



Photo courtesy of Jerry White, Jr.

Co-creator of the '90s Oakland County public access television show, "30 Minutes of Madness" will return to Michigan this summer to do another, final episode. The entire production will be filmed and made into a documentary — "20 Years of Madness."

We're all a little mad

Alum returns to Michigan for '30 Minutes of Madness' reunion

By **Clare La Torre**
Life Editor

“You can walk home with me,” he said, with his 6-foot-seven-inch shadow casting along the warm Los Angeles sidewalk as he made his way home. Phone in hand, he made wide strides with his genuine and quirky smile on his face.

His witty offer travelled the distance of satellites to the other end of the conversation, and to the other end of the country, in Rochester, Mich. — his childhood home, and his soon to be destination.

Oakland University alumnus and current student of cinematic art at Southern California University, Jerry White, Jr., is the co-creator and producer of “30 Minutes of Madness” — an Oakland County public access television show from the 1990s.

After over a decade of falling out between members and a country-wide split of lifestyles, White is calling all his past collaborators back to the mitten for another episode.

Going mad

It all began in 1990 when White was 14-years-old.

“We were just making silly skits in the streets with one of our dads video cameras,” he said.

And so began “30 Minutes of Madness” — an MTV-generation skit show full of wild comedy, amateur editing and effects, and a charming sense of originality and resourcefulness.

“Meeting Jerry was exactly what being around Jerry (is) like — it was exciting and weird,” Molly Brodak, OU alum, author and returning actor said. “(He) is a dreamer, but also has enough energy and excitement to get others caught up in his vision.”

Before becoming a regular face on the camera, Brodak would pass out fliers for the show at her school. She looked up to White and the others for their passion at such a young age.

“His show was inspiring because I saw that it was just these local kids making art out of nothing — just having the creativity and discipline to make things they believed in,” she said. “I honestly don’t know if I would have grown into centering my life around creativity if I hadn’t had these friends who valued making art over other things teenagers were doing, like drinking.”

Brodak will also return to Michigan for the new episode.

PEOPLE INVOLVED



Andrea Eis Associate Professor of Art and Chair of Art and Art History Department. White cites Eis as his mentor.



Molly Brodak Alum and published author, Brodak has been a guest speaker at OU and will return to Michigan for 30 Minutes of Madness.



Jeremy Royce Graduating from USC school of cinema studies, Royce will be documenting the challenges of the new 30 Minutes of Madness.

Please see MADNESS, page 21

MADNESS

continued from page 20



Jerry White, Jr.,
OU alumnus

Finding his inner filmmaker

White majored in German language and literature while at OU. It was then that his passion for film returned.

“The great thing about those language majors is that your final project can be just about anything,” White said.

He began creating his own German language films. While working in the labs in the basement of Wilson Hall, and even sleeping in the halls when he put in late hours, he met Andrea Eis, associate professor of art and chair of the art and art history department.

“His projects were expansive and complex and he never wanted to simplify or scale back. He would work to the level he needed and beyond,” Eis said. “It was more than work ethic — it was a passion for the work, for the vision that he wanted to realize.”

White refers to Eis as his mentor, and thanks her for the motivation to

apply to graduate school.

“The inspiration went in both ways as well,” Eis said. “But the end of Jerry’s time at OU, I has started reviving my own film work, which had been dormant for several years. It was definitely because I was inspired by his creativity, innovative approaches and intense dedication.”

Tension builds

“30 Minutes of Madness” came to a halt when White and co-creator Joe Hornacek began to split apart. Creative differences and wavering priorities forced them to change directions in life.

“In the beginning it was fun because it started in high school and we could go to school the next day and talk about it with our friends,” Hornacek said. “But after we graduated we had to take care of ourselves and the fact that we were all trying to go to college, live in the same house and hold (down) jobs was a bit of a headache for us.”

Financing the project became an issue as well. Trying to financially support a creative project of such size, and trying to land on their feet as adults was difficult to do simultaneously.

“When you get to that point in your life, you get gratification from working hard and (you’re) proud of the integrity that you have for taking care of the bills, so you do not have the mind set for (pressing) the record button and acting funny for the camera,” Hornacek said.

‘20 Years of Madness’

“30 Minutes of Madness” spans 15 episodes. The new episode, which will be shot in Rochester this summer, will mark the 20-year anniversary.

To mark the achievement and to grasp the drama that envelopes the relationships of those involved, a documentary will be made of the final episode — “20 Years of Madness.”

Directed by Jeremy Royce, the documentary will focus simultaneously on the history of the show and on the difficulties and challenges presented by the creation of a new episode — whether or not those involved will overcome them.

Royce cites the shows charm on its, “quirky, rough around the edges,” style.

The show sparks enthusiasm because it is easily relatable for those who grew up with the arts and their

parent’s video camera, but it weighs heavier because they (“30 Minutes of Madness”) had the courage to present their work to the world while they were still learning, Royce said.

“I tell myself I wouldn’t be doing it if I didn’t have hope for them to reconcile and start making artwork together again,” he said. “But a piece of me wonders if they’ll face the same challenges and whether or not they’ll choose to work together, or split up.”

Finding the means

White plans on returning to Michigan in mid-June to July. As of now, Royce and himself are trying to collect enough money to fund the trip East.

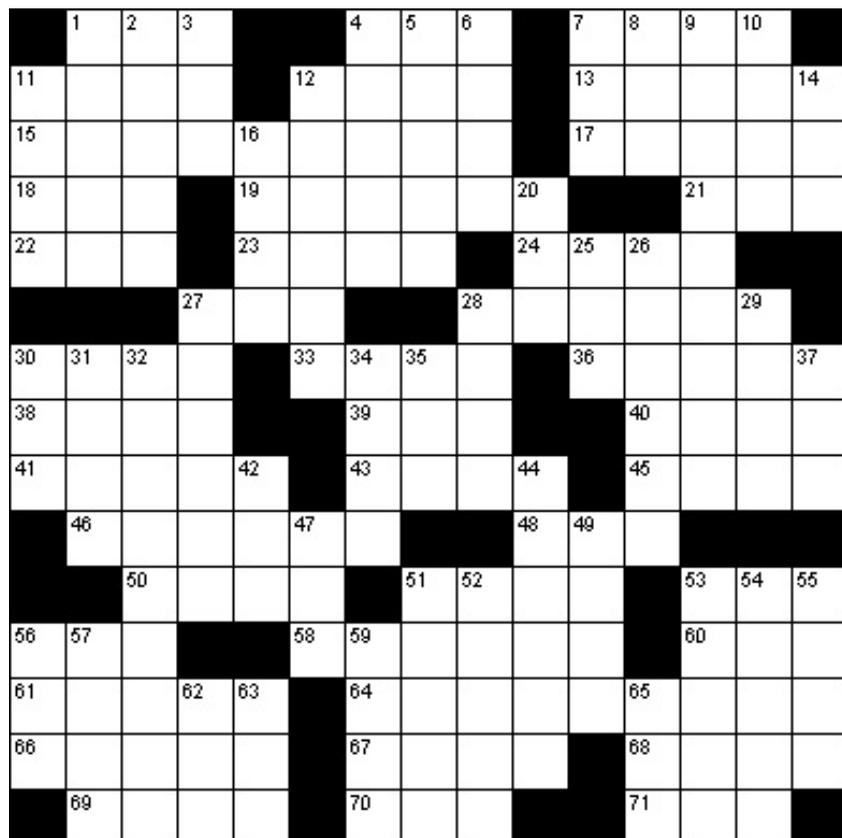
Whatever money they can raise will go towards renting a house for the crew to stay in during filming. Currently they have raised roughly \$2,500 of their \$12,000 goal with thanks to their page on Kickstarter <http://kck.st/op30MOM>

“I know most of us will probably be approaching this with some suspicion and doubts,” Brodak said. “But I think it will be good for all of us.”

Contact Life Editor Clare La Torre via email at cvtatorr@oakland.edu

op WEEKLY PUZZLES

To sponsor our weekly puzzles, contact us at ads@oaklandpostonline.com



Answers are available online at www.oaklandpostonline.com

ACROSS

1. Entanglement
4. Fuss
7. Run easily
11. Hemispherical roof
12. Not up and about
13. Pertaining to hearing
15. Represents a conjunction
17. Literary genre
18. Make lacework by knotting or looping
19. Help
21. Domestic companion
22. Unspecified amount
23. Swarm
24. Decide with authority
27. For each
28. Me
30. Opaque gem
33. Root vegetable
36. Book of maps
38. Valley
39. Golfing term
40. This place
41. Part of a church
43. Pace
45. Region
46. Misapplication
48. Entire

DOWN

1. Female
2. Vacuous
3. Insect
4. Humiliate
5. Coarse cotton fabric
6. Likelihood
7. Once around a course
8. Belonging to us
9. Mechanical device
10. Facilitate
11. Information
12. State categorically
14. Allow
16. Pace
20. Attempt
25. Country, initially
26. Deadly
27. Delight
28. To a greater extent
29. Taxi passenger
30. Eggs
31. Part of the hand
32. Measuring instrument
34. Recess
35. Rodent
37. Body of water
42. Operate
44. Outcast
47. Quantity of money
49. Give temporarily
51. Impressive display
52. Nearby
53. Percussion instrument
54. Inspection of accounting procedures
55. Encounter
56. Be indebted to
57. Rave
59. Fit
62. Flightless bird
63. Seed of the cereal grass
65. Male offspring