

Louis L. Reed, Noted Criminal Justice Advocate, Launches New Documentary Film Company

Louis L. Reed Pivots from Justice Policy to Film Production

NEW YORK, NY, UNITED STATES, January 2, 2024 /EINPresswire.com/ -- Louis L. Reed, a prominent figure in criminal justice advocacy and featured in documentaries such as Amazon Prime's 'The First Step' and the upcoming 'When Does Freedom Begin', proudly announces the launch of Decoded: Story Lab, his new documentary film production company. Joining creative forces with Emmy-award-winning director Andy Billman, acclaimed for his work on ESPN's 'Believeland', and broadcast veteran KC Fox as Chief of Cinematic Strategy and Innovation, Decoded: Story Lab is poised to produce documentaries that spotlight crucial social justice issues and advocate for transformative change.



Louis L. Reed, Founder & Chief Narrative Officer

The first project under this new venture is a documentary focusing on the legendary music venue, Toad's Place. Celebrating its 50th anniversary, Toad's Place, located in New Haven, Connecticut, has been a pivotal platform for music legends and emerging talents. The documentary will explore the venue's rich history, impact on the music industry, and role in nurturing artists' careers, from U2 and Bruce Springsteen to contemporary stars like Cardi B and Drake.

"Through our partnership at Decoded: Story Lab, Andy Billman, KC Fox, and I are committed to harnessing the power of film to not only educate and entertain but also to inspire and move hearts," said Reed. "Our collaboration is rooted in a shared vision to create documentaries that

do more than tell stories – they spark a dialogue, open minds, and touch lives, setting a new standard for impactful filmmaking."

A cinematic homage to the essence of Jay-Z's best-selling book entitled 'Decoded', Decoded: Story Lab will use the power of film to raise awareness, inspire legislative reform, and bring social issues to the forefront. Reed's background in criminal justice advocacy and working for influential figures from Jessica Jackson and Van Jones to Meek Mill and Jay Z infuse the company with a unique perspective on storytelling.

"With Decoded: Story Lab, we're not just making films; we're crafting narratives that drive conversation and change," Reed added. "Our focus is on stories that challenge perceptions and enlighten audiences, starting with the remarkable journey of Toad's Place."



Andy Billman, Emmy Award-Winning Director

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Louis L. Reed

About Decoded: Story Lab

Founded by Louis L. Reed, Chief Narrative Officer, Decoded: Story Lab is a documentary film production company dedicated to creating impactful films that address social justice issues and advocate for change. The company aims to inspire legislative reform and raise social consciousness through the power of storytelling in film.

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KC Fox, Chief of Cinematic Strategy and Innovation

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