. We have a total of **24 students who have completed and passed all 4 modules** of A/V Production Proficiency Exams.

Upwards of **15 CAC Students** have been able to work as **Paid Assistants** on various CAC Video Projects and Documentaries.





# CAC Outcomes (qualitative)

## Feature-Length and Short Documentaries Produced

The program has produced, directed, and edited three feature-length documentaries: *The Beat of the Hill*, a conversation about the generational changes within media and music.

*The Pittsburgh Black History and Culture Series*, documenting high school aged students in their walking tour of Pittsburgh's Hill District. Students interviewed many local civic leaders, business owners, and historians.

And finally, *Enter to Learn, Go Forth to Serve: The Story of Schenley High School*.



# CAC Outcomes (qualitative)



CAC Alumni Darnell Ingram attended Point Park University for Video Production, and has been employed at UPMC as a Video Editor, as well as WPXI-TV where he works currently. Darnell is also a press-credentialed Movie Critic, has a Youtube Channel wherein he posts his weekly Movie Reviews.

“Right now I work at WPXI, doing video editing. The Creative Arts Corner actually exposed me to that field with a trip to WTAE. ***And I feel that the Creative Arts Corner provides a stepping stone for anybody young or old that wants to get involved in that field...to jumpstart their future career in the entertainment field.***”

-Darnell Ingram, CAC Student

# CAC Outcomes (qualitative)



**CAC Alumni Theodore Williams attended the University of Pittsburgh for Business and Education. Teddy operates his own Video, Photography and DJ business with his partner and CAC Alumni Jasmine. Teddy completed an internship with Cut'N"Run Studios as part of his CAC education. Teddy is currently employed as an instructor for the CAC.**

**"I came to this program just thinking about rapping. But, I've learned so much about things I wasn't able to really comprehend at the time, like video and audio production. Now I'm doing a lot of things, like filming and editing movies, that I know I really didn't think about doing until I step into this program."**

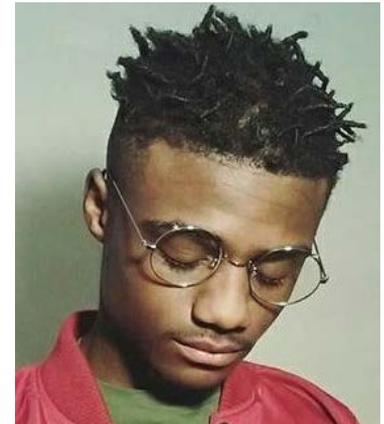
**-Theodore Williams, CAC Student**

# CAC Outcomes (qualitative)



**CAC Student Jory Strothers is currently employed as a Lead Instructor at the Reading & Tech Warriors program.** Reading Warriors aim to build younger students' reading habits and increase their understanding and interest in STEM careers. Jory is a junior at Sci-Tech High School and plans to study Music Production in college.

**CAC Student DeQuan Allen graduated from Perry High School and is currently employed at PNC Park. DeQuan is known as “the machine”, often recording 5 or 6 songs in one 3-hour class period.**



# CAC Outcomes (qualitative)

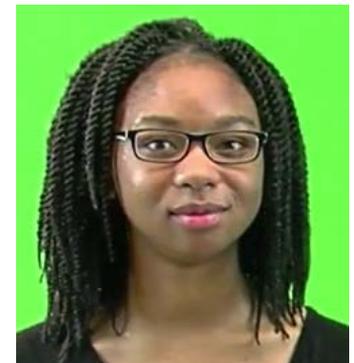


CAC Student Beatrice Bush owns a business performing Spoken Word poetry locally; poetry that Beatrice has recorded at the CAC Studio. Beatrice has produced upwards of 8 Spoken Word Performance Videos at the CAC.

Beatrice YouTube Channel:

<https://www.youtube.com/channel/UChNdtxTwB5DIXSNr3SOZIRQ>

CAC Student Yanea Rice has worked part-time as a CAC Instructor during the summer and has been featured in many CAC in-house videos. Yanea is a junior at Sci-Tech High School.



# CAC Outcomes (qualitative)



**CAC Alumni Kent Bey produced 6 Episodes of his Talk Show ‘Stand Up Now’ at the CAC Studio.** Kent purchased his own Video Editing workstation and software after completing instruction at the CAC. **Kent was recently elected to the Allegheny County Democratic Committee.**

**CAC Alumni Chase Felton attended Clarion University for Media and Marketing. Chase is currently enrolled in the internship program with Cut’N’Run Studios as part of his CAC education.**



# CAC Outcomes (qualitative)



**Former CAC Intern Montell Fish graduated from City High School. Montell has been featured in local publications multiple times for his unique gospel music.**

# CAC Outcomes (qualitative)

CAC Alumni Adrienne Brown attended community college for Video Production.

**Adrienne has worked on various productions such as the Showtime reality series *'The Chair'*, as well as the film *'Love the Coopers'* starring Diane Keaton.**

Adrienne also purchased her own Video Editing workstation and software after completing instruction at the CAC.



**Adrienne's anti-violence PSA created at the CAC Studio was featured on WPXI's *Impact* program.**

# The Creative Arts Corner: *Spotlight on Affordable Housing*





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**THANK YOU!**

For more information:

[www.hacp.org](http://www.hacp.org); [twitter.com/HACP1](https://twitter.com/HACP1); 412-456-5000

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