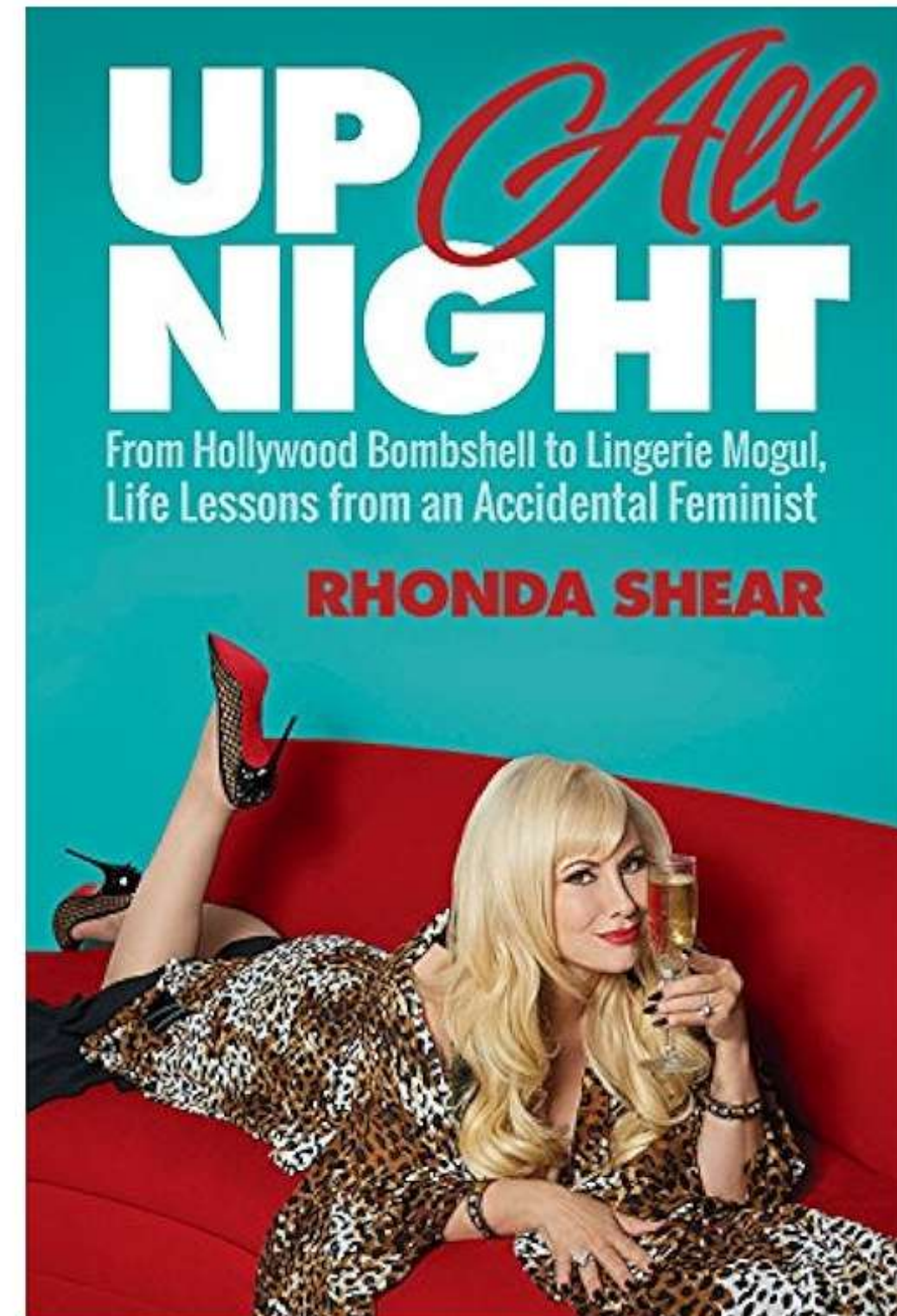


“Pretty Girls Aren’t Funny”

A New Dramedy Series adapted from the book “Up All Night”

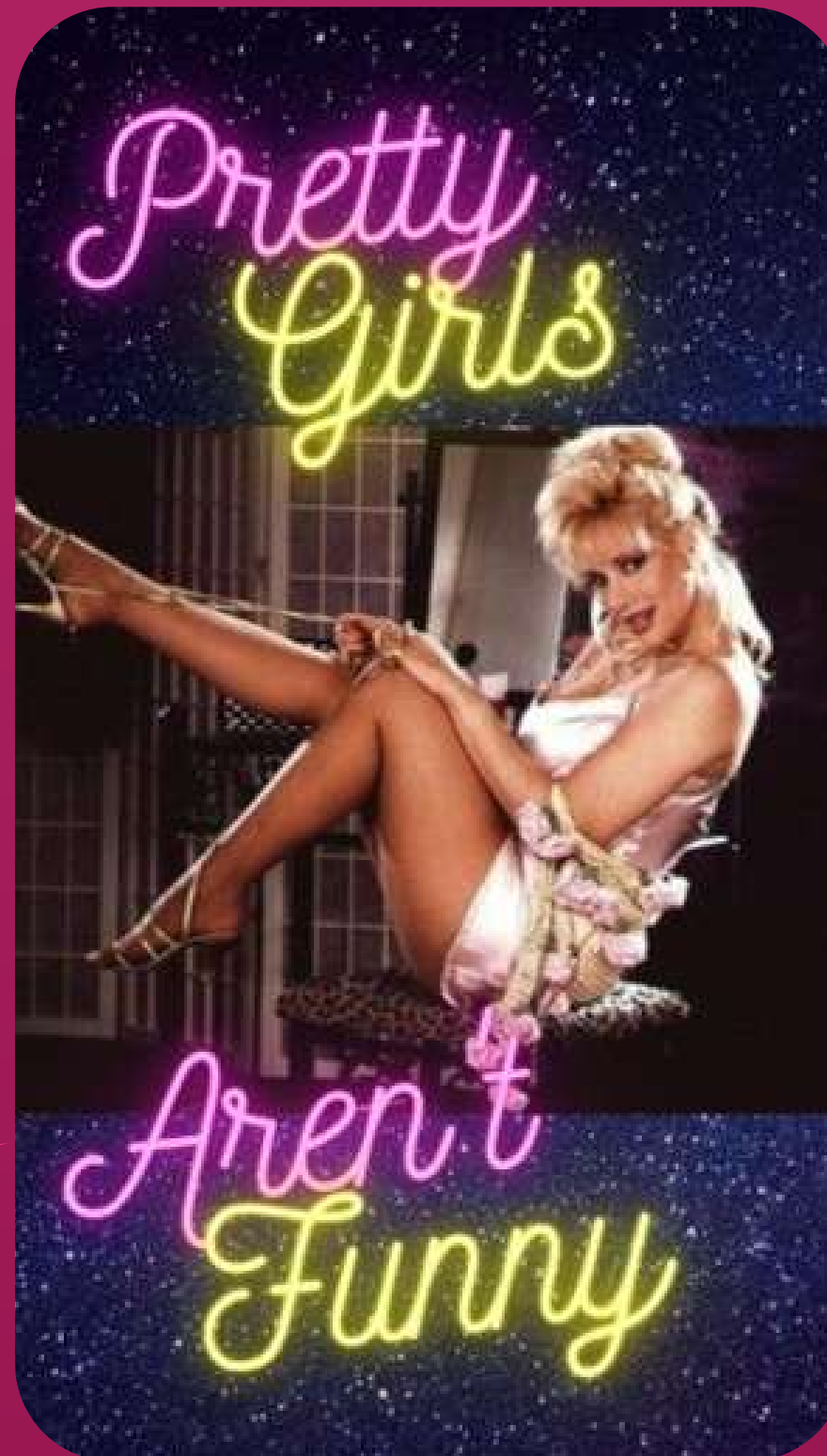


Created & Written by
Tony Jerris



Logline

Told she was too pretty to be funny, former beauty queen turned Hollywood bombshell Rhonda Shear defied expectations to become a comedy star in the '80s and '90s —then reinvented herself as a fearless entrepreneur and lingerie mogul in a world that tried to define her by looks alone.



Pitch

Pretty Girls Aren't Funny is a one-hour dramedy that follows the remarkable life and career reinventions of Rhonda Shear, as she navigates beauty pageants, Hollywood fame, stand-up comedy, the #MeToo era, and the world of fashion and entrepreneurship — all with humor, resilience, and unapologetic glamour.



Overview

Pretty Girls Aren't Funny is a stylish and empowering one-hour dramedy inspired by the life of Rhonda Shear — a former beauty queen who was always told she was too something to succeed: too pretty, too funny, too blonde, too much. But against every expectation, she built a life that was more than anyone imagined.

From beauty pageants to Hollywood soundstages, from late-night comedy to a \$100 million lingerie empire, Rhonda's story is one of reinvention, resilience, and unapologetic glamour. Along the way, the woman once cast as the “bimbo” becomes an accidental feminist, using her humor, charm, and sex appeal as her greatest strengths.

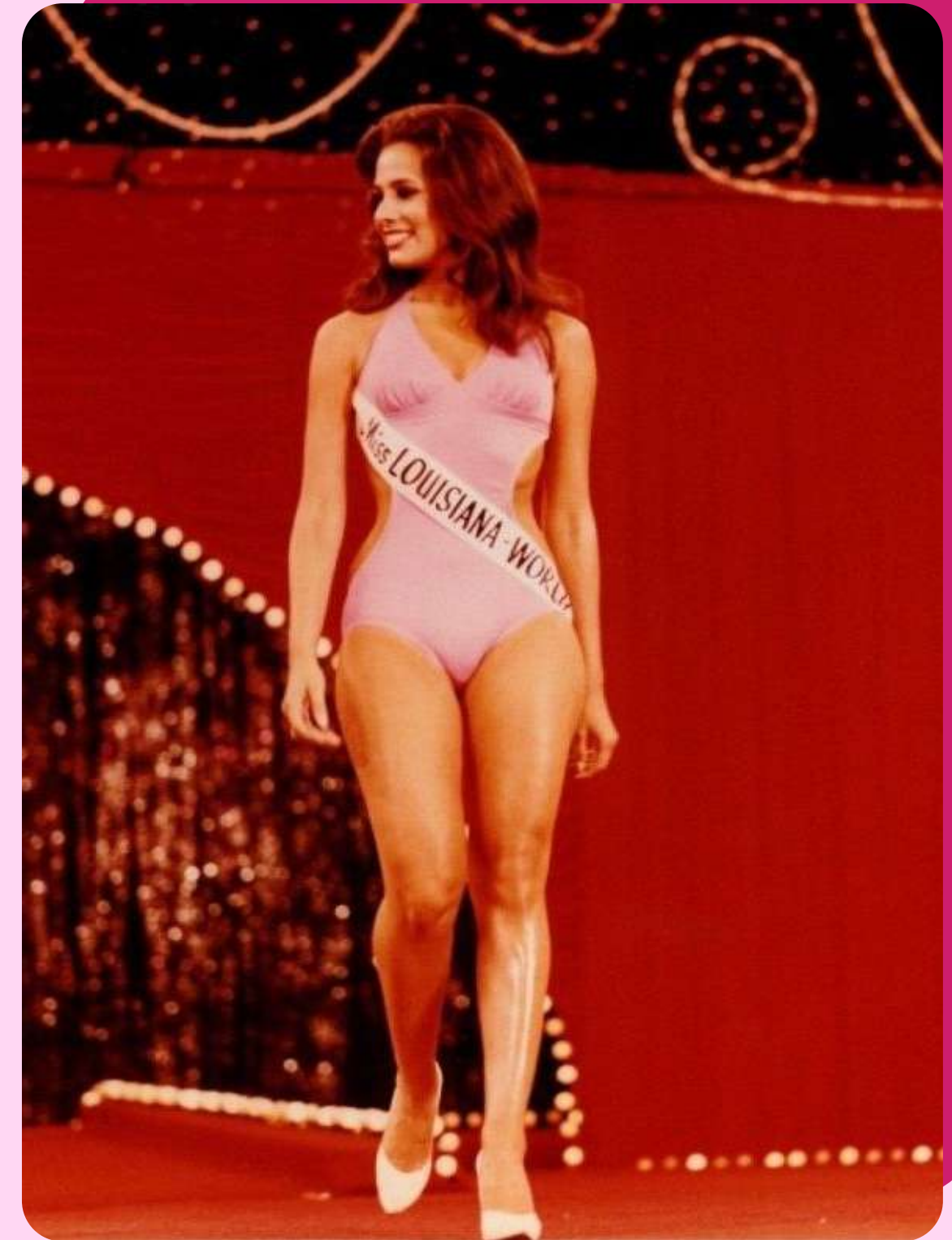
Pretty Girls Aren't Funny celebrates the wit, willpower, and wild ride of a woman who refused to be typecast and instead rewrote the rules of success on her own terms. With the sharp wit and period style of *The Marvelous Mrs. Maisel* and the heart, humor, and grit of *GLOW*, this is the story of one woman's fight to be funny, fierce, and utterly unforgettable.

Pilot Episode: “The Big Uneasy”

In the pilot episode, “*The Big Uneasy*,” we meet 36-year-old Rhonda Shear at a turning point in her life and career. Fresh off an audition to replace the host of the late-night cult favorite “Up All Night,” Rhonda finds herself in a tense waiting game as producers deliberate her fate — a role that could finally make her a household name.

As she waits, Rhonda reflects on her roots in New Orleans — The Big Easy — where she grew up feeling anything *but* easy. Through flashbacks, we see a young Rhonda navigating beauty pageants, big dreams, and the insecurities that came with being told she was “too pretty to be funny.” Torn between the world that celebrates her looks and the one that doubts her talent, Rhonda begins to realize that her so-called flaws might just be her greatest strength.

“*The Big Uneasy*” sets the tone for the series — funny, heartfelt, and unapologetically bold — charting the beginnings of a woman who will redefine what it means to be beautiful, ambitious, and fearless.



Episodes



2) *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 competing in beauty pageants, learning how to command a stage and harness the power of her sexuality. After winning Miss Louisiana International, Miss Louisiana World, and Miss Louisiana USA, she earns a free trip to Hollywood for a photo shoot with Sarah Coventry Jewelry.

A company publicist arranges an audition for “Happy Days,” where she reads opposite Henry Winkler and Ron Howard. The casting director finds her adorable — but too green. Upon returning to New Orleans, Rhonda breaks up with her childhood sweetheart, Van Fagan, and goes on to major in communications at Loyola University.

3) *A Beauty Queen Scorned* – 1975. Rhonda wins Miss Louisiana, earning a spot at the Miss USA pageant — but fails to qualify, shattering her mother Jennie’s dream of seeing her become Miss America.

In 1977, Rhonda poses for *Playboy* in a “*Girls of the New South*” layout, which sparks controversy and leads to her being stripped of the crown for a prestigious pageant, The Floral Trail Society. Determined, 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 biggest scandal since Watergate. Even though she wears an antebellum gown in the photos, Gasper slut-shames her and she ultimately loses the case.

One year later, Rhonda runs against Gasper for New Orleans Parish Registrar of Conveyances, becoming the youngest candidate in the city and the first woman in the state to run for the office. She narrowly loses and decides it’s time to move to Hollywood to pursue her dreams.

Episodes

4) *Hollywood or Bust!* – Summer, 1978. The political and cultural climate of Hollywood is a stark contrast to Rhonda's syrupy life in New Orleans. Still, her perseverance pays off: she lands roles on hit TV shows and wins the Miss Los Angeles Press Club Pageant. Along the way, Rhonda faces early #MeToo moments, including encounters with legendary movie producer Ray Stark and sports journalist Howard Cosell, testing her resilience and determination in a city where ambition and danger walk hand in hand.

5) *Unhappy Days* – Rhonda lands various roles on "Happy Days," including a guest spot as Fonzie's girlfriend. During this time, she begins a romantic relationship with TV producer Art Fisher, a pioneer of the green screen, and starts taking comedy classes. She also crashes parties and TV offices alongside comedian Kenny Ellis, determined to make connections in Hollywood.

When Rhonda books a commercial the same week she's cast on "Happy Days," she asks creator Garry Marshall if she can skip the Thursday reading to shoot the commercial. He agrees — but when she arrives on Friday to film her episode, Henry Winkler replaces her with another actress. After that, Rhonda is never hired on "Happy Days" again.





Episodes

6) *Bye Bye Miss American Pie* – Rhonda competes for Miss California, hoping to fulfill her mother Jennie’s dream of seeing her become Miss America. A week before a qualifying pageant, she appears on Chuck Barris’ The \$1.98 Beauty Show. The judges misinterpret her performance as mocking beauty pageants, costing her the title and devastating Jennie, who is living vicariously through her daughter.

Meanwhile, Rhonda discovers she is pregnant by Art Fisher. Feeling too young to be a mother, she terminates the pregnancy. When Art finds out, he ends the relationship.

In 1984, tragedy strikes: Art dies in a helicopter crash, and Rhonda’s father, Wil, passes away from a heart attack. Overwhelmed, Rhonda takes a break from Hollywood and returns to New Orleans to regroup.

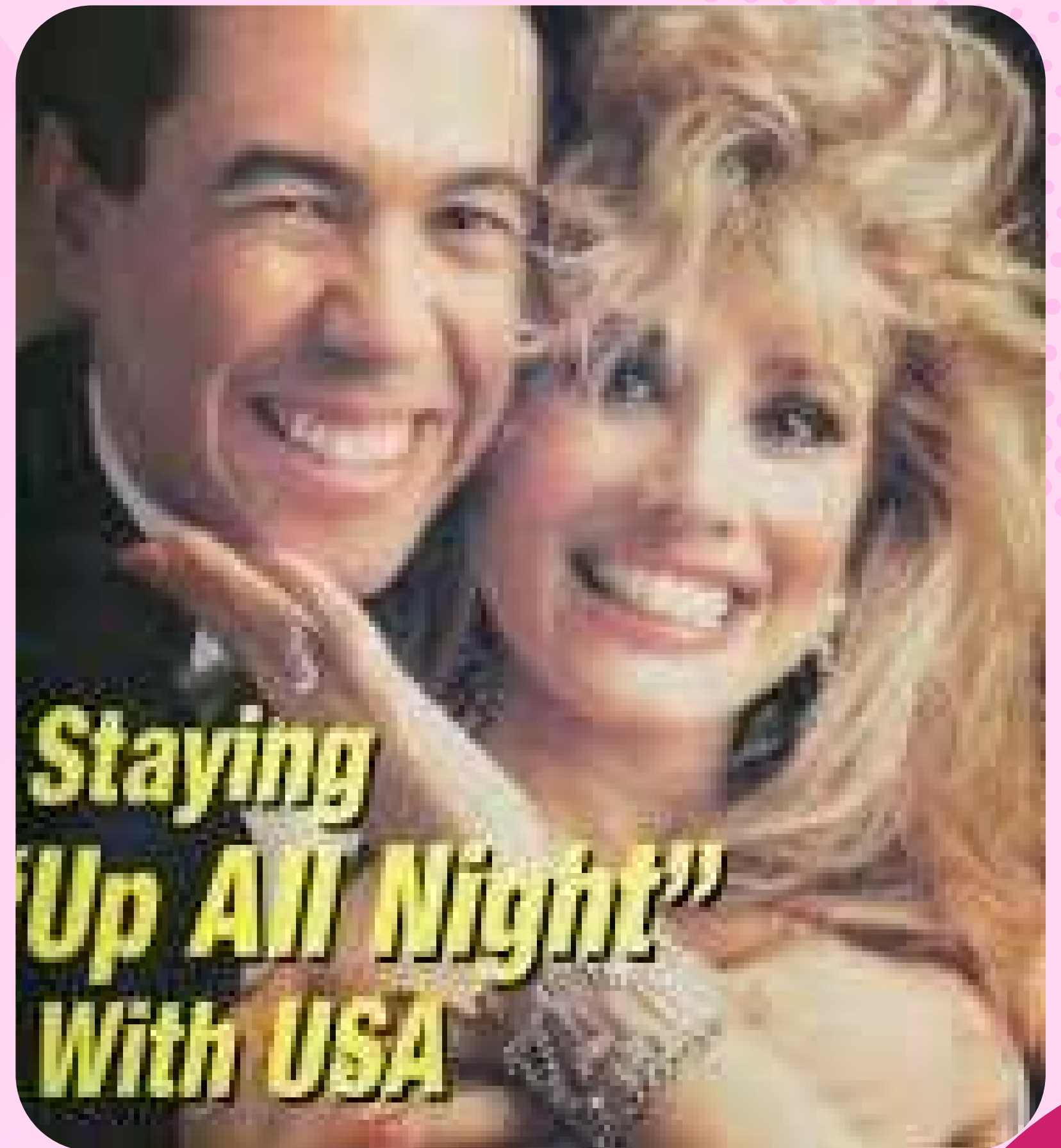
7) *Comedy Courtship* – 1986. Rhonda is cast as the sexy bailiff in Chuck Barris’ pilot Comedy Courtroom, where she meets standup comedian Bobby Kelton, who has appeared on The Tonight Show numerous times. Rhonda is smitten but plays it cool, giving him her business card while ignoring his calls as she continues appearing in TV shows and movies, including Mel Brooks’ Spaceballs. This episode sets the stage for her romantic and comedic awakening.

Episodes

8) *The Comedy Bug* – 10 months later. Rhonda goes on her first date with Bobby. Enamored by his standup act, she begs him to mentor her in comedy. Bobby warns her: standup is brutal, male-dominated, and requires a thick skin. Rhonda dives in, writing concepts and one-liners between TV, modeling, and commercial gigs. She begins performing in small clubs, experimenting with characters instead of herself, slowly gaining recognition as a comedienne.

9) *Bimbo With a Punchline* – Rhonda's comedic work starts paying off. She catches the attention of producers for USA's *Up All Night* series. Crafting a bimbo persona, she lands a co-host position alongside Gilbert Gottfried in 1991. At the same time, she continues posing semi-nude for *Playboy* and secures standup gigs in Vegas and Reno, proving that pretty, sexy women can be funny. Her career is igniting, but her relationship with Bobby begins to strain as her star rises.

10) *Up All Night, Lights Out* – The season finale tracks *Up All Night* through the late '90s, marking the end of the show and the conclusion of Rhonda and Bobby's relationship. Rhonda faces a career crossroads, poised to reinvent herself once again — setting up the emotional and professional stakes for Season 2.





Season 2 Overview: “Reinvention and Risqué”

Season 2 follows Rhonda Shear as she reinvents herself after the end of *Up All Night* and the heartbreak of her relationship with Bobby Kelton. Determined to take control of her destiny, Rhonda pivots from show business to business empire, channeling her creativity and humor into designing lingerie that empowers women to feel sexy, confident, and comfortable. Together with her husband Van Fagan, she builds Shear Enterprises from scratch, turning it into a \$100 million brand and becoming a true icon of female entrepreneurship.

As Rhonda’s star rises in the world of fashion and commerce, she faces challenges from copycats, business pressures, and personal loss — but her resilience and humor carry her through. Along the way, she becomes a mentor to aspiring women, proving that it’s never too late to reinvent yourself.

By the season’s end, after receiving the Den of Distinction Award from her alma mater, Rhonda’s story comes full circle when she’s relaunched *Up All Night* for a new generation — not as the ingénue she once was, but as the boss, producer, and icon who defines her own spotlight.

Smart, stylish, and heartfelt, Season 2 celebrates empowerment, love, and second acts — blending the wit and sparkle of *The Marvelous Mrs. Maisel* with the entrepreneurial fire and sisterhood of *GLOW*.



Season 2 Episodes

Episode 1: “New Beginnings”

Rhonda reconnects with Van Fagan after years apart, navigates newlywed life in rural Louisiana, and juggles standup while becoming a stepmom.

Episode 2: “Hard Times, Hustle Harder”

Van loses his job, forcing Rhonda to support the family by selling jewelry, teaching her the grind of entrepreneurship and the power of perseverance.

Episode 3: “Shear Genius”

Rhonda pitches her first lingerie line on HSN, nervously stepping into a new business world and shattering sales records on live television.

Episode 4: “Going Solo”

Facing skepticism from banks and investors, Rhonda and Van build Shear Enterprises from the ground up, learning business, production, and marketing the hard way.

Episode 5: “Ahh! Moment”

Rhonda launches the Ahh Bra on HSN, films a hilarious and heartfelt infomercial, and watches her invention take off globally.

Episode 6: “Copycats and Comebacks”

Competitors try to steal Rhonda’s success, but she and Van navigate copycats, legal challenges, and brand protection while staying ahead in the lingerie market.

Episode 7: “Awards and Accolades”

Shear Enterprises earns major awards and recognition, while Rhonda and Van give back to the community and mentor other women entrepreneurs.

Episode 8: “Pitch Perfect”

Rhonda and Van launch their own “Shark Tank”-style initiative, investing in aspiring entrepreneurs with humor, heart, and a dash of chaos.

Episode 9: “Diamond Jubilee”

Rhonda celebrates her 60th birthday in New Orleans, relives decades of memories with friends and family, and survives a comical Mardi Gras mishap. Then receives Loyola University’s Den of Distinction Award, inspiring others to reinvent themselves at any age.

Episode 10: “Full Circle”

As Rhonda looks back on her comedy and television legacy, a new opportunity arises — she relaunches *Up All Night* for a new generation. Embracing the moment with her signature wit and confidence, Rhonda steps back into the spotlight, proving that reinvention isn’t just possible — it’s her brand.



Think Kristen Bell – Pictured

***Pretty Girls Aren't Funny* – Lead Role**

Rhonda Shear – Age range: 16–60+

Effervescent, fiercely determined, and endlessly charismatic. Beautiful and witty, Rhonda defies the “pretty girl” stereotype by carving a path in comedy, television, and business. Her humor, sexuality, and intelligence are her superpowers. She reinvents herself repeatedly—from pageant queen to comedienne to lingerie mogul—always staying ahead while remaining deeply loyal to family and friends.

Pretty Girls Aren't Funny – Cast

Van Fagan – Lead Male

Teen Van (Actor 1): Polite, charming, boyish good looks, quietly confident. Loyal, thoughtful, and Rhonda's first love.

Adult Van (Actor 2): Handsome, grounded, business savvy. The calm, practical yin to Rhonda's whirlwind. Supportive, humorous, and a stabilizing force in both life and business.

Jennie “Miss Jennie” Shear – Mother

Age range: 40s–90s

Fiercely loving and stylish with a 1940s pin-up figure. Overbearing yet deeply supportive, she pushes Rhonda to achieve while living vicariously through her daughter's success. Glamorous, commanding, and opinionated, but vulnerable beneath her tough exterior.

Wilbur “Wil” Shear – Father

Age range: 40s–late 60s

Old-school, humble, and hardworking. Soft-spoken, moral, and protective. Wil adores Rhonda, calling her his “baby girl,” quietly believing in her potential. Calm and patient, yet willing to stand firm when needed.

Nona Shear – Older Sister

Age range: 40s–50s

Attractive, sharp, and often overshadowed by Rhonda. Jealousy stems from parental favoritism, but she remains loyal. Divorced with one daughter, Nona provides tension and heart in family dynamics.

Sedonia – Family Maid

Age range: 50s–70s

Observant, wise, and humorous. Southern maid who sees all but shares selectively. Loyal, practical, and often delivers truth in private, providing guidance to Rhonda and levity to the household.

Art Fisher – Early Hollywood Love Interest

Age range: 40s

Handsome, rocker-chic, inventive. Creator of TV's green screen. Obsessed with Rhonda, wants to marry her, but their romance is complicated by her mother's disapproval. Teaches Rhonda independence and self-worth.

Kenny Ellis – Hollywood Best Friend

Age range: 30s

Baby-faced, quirky comedian and mime. Rhonda's platonic partner in crime. Loyal, irreverent, and creative, encouraging her to take risks in comedy and life.

Bobby Kelton – Standup Boyfriend

Age range: 30s

Seasoned standup comedian, appeared on The Tonight Show 20+ times. Mentor and partner to Rhonda during her years on Up All Night. Confident, witty, and experienced in a male-dominated comedy scene. Romance fades over time, but his influence shapes her comedic voice and perseverance.



About the Writer

Tony Jerris has extensive writing credits for his feature films, including *"Yellow Bird,"* awarded 'Best Feature' in the 2023 Santa Monica Film Festival & 'Best Comedy' in the LA Indie Film Festival. It now streams on Amazon, AppleTV & Tubi.

He has optioned/sold several TV reality series and scripts, and placed in a variety of contests, including The Nicholl Fellowship Awards, Project Greenlight and Writer's Digest Screenplay Contest.

His new movie *"Christmas Romance at the Roanoke Ranch"* is streaming on AppleTV, Amazon & Tubi, and he's in pre-production with 2 other holiday scripts & the stop-motion animated movie *"The Potters."*

Tony has also written a screenplay for *"Pretty Girls Aren't Funny."*

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