



sponsor

EVERY WEDNESDAY & SATURDAY
12:00 PM - 2:00 PM
12:00 PM - 2:00 PM

#1 ORIGINAL COLLECTIBLE SHOW IN THE USA

FRANK & SON
COLLECTIBLE
SHOW

FREE ADMISSION & PARKING

OVER 200 DEALERS

WWW.FRANKANDSONSHOW.NET

- home
- photo gallery
- podcasts
- about us
- contact us
- links
- login

« [Left Field News: Shane Black directing DEATH NOTE](#)

Exclusive Interview: J.A. Steel director of BLOOD FARE

by: *The HORROR Man*

3
tweets

retweet



The HORROR Man has a nice and in-depth conversation with J.A. Steel and what it takes to make a horror film and be a female director in a male dominated genre. Dig It!

As a history buff and horror movie fanatic, when I heard about J.A. Steel's new film *Blood Fare* which blends horror and the Civil War...I almost pooped myself from excitement. I of

course had to talk to her. So here we go, my interview with J.A. Steel.

HM: Where did the idea for Blood Fare come from?

J.A: *"Where most of my ideas come from. I had a really weird dream about a soul being trapped between this life and the next. The following morning, I found an article of the "Legend of Jean Baptiste" who was a local grave robber in Salt Lake City, Utah ages ago. He was imprisoned on Antelope Island in the middle of the Great Salt Lake with no way off and provisions for a month. When the authorities went back to check on him – he was gone. No Body. And supposedly there was no way off the island. The story developed from there getting a bit more complex as I read about a "green ghost" that haunts the Civil War battlefields."*

HM: The plot for Blood Fare is such an original idea, what's the feedback been like?

J.A: *"The idea has been called "the dumbest plot for a movie – ever". That was very early on. People aren't used to originality and prefer labels and molds that they can fit everything within the borders, so it's easy to attack. But, I stuck to my guns and slowly everyone has come around. Now it's "Wow that's really cool."*

HM: So how was it working with Gil "Buck Rogers" Gerard?

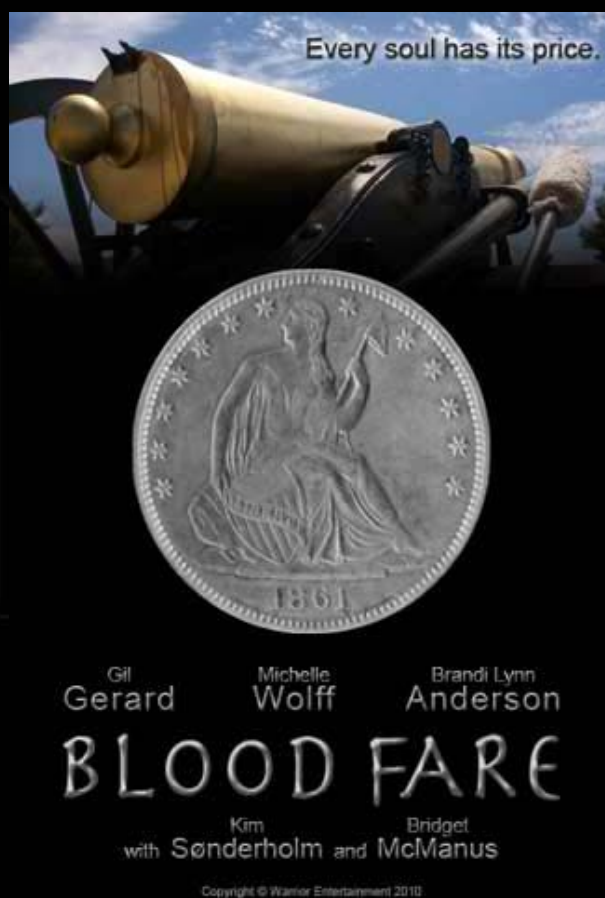
J.A: *"Gil was absolutely awesome. He really brought a lot of impact on the character of "Professor Meade". All the experience he's had as an actor over the years really made my job as a director way easier. I would suggest something and he would suggest something else. It was a fantastic dialogue between a seasoned actor and myself as a relatively new director, "why are you doing this?" "Did you think about this?" So much of the industry is just based on experience, so it was awesome to have the type of feedback Gil could give."*

HM: After looking at your finished films have you ever wished you would have done something different?

J.A: *"Always. Even with BLOOD FARE there is so much stuff that I would change. But, what we shot is what we shot and you just move on, making the best product you can with what you have. I doubt I'll ever make a movie and go – gee that's the movie I set out to make."*

HM: In your last film Denizen you also did some acting. does that hinder your ability to direct as well?

J.A: *"Yes. Acting and directing are completely different mindsets. It is very difficult to switch back and forth. I also have a really high standard for my female leads, you just can't give any chick a gun and tell her to act tough. I feel very fortunate that we found Brandi Lynn Anderson for the lead of Tyler in BLOOD FARE...With the "tough chick" role in capable hands I feel more than comfortable just being behind the camera."*



HM: In your films you cast some of the same actors is that due to the comfort levels between them and yourself?

J.A: *"Yes. The first couple of days the cast and crew take time to figure out*



how the whole "machine" works and that costs speed. I work a lot with the same crew as well for the same reason. Once you've made one film together, it's easier to do the second one."

HM: What's some advice you would give an aspiring filmmaker and would the advice differ for male and female?

J.A: "Make sure whatever you're making, you have a passion for the story. When the tough times come, and they will, you're the one who has to pull the project out of the fire to resurrect it and actually make sure it gets finished. I think guys have a much easier time in action and girls have an easier time directing love stories or comedies. The advice doesn't have to do necessarily with gender, but just breaking the stereo type. If you can do the job and know you can do the job, just go for it."

HM: How do you feel about the recent 3-D craze and has the thought ever crossed your mind to shoot one as well?

J.A: "If I had the budget to shoot one, sure."

HM: If you have ever received a negative response to one of your projects, how do you deal with it?

J.A: "I get negative response's ALL the time. People have an easier time being negative than they do being positive. The first couple of times I sat and cried, literally. It hurt. It hurts really bad. And it's not just someone telling you to your face how much they don't like you or your project – it's on the internet, it's on the news, it's in magazines, etc. But the only press that's really bad is the press that you don't get...I've had an editor just HATE my first film THE THIRD SOCIETY in his publication, but then turn around and hold viewing parties at his house so people could drink beer, eat pizza and have a good time. So negative can be bad, but it can also be very positive – you just have to have a positive outlook that people are at least talking about you....It's taken me a long time to have that attitude."

HM: What does 2011 hold in store for J.A.Steel?

J.A: "Finishing BLOOD FARE and hopefully a bit of a break. I really didn't get my normal break between DENIZEN and BLOOD FARE."

Now on to a bit of a more personal note in questions.

HM: What's it like being in a mostly male dominated genre?

J.A: "It's very hard. I have to work 5x as hard as a guy does. I get scrutinized so much more. When the J.A. Steel persona was created, it was meant to sound like a guy's name so at least at first glance at a DVD box cover – the audience would be more accepting because they thought a guy would have directed it. I also used it when I would rewrite Sho Kosugi's English dialogue for his Japanese movies. In the early 90's it was inconceivable that a woman could write dialogue for a man."

HM: What was a defining moment in your life that made you realize the film industry is where you wanted to be.?

J.A: "Back many years ago, I had a post-apocalyptic action movie called "Lytari". EVERYTHING

that could go wrong did. I was working in the music industry at the time making decent money, but things went wrong there as well with the artist I was managing. My life was 100% upside down. I started planning a long drive off a short curve in the Hollywood Hills. The night that I actually went to make the drive off of Mulholland, the fates intervened. A completely random set of events kept me from heading up into the hills that night and when I went to sleep dreamed the whole script of THE THIRD SOCIETY. When I woke up, I knew that I would be in the film industry and always keep trying to tell stories and inspire people."

HM: How has the martial arts and bike riding aspects of your life helped your career.?

J.A: "With Martial Arts, especially Muay Thai, it's always "get back up". With motorcycle riding, I never know if I'm going to end up back home in one piece that night or if I'll ever come home. They have both taught me to seize every moment – because it could be my last."

HM: Did you ever become discouraged to the point of quitting. Maybe from people telling you there's no way your going to make movies?

J.A: "The only time I ever really thought of "quitting" was the Mulholland night. I'll always be writing screenplays, whether they go anywhere or not. I get tired and I take breaks. But quitting? Not really."

HM: What or who has been your biggest inspiration?

J.A: "James Cameron."

HM: Describe your feelings the first time you started shooting your first film?

J.A: "What have I gotten myself into?"

HM: What goals have you set for your future?

J.A: "Right now I just want to finish BLOOD FARE. Then I think I'll sleep for a bit."

HM: Who do you want to work with?

J.A: "Gale Anne Hurd."

HM: How did you feel the first time you won an award for your film?

J.A: "I was thrilled. The biggest award, is when you sell it to a distributor and they want to put it on the Movie Store shelves."

HM: What changes or direction would you like to see the film industry go in?

J.A: "I would like to see more original content. I'm tired of the remakes and the "reboots". Whether the industry starts making original screenplays again, I don't have any control over that...just my own little corner of it and hope my fans feel the same way."

Well there ya have it. My great and very much revealing interview with a woman that all should take notice of in the film industry, J.A. Steel. This interview was a real eye-opener. I applaud J.A. Steel for her work and strive to make original content. Thanks go to her and my bud Brad Bruce for helping me with some of the tougher questions I asked. Be sure to check out Blood Fare when it hits and give mad respect if you ever talk to J.A. Steel...she more than deserves it.



Related posts:

1. [Filmmaker J.A. Steel Releases BLOOD FARE Teaser Trailer](#)
2. [Exclusive Interview: Robert Galluzzo Director of THE PSYCHO LEGACY](#)
3. [Exclusive Interview: Creative Director John Murdy talks Halloween Horror Nights 2010](#)
4. [Exclusive Interview: Parry Shen of HATCHET & HATCHET II](#)
5. [Exclusive Interview: Steve Niles, Creator of 30 DAYS OF NIGHT](#)

Tags: [Blood Fare](#), [exclusives](#), [Horror](#), [interview](#), [J.A. Steel](#)

This entry was posted on Sunday, January 16th, 2011 at 2:17 pm and is filed under Horror, Interviews. You can follow any responses to this entry through the RSS 2.0 feed. You can leave a response, or trackback from your own site.

Leave a Reply

Name (required)

Mail (will not be published) (required)

Website

*All original pictures, articles, podcasts, and video are property of the Realm toys/ the Realm Cast.
Copyright © 1998-2009, the Realm toys/ the Realm Cast. All rights reserved.
All other photos, logos and symbols are properties of their respective owners - [Disclaimer](#)
For Press Credentials [click here](#). the Realm Cast is Powered by [WordPress](#)
[Entries \(RSS\)](#) and [Comments \(RSS\)](#).*