



**20 YEARS
OF
MADNESS**

INFORMATION

FILM TITLE

20 YEARS OF MADNESS

LOG LINE

When the eccentric cast of a mid-90s Public Access 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.

PRESS CONTACT

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TECHNICAL

Running Time: 90 minutes

Exhibition Format: DVD, Blu-Ray, HD Cam,

Aspect Ratio: 16:9

Shooting Format: HD

Language: English

Years of Production: 2011–2014

Filmed in: Detroit and Los Angeles

Produced in: Los Angeles



SYNOPSIS

20 YEARS OF MADNESS follows Jerry White Jr., 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 off beat and crazy characters. What they couldn't have predicted was that the wild and unhinged lifestyle they embraced on the show would eventually become a reality for many of them later in life. Jerry, now 37, never stopped believing in the show and the potential of its collaborators. 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.

20 YEARS OF MADNESS explores the importance of friendship in artistic collaboration and how it can be used to overcome and transcend the labels and expectations placed on us by society.

ABOUT 30 MINUTES OF MADNESS

30 MINUTES OF MADNESS (30MOM) is a bizarre video mixtape of improv and written comedy skits, non-sequitor vérité samples, and experimental video art. The 30MOM 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 at times and violently at others.

While the show had a small audience during its original run, it has achieved a cult following over the years. The group amassed a vault containing over 300 hours of analog video, music, photography, and artwork. 20 YEARS OF MADNESS draws deeply on this footage, both from the aired episodes of the show and the never-before-scene raw moments of their daily life and musings to highlight, contrast, and comment upon these vivid characters. We get to see how much they've changed, but also learn how they are still very much the same dreamers at heart.

DIRECTOR'S STATEMENT

I first heard of 30 Minutes of Madness (30MOM) 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 the highlights of 30 Minutes of Madness 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 indie spirit doesn't often make you one of the cool kids. That kind of indie 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 peers 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 buddies, and the struggles that they were facing, I was inspired to make 20 YEARS OF MADNESS.

We shot a bulk of the documentary that following summer, in 2012. Afterwards, we hired someone to help with the assembly cuts. Meanwhile, I was focused on the footage from the VHS tapes. 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 90's to the big screen, and it all began with Jerry's tape collection. Thanks to his meticulous care, I went through 300+ hours of VHS footage to edit into the final film.

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 just 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 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.

- **Jeremy Royce**

CAST BIOS

JERRY



Jerry White Jr. is the ringleader, a huge presence towering over collaborators at 6'7". Jerry's the principle writer, director, shooter and editor of most of the shows' segments and the ultimate voice in making the key creative decisions. He now lives in Los Angeles and just received his MFA in Production from USC's School of Cinematic Arts.

JOE



Joe Hornacek contributed to every episode of 30MOM and was often the cameraman when Jerry appeared in front of the lens. Joe and Jerry created the show together and were the spiritual core of the series. After a huge falling out in 1997, the two didn't talk for well over a decade. Joe now works as a carpenter and is no longer close to the original cast members.

JOHN



John Ryan met the original crew after the show was already on the air. He became a defining influence on the show's later material and made music for several episodes. John spent most of the last decade addicted to heroin, but has been clean for the past three years. He currently lives in Detroit and regularly works as a DJ. In 2012 he released his first novella, "She-Creatures of the Cass Corridor."

MATT



Matt Zaleski was an early member of the 30MOM crew. He appeared on the show regularly and was best friends with Jerry in the early nineties. In 1999 Matt was hospitalized and diagnosed with Bi-Polar disorder. He currently works part-time as a lifeguard at a community college and is on medication.

JESUS



Jesus Rivera joined up with the 30MOM crew after seeing the show air in high school. He now lives in Los Angeles and works as a video and multimedia artist, under his alter-ego, Demonbabies. He has directed several music videos and ad campaigns, and DJs regularly in LA nightclubs.

CREW BIOS

Jeremy Royce | Director

After graduating from the Film and Digital Media production concentration at UC Santa Cruz, Jeremy Royce worked as an documentary editor for five years. In the first half of 2009, he directed a twelve part web-series examining the explosion of community based non-profits in response to the 2008 presidential election. His work has screened at festivals across the country and earned him multiple awards for both directing and cinematography. Jeremy graduated with an MFA from USC's school of cinematic arts in 2012 and continues to work as a freelance cinematographer/director. 20 Years of Madness is Jeremy's feature directorial debut and marks a return to his teenage obsession with stories about artists on the verge of insanity, chasing their unlikely dreams.

Jerry White Jr. | Producer

A native of the verdant suburbs of Detroit, Michigan, Jerry has been writing, directing, producing, and acting in videos since 1990. Jerry graduated magna cum laude from Oakland University with a B.A. in German Language and Literature then moved to Japan where he taught English and played some choice gigs with his band. He returned to the US and attended USC's School of Cinematic Arts, earning his MFA in Film Production. Jerry co-starred in the 2013 Student Oscar-winning short film Josephine and the Roach and currently lives in Los Angeles where he works as a multi-hyphenate writer/director/actor and producer. Jerry never lost his love for his old Public Access TV show, 30 MINUTES OF MADNESS, and the community it represented and hopes to use all that he's learned to make the new episode the best yet, while still staying true to the original vibe and spirit that made the show special.

Kaveh Taherian | Producer

Originally from the San Francisco Bay Area, Kaveh has worked jobs across the board of the creative arts, including film director, illustrator and graphic artist. With a B.A. in Illustration and Design, he brought with him a strongly defined visual aesthetic when he pursued his MFA in Film Production from the renowned School of Cinematic Arts at the University of Southern California. He has since produced award winning content in both documentary and fiction, and has had his work screened at such venues as the Los Angeles County Museum of Art.

Will Jobe | Cinematographer

Will Jobe is a Los Angeles based Cinematographer. Born and raised on the south side of Chicago, he grew up glued to the television, but despite his parents' concerns he would put his countless hours in front of the TV to good use later in life. Will took his pursuit to Los Angeles and recently received his MFA from USC's School of Cinematic Arts where he studied Cinematography. He has shot numerous short films, music videos, commercials, as well as two documentary features. Will's most recent work, Herman, a three part web series sponsored by Subway, premiered at the 2013 SXSW film festival.

PRODUCTION STILLS



CREDITS

DIRECTED BY Jeremy Royce

PRODUCED BY Jeremy Royce
Jerry White Jr.
Kaveh Taherian

EDITED BY Jeremy Royce

CINEMATOGRAPHY BY Will Jobe
Jeremy Royce

SOUND DESIGN BY Kimberly Patrick

ORIGINAL SCORE
COMPOSED BY Alexis Marsh &
Samuel Jones