



SEVEN13 FILMS

Focus on Community Outreach

By W.A. Muller

Joseph A. Halsey and Lee Kolinsky launch their new film production company seven13 films and web site *seven13films.nyc*. The focus of seven13 is to create films that provide positive messages that ignite discussion on social issues. The website *seven13films.nyc* launched in August.

Their debut project titled *Black Like Me* takes place in a grand jury hearing where two police officers are being accused of shooting a 16 year-old autistic boy. The brother, who was on the scene must now testify about the fateful day and the jury has to decide whether there is enough evidence to go to trial. *Black Like Me* is a film that explores autism and law enforcement training.

"This project is important on several levels," said Lee Kolinsky, co-owner of seven13. "It recognizes the challenges of those who have a child with autism, it recognizes the daily perception of police on patrol in distressed neighborhoods and it recognizes the need for community involvement."

Seven13 films will develop productions that actively request the involvement of the local boys and girls clubs in the filmmaking process. The company also plans to bring in local businesses and law enforcement agencies to help support an environment that strengthens bonds for a positive future.

"The idea is to inspire young people who seek out the art of filmmaking by exposing them to the process right in their own back yard," said Joseph A. Halsey, co-owner of seven13. "We are hoping to bring the filming process into areas where film companies typically don't film in."

To help the progress of community development and outreach programs, seven13 films is seeking sponsorships to help with the film's production. Partial proceeds will be donated to autism awareness and local law enforcement training on how to identify an Emotionally Disturbed Person (EDP).

Additionally, seven13 will be donating items such as athletic equipment and clothing from companies who use their product placement program. Sponsorship and product placement opportunities are available on the *seven13films.nyc* web site.

"We like to make films that have substance and provide thought-provoking conversations," said Kolinsky. "Through sponsorships and product placement, we can creatively express social issues, provide opportunities in film and donate products to those who can use them."

Halsey and Kolinsky have many years of experience in film and television. Halsey's credits include *The Cosby Show*, *Law & Order SVU*, *Guiding Light* and *One Life to Live*. He has also received notoriety for his award winning role in the short film *Junkie Heaven*. Joseph stepped into directing with the debut of his short film *Choice "Mother,"* which touches on the controversial subject of *Death with Dignity*. The film is part of a series that touches on different aspects of the subject.

Kolinsky is an award-winning screenwriter whose career includes developing the story for the independent feature film *Send No Flowers*. He has provided content for Doubleday Entertainment, Columbia House DVD, BMG, PR Newswire, *yourmusic.com*.

Seven13 films is dedicated to providing social messages that spark conversation through the art of filmmaking. With several years of experience in television and film, seven13 films offers comprehensive media strategies designed to drive education, awareness, community outreach and engagement on important public issues. Seven13 films covers topics with relevance because our community matters.

seven13films.nyc