

**The
Official
Zine
of the
Motion
Picture**

FREE



20 YEARS OF MADNESS

When the eccentric cast of a mid-90s Public Access TV show in Detroit reunite after 20 years to make a new episode, they are forced to take a hard look at their lives and reconcile their teenage dreams with the realities of adulthood.

It's Never Too Late.....	3
Jerry White Jr.....	4
Joe Hornacek.....	5
John Ryan.....	6
Jesus Rivera & Matt Zaleski.....	7
Susan Pipper & Andy Menko.....	8
Inner Moonlight.....	9
The Spirit of Madness.....	10-11
PMZ & JWJ.....	12-13
Public Access Television.....	14
On Top of the World.....	15
How Filmmaking Saved My Life.....	16-17
Art, Creativity, and 30MOM.....	18

Layout & Design by Jerry White Jr.

20yearsofmadness@gmail.com
www.20yearsofmadness.com

EXIT PICTURES PRESENTS "20 YEARS OF MADNESS" PRODUCED BY JEREMY ROYCE, JERRY WHITE JR., KAVEN TAHERIAN CINEMATOGRAPHY BY WILL JOBE & JEREMY ROYCE
ORIGINAL SCORE COMPOSED BY ALEXIS MARSH & SAM JONES SOUND DESIGN BY KIMBERLY PATRICK EDITED BY JEREMY ROYCE DIRECTED BY JEREMY ROYCE

©2015 20YOM LLC

20 YEARS OF MADNESS

It's never too late to be what you might have been

20 YEARS OF MADNESS is a feature documentary that follows Jerry White Jr., co-creator of the '90s cult Public Access TV Show, 30 Minutes of Madness, as he returns to his hometown of Rochester, Michigan to make a new episode for the show's twenty-year anniversary. The show included a ragtag cast of outsiders who routinely played offbeat and crazy characters.

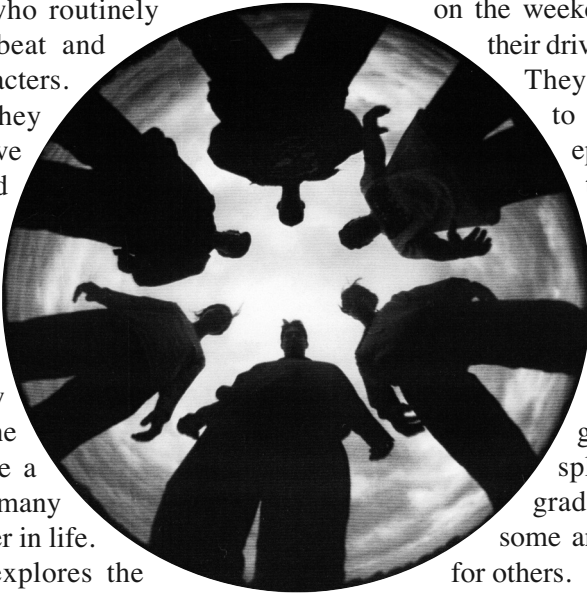
What they couldn't have predicted was that the wild and unhinged lifestyle embraced on the show would one day become a reality for many of them later in life.

The film explores the bond between childhood friends, now struggling in adulthood, after life has failed to provide many of them with the opportunities for which they had hoped. As Jerry gathers everyone together, he is forced to confront years of resentment, rebuild burnt bridges, and balance challenging personalities in the hope of reviving a once thriving creative community.

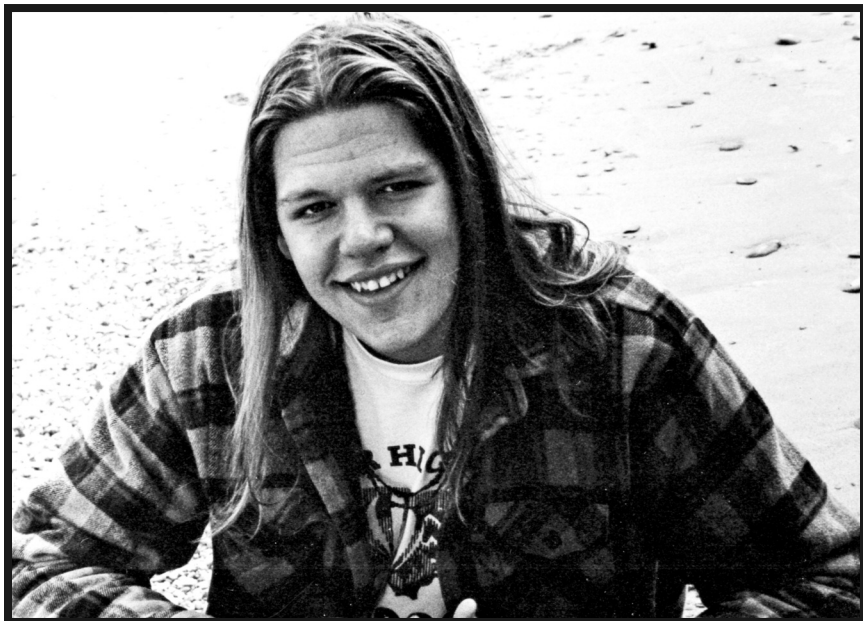
30 Minutes of Madness is a bizarre video mixtape of improv and written comedy skits, non-sequitor vérité samples, and experimental shorts. The cast & crew were outsiders: punks, skaters, nerds, freaks, weirdos, burnouts, theater geeks, and artists. What started in high school as something fun to do on the weekend became their driving passion.

They continued to make episodes into their 20s, started a production company, and moved in together. But they grew up and split apart, gradually for some and violently for others.

While the show had a small audience during its original run, it's achieved a cult following since. The group amassed a vault containing over 300 hours of analog video, and the documentary draws deeply upon this footage to highlight, contrast, and comment on these vivid characters. We see how much they've changed, but also learn how they are still very much the same dreamers at heart.



THE CAST - JERRY WHITE JR.



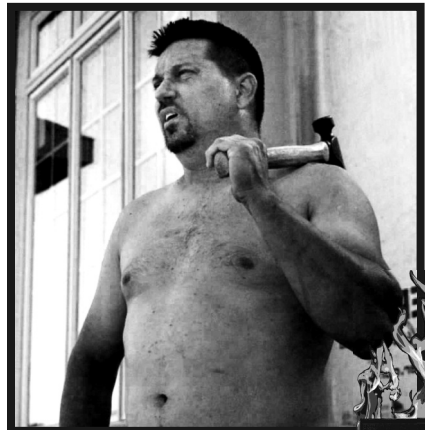
Jerry is the co-creator and producer of 30 MINUTES OF MADNESS, which he started with Joe Hornacek in 1992. He graduated magna cum laude with departmental honors from Oakland University with a BA in German Language & Literature. Jerry earned his MFA in Film Production from USC's School of Cinematic Arts where he focused on directing, editing, and sound design. Passionate about acting as well, he co-starred in the Student Academy Award Winning short film, Josephine and the Roach. Other projects include making music, writing, and creating zines.



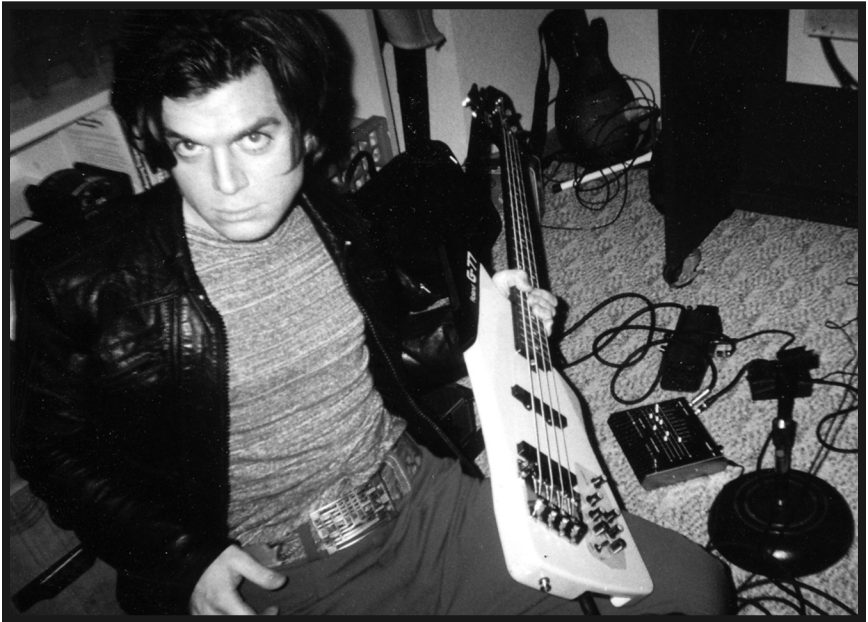
THE CAST - JOE HORNACEK



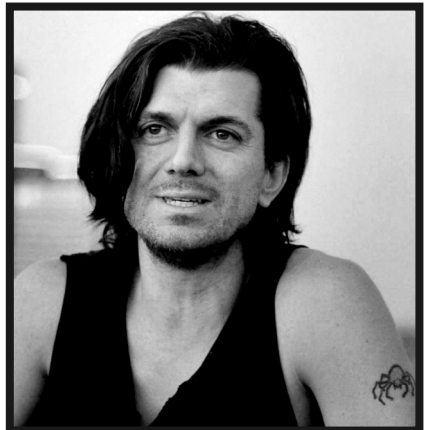
Born in Rochester, Michigan, Joe remains in Metro Detroit and works as a carpenter. He likes to think of himself as a scientist who studies in the lab of life. He's considered by his friends to be charismatic and an all-around fun guy to be with. Joe is very creative with a love of colors and music. His hobbies include skateboarding, socializing, computer building, dating, partying, and studying topics ranging from modern-day physics to spirituality—including his own belief in Christianity.



THE CAST - JOHN RYAN



John grew up in Metro Detroit and at 18, relocated to Rochester and joined forces with the 30 MINUTES OF MADNESS gang. In the '90s, he founded Spacelings & Bassheads and became a prominent figure in the Detroit techno scene. He currently DJs as Dr. Disko Dust while continuing to make his own music. In 2012, he published the book, "She Creatures of the Cass Corridor." John has written screenplay-like stories since the late '90s, and is currently working on a new book.

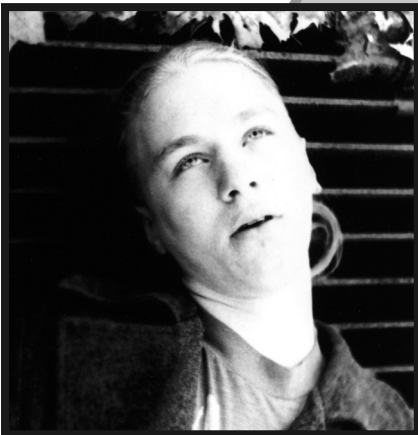


THE CAST - JESUS RIVERA



Originally from Metro Detroit, Jesus migrated to LA in 2005, where he was able to find outlets for his multimedia work. In addition to giving life to various artistic creations under the “Demonbabies” moniker, Jesus also designs t-shirts, directs music videos and short films, DJs and provides live visuals for various shows including the national event, Check Yo Ponytail.

Born, raised, and still residing in Rochester MI, Matt has been a life guard on and off for the past six years. Having recently received his EMP certification, he is continuing his education at Oakland Community College in the hope of some day working in the medical field. In his spare time, Matt crafts intricate metal stencils and creates geometrical Escheresque paintings using a custom-built airbrush.



THE CAST - MATT ZALESKI

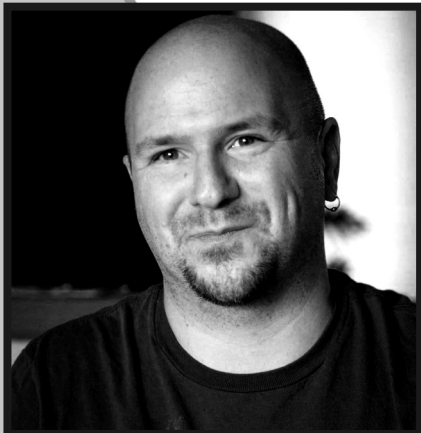


THE CAST - SUSAN PIPPER



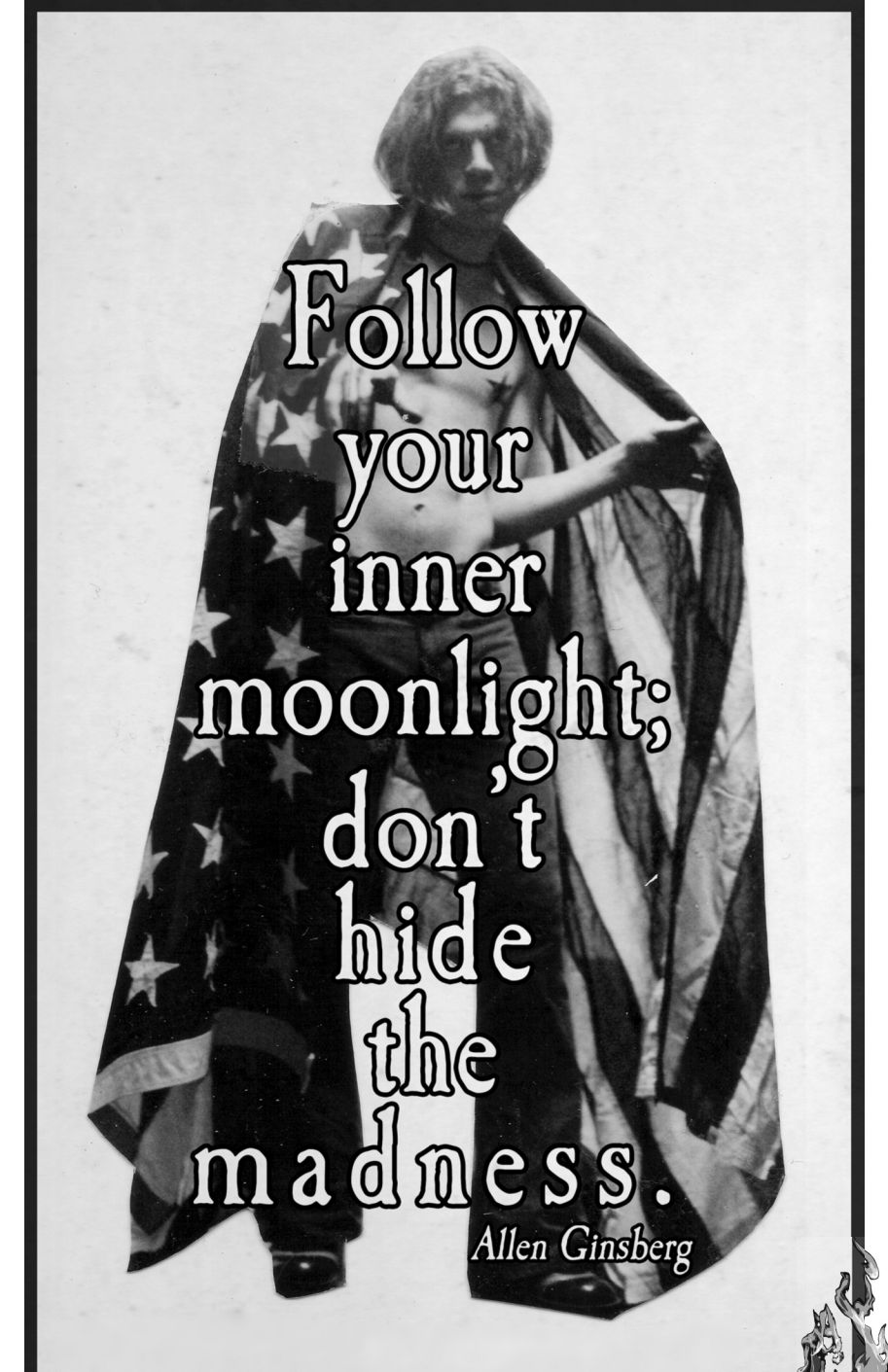
Susan is a lifelong resident of Metro Detroit. She currently lives in Royal Oak and is the mother of a teenage daughter, Mia. In addition to her work on 30MOM, Susan was a cast member with the MI Renaissance Festival for six years. She is a manager at FedEx Office and has been with the company for over 18 years. Susan enjoys researching her families' history in Detroit, which dates back to 1857.

Originally from the Boston area, Andy currently lives in Rochester, Michigan and is a father of three. He works as an industrial video editor and attends Macomb Community College. He hopes to one day program apps and video games for cross-platform devices. His dream project is a retro 8-bit cross-platform game featuring a veritable panoply of characters from the expansive 30MOM pantheon.



THE CAST - ANDY MENKO





Follow
your
inner
moonlight;
don't
hide
the
madness.

Allen Ginsberg



The Spirit of Madness

by Jeremy Royce

I first heard of 30 MINUTES OF MADNESS in 2009, shortly after Jerry and I first met. I had recently been accepted to USC's School of Cinematic Arts, into the same program that Jerry was enrolled in. He was one year ahead of me. We randomly moved into the same house before we met one another. As housemates and grad school colleagues, we shared a lot of our early work with each other. Jerry was quick to show me highlights of

30MOM soon after we met. I immediately related to the experience of being a teenager, falling in love with movie making and forming unique friendships with those who shared that love. Listening to Jerry's stories, I recalled what it was like to be on the flip side of the norm. What Jerry created with that group of friends is that special bond of counterculture that's not often understood in the mainstream.



With the show, Jerry created a space for outsiders to collaborate and thrive. 20

YEARS OF MADNESS celebrates the spirit of the show, and the friendships of the show's creators.

What struck me about Jerry and the show, was how the group came together in the first place. That kind of DIY spirit doesn't often make you one of the cool kids. That kind of spirit can often kick you to the outside. I know that. This outsider narrative is important to me. When I was sixteen years old I snuck into the cinema and watched a movie called *Dark Days*, a documentary that shows the homeless population living in the abandoned subway tunnels under New York City. That film chronicles their struggle to survive on the fringes of society. At the time, I had recently run away from home; I left home at 16, and bounced around before settling in my own apartment at 17. When I watched *Dark Days*, I connected with the film's themes of loneliness, survival and alternative society. I left the theater as though I could see the world



in a new light. Seeing that film allowed me to see myself, and sparked a lifelong passion to tell stories about people who are often ignored by society. 20 YEARS OF MADNESS is part of my ongoing mission to tell that story.

Through our years at USC, Jerry continued to share the stories of his old friends with me. By 2011, Jerry and I were still living in the same house together and that summer he took a trip back to Michigan. It was that trip that started it all. As Jerry told me the colorful tales of reuniting with his 30MOM friends, and the struggles that they were facing, I was inspired to make 20 YEARS OF MADNESS.

We shot the bulk of the documentary the following summer of 2012. After that, I went through over 300+ hours of their VHS, Hi-8, and U-Matic archival footage. A key goal for me was to bring the energy of the TV show to current audiences. I wanted to bring that spirit of the '90s to the big screen, and it all began with Jerry's tape collection.

As we began this filmmaking journey, I was impacted by the gift of friendship and resiliency. This was a group of teenagers that found each other, and began a friendship fueled by a shared passion. They were bonded to each other, united by the youthful promise of the underground. They stood together as outsiders even when mainstream society didn't understand. What I discovered while making 20 YEARS OF MADNESS, is how strong that bond is. As years pass, some friendships can fall through the cracks. But when given a chance to reconnect, those friendships manage to take on a new life, and the bonds run strong again. With 20 YEARS OF MADNESS, I want to challenge people to look differently at the outsiders and the struggles they face, and to remind ourselves to connect with each other, no matter the distance or time between us.



PMZ & JWJ

An Interview with Jerry White Jr. by Ethan Minsker
(excerpted from *Psycho Moto Zine* #23, 2014)

I was first introduced to the guys of 30 Minutes of Madness through their fanzine Hoopsip back in the '90s. We traded VHS tapes of the projects we were working on back then. They were still in high school and I was at art school. Their work blew my mind. 20 years later, it still does.

Q: Tell us about 30 Minutes of Madness.

A: Public Access TV came into being in the late '70s or early '80s as an agreement between cities and incoming cable television. My understanding is that it was a tradeoff—yes, you can set up shop here, but you gotta give us something in return. That something was channels dedicated to local programming: municipal, education and public-access television. The latter

was a free forum for people in the community to have access to TV equipment and training so they could have their own shows, about pretty much anything. 30MOM was the show I started with my friend Joe Hornacek after getting certified for PATV in 1992. It's a kind of half-hour comedy/variety mixtape of skits and random weirdness—interesting/funny/bizarre vids we



made ourselves with friends and other Metro Detroiters as the target audience. As the show and our skills progressed we made our own music for it as well and continually expanded the cast and crew.

Q: What type of camera did you film on back then?

A: We shot on a variety of formats. Primarily VHS—I had a Quasar camcorder, either the VM-735 or something that looked just like it. At the studio the format was 3/4" U-matic and the cameras were made by Sony and were state of the art, but from the '80s. Later on we shot a lot of Hi-8 with a pro camera checked out from the studio, no idea what the model was, and finally on SVHS with a Panasonic AG-455 (which I still have).



Q: Any funny stories about people watching it in your hometown?

A: I think my favorite reaction to people watching the show was when I'd get a call from the head of programming asking me to tone down the language and subject matter because the station was receiving a lot of complaints. Thing is, 1st amendment and all, he couldn't straight up forbid the stuff we were doing since it wasn't illegal—he just put the show on later and later time slots. I was just happy to know that people other than us were watching. There was one time I was at a bowling alley in Rochester (long ago since turned into a Barnes & Noble) and a woman came up to me and asked “Are you Jerry White Jr. from 30 Minutes of Madness?” She'd watched the show and wasn't connected to anyone in our group so that was my first taste of minor local celebrity. I tried not to let it go to my head.

Q: Tell us about the new film coming out.

A: In 2012, to celebrate the 20-year anniversary of the show, I went back to Michigan and got the old gang back together to film a new episode. A documentary crew followed us making 20 Years of Madness, a film directed by Jeremy Royce that tells the story of the reunion and shows the struggles we faced getting back together as well as delving into the stories of the main characters and the different paths our lives have taken. The film uses a lot of our analog footage from the '90s to really underline the ways in which we've changed while also showing how we're still the same in some fundamental ways. It's ultimately a story about friendship and dreams and the importance of a creative community as a unifying force that transcends the hardships of a fractured group of dreamers.



Public Access Television

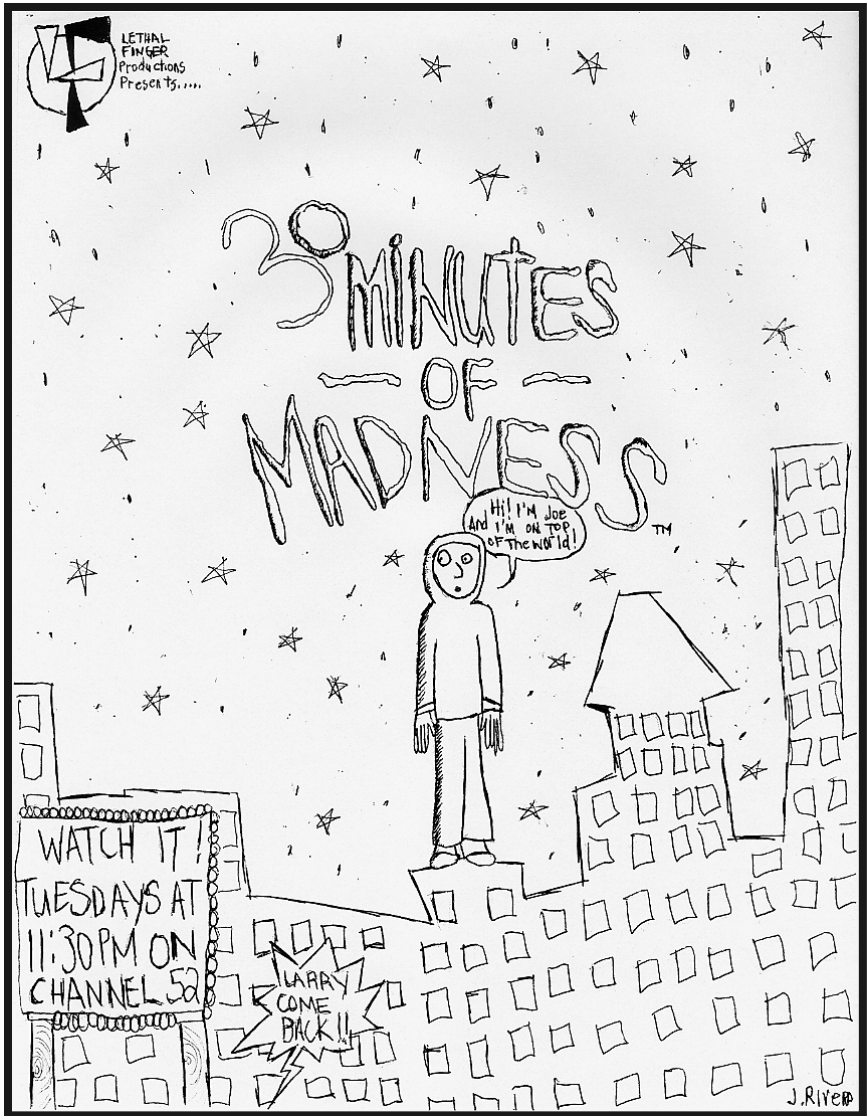
Want to see what was on PATV in March, 1992? Sure you do!
See how long it takes you to find 30MOM! Anything else sound good?

MARCH 9 - 14
ACCESS PROGRAMMING CH.52
PROGRAM SUBJECT TO CHANGE WITHOUT NOTICE



TIME	MONDAY, 9	TUESDAY, 10	WEDNESDAY, 11	THURSDAY, 12	FRIDAY, 13	SATURDAY, 14
4:30pm	Mountain Echoes	The Divine Plan	Oakland County Parks & Recreation	From High School to High Tech: Are We Ready?	Prevention "Live" Repeat	Senior Focus
5:00pm	Senior Advantage	The Master Angler	The Job Show	Objectivists Viewpoint	Medical Research Today	Divine Principle
5:30pm	Oakland County Report	A New & Improved You!	Life Matters	OC-4 Presents:	Inside Pleasant Ridge	Summit University Forum With Elizabeth Clare Prophet
6:00pm	Mathcounts	Everlasting Gospel with Elizabeth Clare Prophet	"Y" Not Exercise Today			
6:30pm	↓	United Artists Monthly	Berkley News Update		Troy Today	Making A Difference
7:00pm	Inner City Music Show Some Assembly Required	Senior Focus	Lambda Digest		Teacher Talk	The Message of Grace
7:30pm	Martin Luther King, Jr. Celebration	Prevention "Live"	Fretboard Frolics with Mikhal Caldwell	Business Portfolio	Five O' Clock Forum	Teach My People
8:00pm	City Profiles	Woodcarvers Classroom	Bottom Line	Insurance Plain Talk		Happiest People Alive
8:30pm	Oakland Magazine	The Job Show	St. Dunsatn's Presents	Say What?	Tales of Kwon	Praise, Praise, Praise
9:00pm	To Your Health	Down Home Blues: Detroit Country & Classic Blues	The A.M.V.E.T. Story Continues	30 Minutes of Madness	Enigma of Genius: Vincent B. Khapoya	Q & A Pageant Participants
9:30pm	Speaking of Animals: Conversation with Bob Barker		The Davey Aubert Tonight Show	Rock & Roll Rick's Video Show		Videoscope
10:00pm	Tony Stark Presents the Mind Altering Experience	Halloween in Concert	Access Aerobics	Let's Talk Health: Looking Good		
10:30pm		Shaarey Zedek Presents:				Showcase
	Walton Blvd. Church of God Gospel Hour		One on One	Sun Storm	A Look Within: Drug Free Way to Be	





30 Minutes of Madness by Jerry White Jr. Public Access TCI cable 52. Deviant skits from the twisted minds at Lethal Finger Productions (which also puts out Hoopsip zine). Interlaced tales that leave you wanting more. Experimental abstract t.v. with each new episode being better than the last. Episode 13 features PCP Robots puppets with an attitude. Pickle my willy, it's a keeper.

Review circa '96 by Ethan Minsker, *Psycho Moto Zine*



How Filmmaking Saved My Life

by Jeremy Royce

I stopped being a methamphetamine addict thirteen years ago. I didn't look like a character from *Breaking Bad*. Only two years prior I was a straight-A student, on track to grad-



uate from high school at the top of my class. I was the awkward looking kid with glasses who sat in the back of the room, turned in his homework early and tried to stay out of the spotlight. I was a quiet, introverted teenager. My mother taught me to distinguish between right and wrong. I knew that drug addicts lived in gutters, crazy and deranged. They sapped society and most importantly, they were dangerous. I wasn't any of those things. I didn't have anger-management problems, and I didn't grow up on the wrong side of the tracks, but in my sophomore year of high school my life changed.

At sixteen I left home to escape a difficult family environment (for reasons which I

won't go into here out of respect to the people involved). I enrolled in a new school, got a job, and within a year I was living in my own apartment. I would go to class in the morning, manage a retail store in the afternoon, and work as a projectionist at the local movie theater at night. I couldn't relate to the people I went to school with. I was an outsider and my only friends were outsiders too. They taught me that a gram of crystal

meth allowed me to work sixteen hours at two jobs and still have the energy for a social life. The little time I did go to school was spent in the video production class. My first short film played at a local festival and when I sat in that darkened room, filled with strangers, and saw my work on the screen, it felt like nothing I'd ever experienced before. It was validation. I had always loved movies, but it wasn't until then that I realized cinema offered something more than entertainment. It could be a reflection of me. Even though I was a runaway, drug dealer, barely surviving, seeing my work on the big screen gave me a sense of purpose. I was hooked on something other than speed, but quitting nearly killed me.

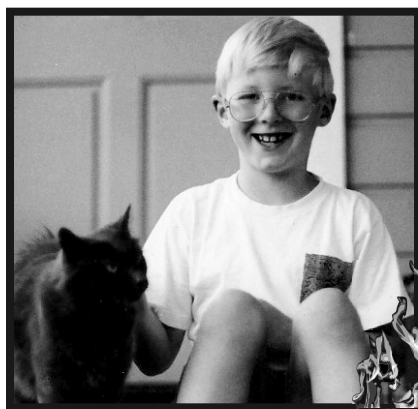




Thirteen years ago I was admitted to a hospital. My throat was so swollen I could barely breathe. I hadn't had anything to eat in three days and I was severely dehydrated. This was the fifth time I had been sick in four months. All those nights without sleep had finally caught up to me. By the time I was out of the hospital and back on my feet, I had missed so much work that I couldn't pay rent and my lease was up. I was \$18,000 in debt from the hospital bills and all of my friends were drug addicts. In that moment my life could have gone in many directions. Thankfully I'd seen a glimmer of hope, reflecting back in a darkened room. I had always loved movies, but in the face of death, I realized storytelling could help other people find their reflection too. In the subsequent years, I got clean, and appealed for

independent status with the state. I qualified for financial aid, and got my BA in Film Production. I went on to get my MFA from USC in 2012. While there, I discovered a group of filmmakers that reminded me of myself and my friends when I was a teenager. *20 Years of Madness* emerged from the same desire I felt all those years ago, to tell the stories of outsiders trying to overcome the limitations they've been faced with by a life out of their control.

The lives of most people suffering from drug addiction, mental illness, and homelessness are much more nuanced than we have time to consider. Cinema gives us a chance to explore those nuances. It's my goal to fight against stigma, because one small moment could turn an overachieving teenager into a drug dealer and it's our job to make sure they don't get lost if that happens. I hope this movie reaches other people like me, sitting in a darkened theater somewhere, waiting to see a reflection of themselves.



JOE HORNACEK on Art, Creativity, and 30 MINUTES OF MADNESS

by Joe Hornacek (excerpted from Hoopsip #6 & #13, February & September, 1995)



Our main feature television production, "30 MINUTES OF MADNESS" is a half hour freak/comedy/variety show based in Oakland County, Michigan. The show is crazy, it has 7 to 15 skits per episode. From stupid, bizarre skits to unusual sexual skits that make people confused. The

composition and variety make the show stand out like no other.

We are a group of people from Michigan who care a lot about art and expression. It's not the kind of art you turn in for a grade, it's not the kind of art that is understood by all, it's just art that happens.

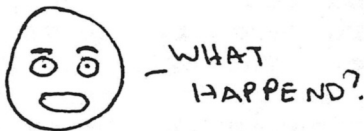
IT COULD BE FUNNY



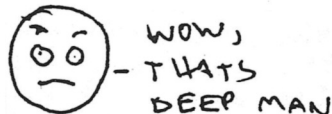
IT COULD BE ILL



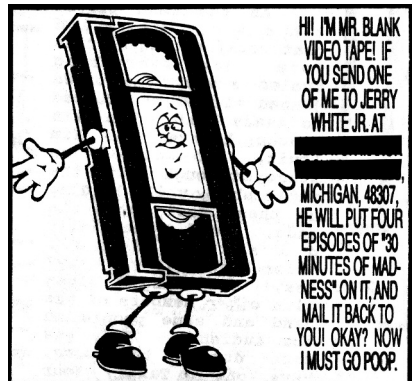
IT COULD BE CONFUSING



IT COULD BE REAL



We are always looking for video makers, Film Makers, Vidheads, Public Access Producers, computer freaks, Tron Jumpers, or anyone else that may be interested in getting involved with the knowledge and creativity of Art, Video, Zines, or expanding your soul.



Everybody's youth is a dream, a form of chemical madness.

F. Scott Fitzgerald

Dreams are often most profound when they seem the most crazy.

Sigmund Freud

Yesterday's weirdness is tomorrow's reason why.

Hunter S. Thompson

A person needs a little madness, or else they never dare cut the rope and be free.

Nikos Kazantzakis

It is one of the blessings of old friends that you can afford to be stupid with them.

Ralph Waldo Emerson

You're only given a little spark of madness. You mustn't lose it.

Robin Williams





www.20yearsofmadness.com