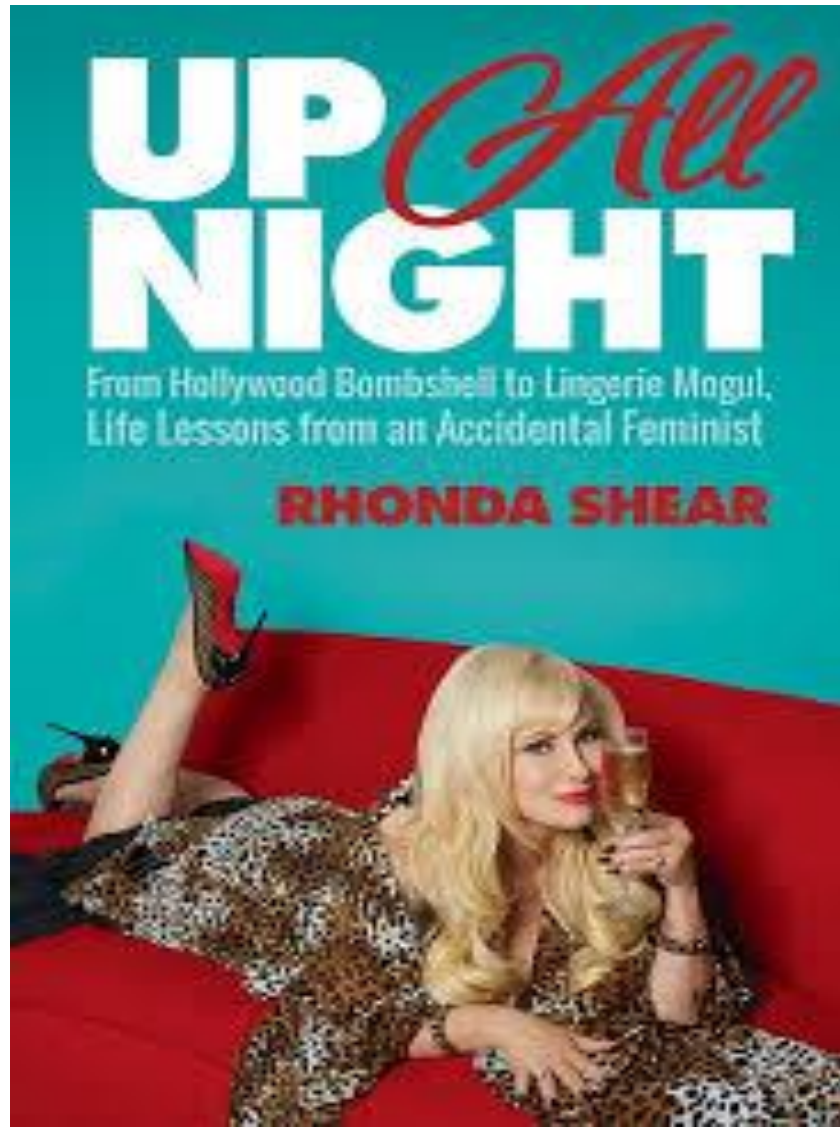


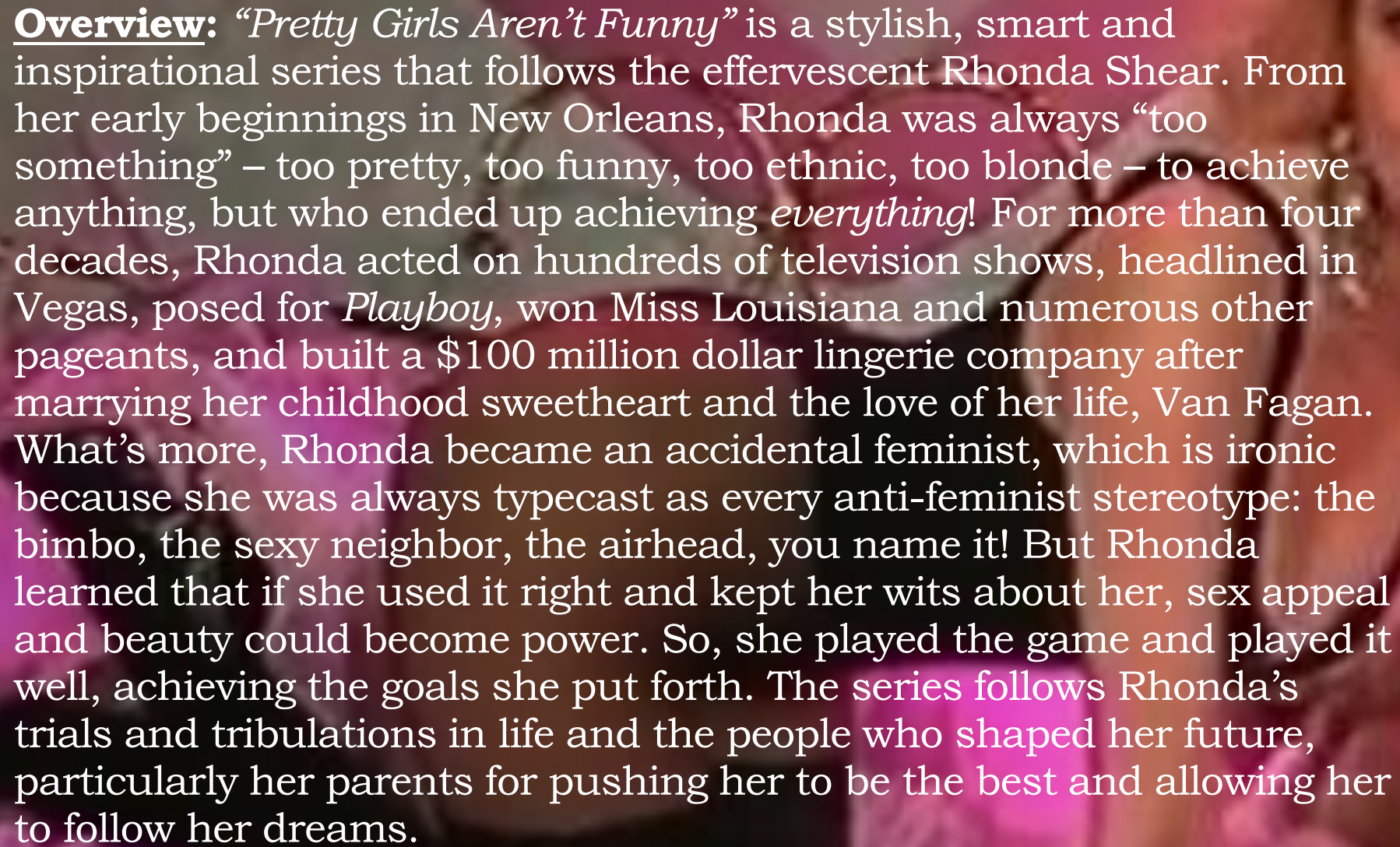
Logline: “Pretty Girls Aren’t Funny” is a dramedy series that centers on the many successful careers of Rhonda Shear.

Adapted from Rhonda Shear’s book “*Up All Night*”





"Pretty Girls Aren't Funny" explores 4 decades of Rhonda's life from the 1980's to 2020's, starting with her teenage-years competing in beauty pageants. We will explore her time in Hollywood when she was in her early 20's, where she experiences #meetoo before it was a movement, performs standup comedy, books recurring guest starring roles on television and then is hired as the host of "Up All Night." Flipping between decades to show the obstacles she has overcome to be the successful businesswoman she is today will make the episodes different from your typical show.



Overview: “*Pretty Girls Aren’t Funny*” is a stylish, smart and inspirational series that follows the effervescent Rhonda Shear. From her early beginnings in New Orleans, Rhonda was always “too something” – too pretty, too funny, too ethnic, too blonde – to achieve anything, but who ended up achieving *everything*! For more than four decades, Rhonda acted on hundreds of television shows, headlined in Vegas, posed for *Playboy*, won Miss Louisiana and numerous other pageants, and built a \$100 million dollar lingerie company after marrying her childhood sweetheart and the love of her life, Van Fagan. What’s more, Rhonda became an accidental feminist, which is ironic because she was always typecast as every anti-feminist stereotype: the bimbo, the sexy neighbor, the airhead, you name it! But Rhonda learned that if she used it right and kept her wits about her, sex appeal and beauty could become power. So, she played the game and played it well, achieving the goals she put forth. The series follows Rhonda’s trials and tribulations in life and the people who shaped her future, particularly her parents for pushing her to be the best and allowing her to follow her dreams.

Our pilot episode '*The Big Uneasy*' introduces us to 36-year-old Rhonda at a pivotal moment in her career. She has just auditioned as a replacement host on the late-night cult hit "*Up All Night*," which becomes a waiting game for Rhonda as the producers make their decision. Told her entire life she's too pretty to be a comedienne, Rhonda reflects on her life in *The Big Easy* (New Orleans), where she competes in beauty pageants while feeling uneasy about her 'curvy figure.'





Future Episode Samples:

‘Breaking Up Is Hard To Do’ - Teenage Rhonda is a featured dancer on *The John Pela TV Show*, performs with the New Orleans Dance Team, and continues to compete in beauty pageants, teaching her how to command a stage and the power of sexuality. When she wins the *Miss Louisiana International*, *Miss Louisiana World* & *Miss Louisiana USA*, she is given a free trip to Hollywood to do a photo shoot for Sarah Coventry Jewelry. A publicist for the company gets her an audition “*Happy Days*.” She reads again Henry Winkler and Ron Howard. The casting director finds her adorable, but too green. When she returns to New Orleans, Rhonda breaks up with her childhood sweetheart Van Fagan and majors in communications at Loyola University.

‘A Beauty Queen Scorned’ - 1975. Rhonda wins Miss Louisiana, which leads to the Miss USA pageant, but doesn’t qualify, shattering her mother Jennie’s dream of her becoming Miss America. Then, in 1977 Rhonda poses for *Playboy* in a ‘Girls of the New South’ layout, whose repercussion causes her to be stripped as queen of a prestigious pageant called *The Floral Trail Society*. Rhonda files an injunction and defends herself in court against the pageant committee’s lawyer, Gasper Schiro. The press and *Playboy* cover the case like it’s the greatest thing since Watergate. Even though Rhonda wears an antebellum gown in her *Playboy* photos, Gasper slut-shames her and she loses her case. 1 year later, Rhonda runs against Gasper for New Orleans Parish Registrar of Conveyances position. She’s the youngest person to run for office in New Orleans, and first woman to run for office in the state of Louisiana. After Rhonda loses to Gasper by a narrow margin, she moves to Hollywood.



‘Hollywood or Bust!’ -Summer, 1978. The political climate *here* is a complete contrast to Rhonda’s once syrupy life in New Orleans. Still, Rhonda’s perseverance lands her roles on hit TV shows and winner of the *Miss Los Angeles Press Club Pageant*, at the same time encountering #meetoo moments, including one with legendary movie producer RAY STARK, and sports journalist HOWARD COSELL.

‘Unhappy Days’ – Rhonda is cast in various roles on “Happy Days,” including a guest spot as ‘Fonzie’s girlfriend.’ During this time, Rhonda becomes romantically involved with TV producer ART FISHER (a pioneer of the green screen). She begins taking comedy classes, and crashes parties and TV personalities offices with comedian KENNY ELLIS. When Rhonda books a commercial the same week she’s cast on “*Happy Days*,” she asks the show’s creator, GARRY MARSHALL, if she can skip the Thursday reading to shoot the commercial. Garry agrees, but when Rhonda arrives on Friday to shoot the “Happy Days” episode, Henry Winkler has her replaced with another actress. She is never hired on “Happy Days” again.

‘Bye Bye Miss American Pie’ – Rhonda competes for Miss California in the hopes of fulfilling Jennie’s dream of becoming Miss America. A week before Rhonda competes in a pageant that will qualify her for Miss California, she appears in Chuck Barris’ TV show *The \$1.98 Beauty Show*. The pageant Judges think she’s mocking beauty pageants, costing Rhonda the title. Jennie’s devastation is an indication she’s living her life through Rhonda. Meanwhile, Rhonda learns she’s pregnant by Art Fisher. She aborts the baby because she feels she’s too young to be a mother. When Art finds out, he breaks up with her. In 1984. Art Fisher is killed in a helicopter crash and Rhonda’s father Wil dies of a heart attack. She takes a break from Hollywood and returns back to New Orleans.



Future Episode Summaries:

'Up All Night Years.' - 1986. Rhonda is cast as the sexy bailiff in Chuck Barris' pilot *Comedy Courtroom*. It's here she meets standup comedian BOBBY KELTON. Bobby has appeared on *The Tonight Show* numerous times, and Rhonda falls a little in love with him. She gives Bobby her business card but ignores his calls as she appears in numerous TV shows and movies, including Mel Brooks' *Spaceballs*. 10 months later Rhonda and Kenny go out on their first date. Rhonda is enamored by Bobby's standup act and is bitten by the comedy bug. Rhonda begs him to put her in his act and teach her the ins-and-outs of standup. Bobby reminds Rhonda standup is a brutal business, there are no shortcuts, and need to develop a thick skin in what is considered a "man's world." Rhonda is up for the challenge and writes concepts and one-liners in between TV , modeling gigs and commercials. Rhonda begins performing in small clubs, trying to be a character instead of herself. Slowly, she garners attention as a comedienne, but not yet a headliner. Then, she gets the attention of the producers of USA's "*Up All Night*" series. She creates a bimbo character that lands her a co- host position alongside comedian Gilbert Gottfried in 1991. She also poses semi-nude for *Playboy* and gets standup gigs in Vegas and Reno casinos. Rhonda is a pioneer for female comediennes, proving pretty, sexy women can be funny as hell. Her career is on fire, but her relationship with Bobby is dwindling, especially when she relocates to New York to shoot "*Up All Night*." Our last episode of the season has "*Up All Night*" ending in the late 90s, along with the end of Rhonda and Bobby Kelton's relationship. Rhonda is at a crossroads in her career, which leads us into...

'New Beginnings' - October 2000. Rhonda performs standup around the country and dates producer, MITCH COHEN, who tries getting her work in TV and film. Out of the blue, Rhonda receives an instant message from Van on classmates.com. She learns Van is divorced with two teenage kids, lives in Lafayette, Louisiana and wants to reconnect. Rhonda toys with the idea but doesn't connect. Instead, Rhonda and Van flirt back and forth via email and phone. Near Christmastime, Rhonda and Mitch have a fight. She wants kids. Mitch says it's a little late for that. Rhonda goes home to spend Christmas with her mother Jennie and family in Louisiana and meets up with Van. Sparks fly and 14 days later they get married. Rhonda keeps her apartment in L.A. but spends the majority of her time with Van and his kids in rural Louisiana. She has to adapt to country living and being a stepmom. When Van loses his job at a software company, they fall on hard times. Van looks for jobs in both Dallas and San Diego, neither pan out. Rhonda hocks her jewelry to keep them financially stable, when in 2003 a friend suggests she sell a product on HSN. Rhonda reaches out to HSN buyers who are interested in her pitching an intimate apparel line. It's something Rhonda and Van nothing about, but Rhonda knows what *women* want. Rhonda shops the garment district in downtown L.A. finding lacy apparel reminiscent of her pageant days and years of hosting on "*Up All Night*." Rhonda and Van sew a 'Shear Enterprise label' on hundreds of pieces, and even pack and ship them to HSN headquarters in Florida. Rhonda is a bundle of nerves before pitching on air, but her comedy background shines through. She's a natural and clears \$11,000 in 10 minutes; a record-selling moment of any product on HSN at that time. Rhonda's bitten by the designer bug and continues to find and/or design new product, while Van handles the business end. No bank or investor are willing to give Rhonda and Van money. So, they struggle and go it 'alone,' eventually building a name and making enough money to afford a design center, design team and buy a house in Florida instead of renting. It's bittersweet when Rhonda finally gives up her L.A. apartment, but Florida is home to her and Van now, and loves when Jennie comes to visit. In 2009, Rhonda is in the midst of designing a seamless and wireless bra that she's yet to pitch, when Jennie passes away. In our final episode of the season, Rhonda returns home to Louisiana and reconnects with her childhood friends, reminiscing about their pageant days and "Miss Jennie."

‘Ahh Brand Is Born’ - 2010. Rhonda is on HSN pitching her new seamless and wireless bra, telling her female audience it so comfy it feels like “Ahhh...” Van watches from the green room seeing the number of items sold is off the charts. The *Ahh Bra* is a hit, but thinking as a business man, Van knows it can be a phenomenon if they shoot an infomercial. An episode focuses on the shooting of the infomercial in Rhonda and Van’s St. Petersburg boutique, with funny and witty testimonials of Rhonda interviewing Women wearing the bra. The *Ahh Bra* infomercial plays selling 35 million units in 34 countries, making it the #1 Bra. With this success, Rhonda and Van move their business to a state-of-the art design center and buy a mansion. The next episode focuses on the unscrupulous copycats like *‘The Genie Bra’* capitalizing on Rhonda’s invention. Van reminds Rhonda not to take it personal. The remaining episodes focus on Shear Enterprises growth, winning numerous awards, including ‘Enterprising Women of the Year Award,’ ‘HSN’s Best Product Award’ and ‘Ernst and Young Award.’ We then reveal Rhonda and Van’s involvement with charities and becoming part of St. Petersburg business community. Rhonda is an advocate for other women entrepreneurs who are just starting out, teaching them to be resilient and take risks. Rhonda and Van create their own ‘Shark Tank,’ searching to invest in the next big thing. Pitch interviews are funny, and often times poignant. It’s now 2014, as Rhonda celebrates her personal “Diamond Jubilee” —Her 60th Birthday bash at the Omni Royal Orleans Hotel with a few hundred friends and family members. Familiar faces we’ve met in previous seasons take the mic, bringing tears of joy and sadness to Rhonda’s eyes, as they reminisce about her illustrious career. Later, in a post-midnight parade down Bourbon Street, Rhonda and her friends are in high spirits when a strand of Mardi Gras beads come flying from the crowd, smashing one of Rhonda’s teeth, ending the episode. The next episode we find Rhonda at her favorite Los Angeles dentist fixing her tooth. Afterwards, Rhonda passes by a familiar landmark that triggers a memory back to her ‘Early Hollywood Years.’ We show a few moments from Season 2 in flashback. Our final episode takes place in 2018, as Rhonda receives the ‘Den of Distinction Award’ at her old alma mater Loyola University. She makes a speech, empowering alumni that it’s never too late to reinvent yourself. At the end of her speech, Rhonda envisions her parents applauding with others in the crowd.

Starring Role:

Rhonda Honey Shear - Two different actresses. One portrays Rhonda as a young girl through her late 20's. A different actress portrays 'mature' Rhonda and savvy businesswoman. Young Rhonda is a wholesome beauty and somewhat shy but gains confidence through beauty pageants. Mature Rhonda is an ageless beauty with an effervescent personality.



Supporting Characters

Van Fagan - Two different actors. One portrays him as a teenager, polite and charming with boyish good-looks. A different actor plays Van, who has matured into a handsome man in his 40's (through his 60's). Business savvy, he is the yin to Rhonda's yang.

Jennie (Miss Jennie) Shear - Plays the age range from her 40's to 90. Loving, yet fiercely protective. Stylish, with a figure of a 1940's pin-up girl. She lives her life through Rhonda; a life she wished to have lived, but got married at 19 to escape a household of overbearing brothers.

Wil (Wilbur) Shear - Plays the age range from his 40's to late 60's. Old school, hard-working and humble. Wil soft-spoken, but isn't afraid to put his foot down when he doesn't agree with something. He adores Rhonda, who is his "baby girl," knowing she is destined for big things.

Nona Shear - Rhonda's older sister. Attractive. Her jealousy towards Rhonda stems from their parent's putting Rhonda on a pedestal over her. Divorced with one daughter, Nona spends her adult life living in New Orleans with Jennie right up until Jennie's death.

Sedonia - The Shear's Afro-America maid, who plays the age range from her 50's to 70's. Typical southern maid, who observes everything and keeps it to herself, however, isn't afraid to be a voice of reason to Rhonda in private. She finds humor in Jennie's antics and reasoning.

Art Fisher - Handsome, 40s, rocker-type. Rhonda's love interest during her early years in Hollywood. A creator of TV's 'green screen,' Art is obsessed with Rhonda and wants to marry her, only Rhonda knows Jennie would never stand for it.

Kenny Ellis - 30, baby-face. Comedian and mime. Rhonda's best friends in Hollywood, who teams up with her as a comedy duo. Their relationship is strictly platonic.

Bobby Kelton - 30's. Standup comedian who appears on 'The Tonight Show' over 20 times. Rhonda's boyfriend in her 30's for 10 years throughout her years on 'Up All Night.'

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