

Observations by Igor Stephen Rados, Producer / Director

Joni Goes Postal is a sweet little story about a postal worker trapped in a small environment, destined to come to terms with the choices she has taken that lead her down a path to a dead end, in terms of both is forced to accelerate through the scale of human needs, right to the top, with self-actualization as the final destination, in order to survive.

When finds about her boyfriend's unfaithfulness, she goes through a series of changes throughout the plot. Heartbroken, she arranges series of revenge situations that force her to mature in a forceful way. As she takes a step back, she realizes that her life is meant for something more fulfilling than the life she has carved out for herself.

Joni yearns to love, but she has fallen in love with a wrong person. This leads to a tragic crash with reality. The gravity of the situation, and her pain, help her realize her talents as a writer. She springs from being a light casual blogger to a provocative edgy writer that gets attention from serious publishers.

Joni Goes Postal is a survival story, partially existentialist, or perhaps feminist, if looked from a perspective of underappreciated female. In reality, the catharsis and transition could happen to anybody, and Joni could be every one of us. Due to an almost classically predictable set of events, as the director, I see endless potential in the humor this implies. It is an imperative to lighten up the story with humor in order to bring this piece closer to the wider audience.