

# ROCK HARD

with the

# CLOWNS

an incoming miniseries and  
love story about addiction



**dd**  
doodoofilms



shady  
dog  
studios

# Love



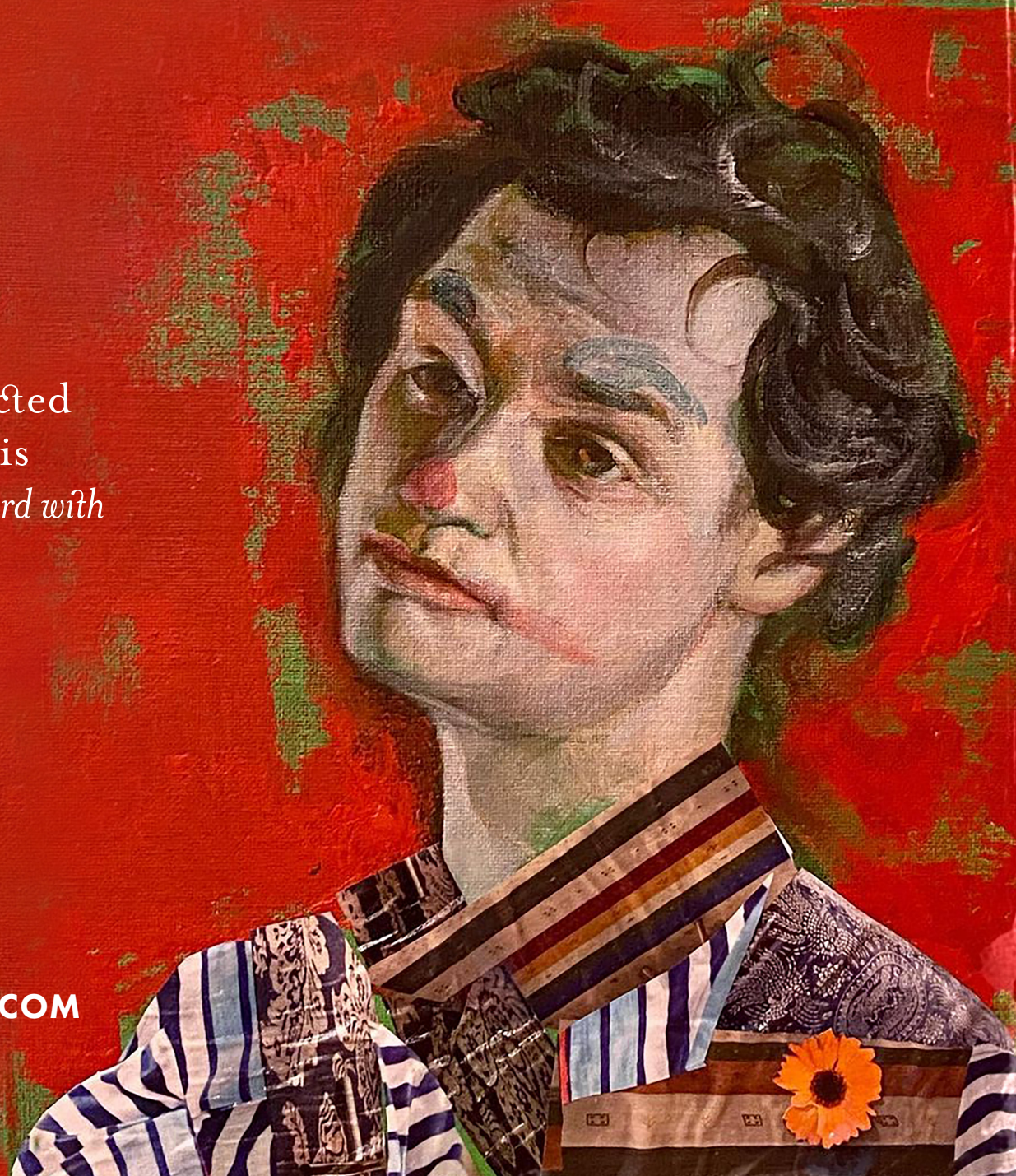
# Sucks

In *Rock Hard with the Clowns*  
a performer falls  
in and out  
of love  
with his addiction

The series, which will be directed  
by Eric Wakefield Thompson, is  
based on the short film *Rock Hard with  
the Clown* by Mike Shea.



MIKE SHEA — 804 398 3987  
MIKE@SHADYDOGSTUDIOS.COM



# The SHORT Film

Mike, how'd you get yourself into this mess?

In 2009 my Halloween costume got way out of control. The costume became a character, then the character stumbled into stand-up...

Then I got severely addicted to a severely addictive substance.

Years later, sobriety transformed my costume, Brown Frown the Clown, into a short film which went on to achieve over 50 selections, nominations, and awards around the world.

Since then, Eric Wakefield Thompson, who's worked with everyone from Lady Gaga to Spielberg, transformed my one-note character into a symphonic miniseries, using his G&E pragmatism to ground the vision.

“

**"Absolutely incredible ...  
we want to watch more."**

— *Indie Short Fest*

**"Mike is different. His  
movie is really funny."**

— *RVA Magazine*

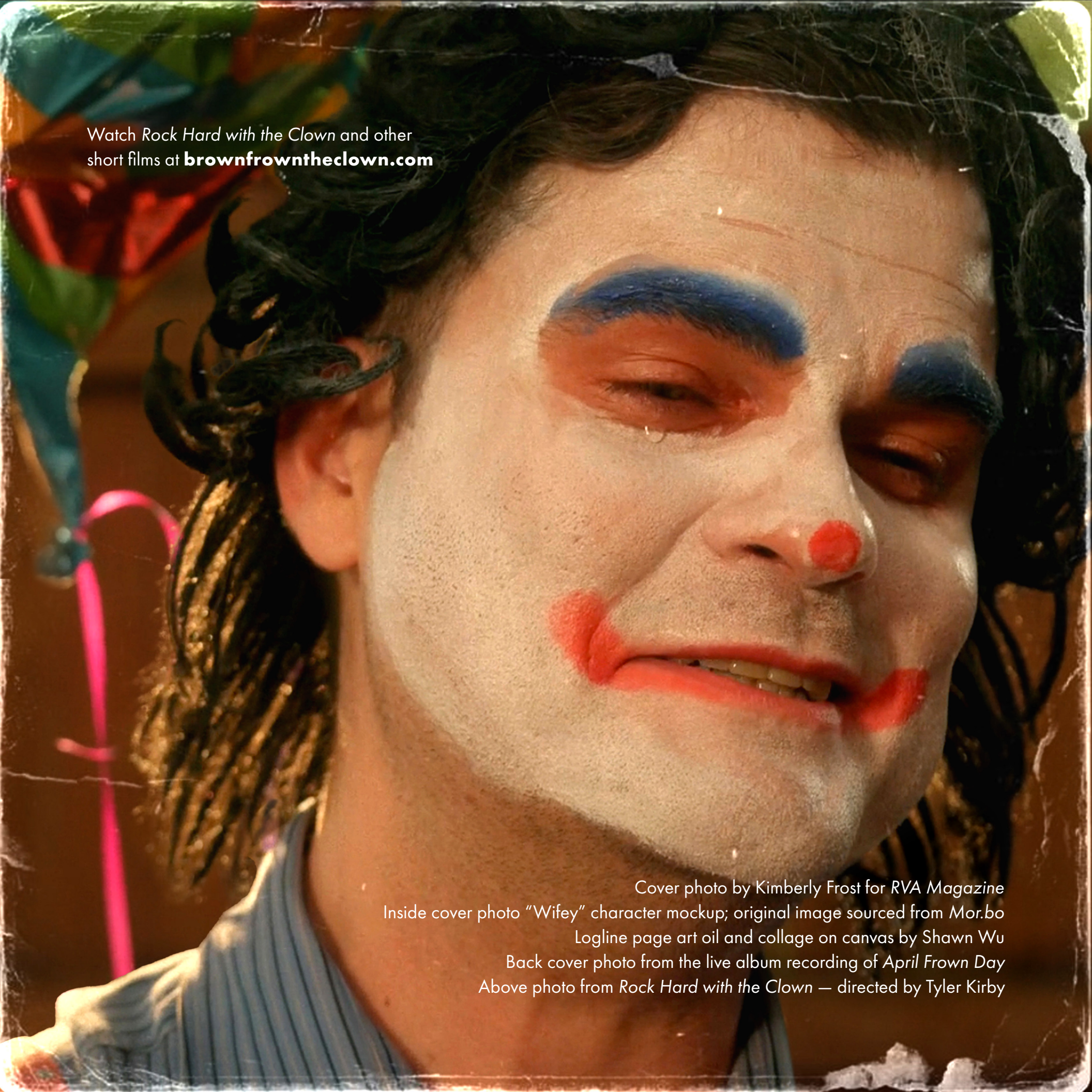
**"A brilliant talent."**

— *Virginia Film Office*

**"Wow. The production  
quality is fantastic and  
the acting is excellent."**

— *Another Limited Rebellion*

”



Watch *Rock Hard with the Clown* and other  
short films at **[brownfrownthecrown.com](http://brownfrownthecrown.com)**

Cover photo by Kimberly Frost for RVA Magazine  
Inside cover photo "Wifey" character mockup; original image sourced from Mor.bo  
Logline page art oil and collage on canvas by Shawn Wu  
Back cover photo from the live album recording of *April Frown Day*  
Above photo from *Rock Hard with the Clown* — directed by Tyler Kirby

# Mashups

## What if Pee-wee Herman needed rehab?

David Bowie fused sci-fi, glam, and kabuki to make Ziggy Stardust.

Eric and I fused musical sitcoms like *South Park*, dark addiction comedies like *Bojack Horseman*, and raw arthouse dramas like *Euphoria* to write *Rock Hard with the Clowns*. Out of that DNA comes a fresh miniseries with wide appeal, rooted in the tradition of iconic cartoonish characters like the Joker and Pee-wee.



Adjusted for inflation, Pee-wee's Big Adventure's U.S. gross was \$130M<sup>2</sup>



Joker was the first R-rated movie to hit \$1 billion<sup>1</sup>



David Bowie sold more than 140 million records during his lifetime<sup>3</sup>

The projectionist at the *Rock Hard with the Clown* premiere told me he speeds through indie screen tests because most are horrible. He watched *Rock Hard with the Clown* all the way through. **Twice.**



Photo by Monica Ramirez  
— First Camera Assistant on  
*Rock Hard with the Clown*

# Audience

Who the hell is gonna watch an arthouse drunk clown musical miniseries?

*South Park* debuted with the highest ratings for any basic-cable series, with reruns drawing “five or six times” Comedy Central’s usual audience<sup>4</sup>. Its creators went on to sign \$900M and \$1.5B deals with ViacomCBS and Paramount<sup>5,6</sup>.

*BoJack Horseman* was ranked the best Netflix original by *Thrillist*<sup>7</sup> and *Uproxx*<sup>8</sup>, and *IndieWire* named it the best animated series of all time<sup>9</sup>.

*Euphoria*, which has been praised as “visually stunning”,<sup>10</sup> was the second-most-watched HBO series by the end of its second season<sup>11</sup> (you just can’t compete with dragons).



*South Park* generated about \$586M in streaming revenue for HBO Max<sup>12</sup>



*BoJack Horseman* has 17 times the demand of the average TV series<sup>13</sup>



*Euphoria* had the strongest  
digital premiere night  
performance since HBO  
Max's launch<sup>14</sup>

# *(upcoming)* SERIES

Ok, I'm curious. What's this miniseries about?

A dying, cough-syrup-addicted clown must overcome sobriety-induced writer's block to win back his estranged wife with the world's funniest parody song.

Uh huh. So what's it **really** about?

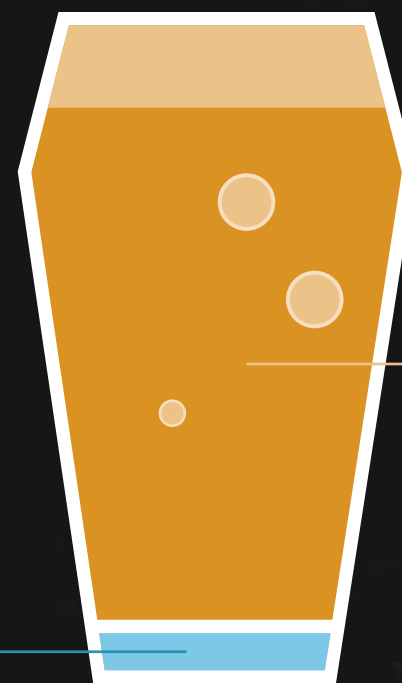
Identity and fate. We want our audience to argue if we're defined by the wounds we inherit, or if can we change.

And who's it **really** for?

Addiction doesn't just kill. It tortures people to death. This story is for those who can't watch because they lost that fight.

**In 2023:**

48.6 million Americans  
had Substance or  
Alcohol Use Disorder<sup>15</sup>



Only 4.6% sought  
treatment<sup>16</sup>

More than 246,000  
of them died<sup>17,18</sup>



"Wifey" character mockup;  
original image sourced from  
*Interview Magazine*



For Jack

You would hate this show  
but it's for you  
the young man who was already dead  
when I last I squeezed your hand  
and promised I would never stop  
fighting for you  
and others like you  
after addiction tortured you  
to death

I hope I never have to squeeze  
another stiff hand again

But if I do  
it'll be  
because I never stopped fighting  
for that guy either

I'm sorry I couldn't save your life

# STATUS:

Script near-complete, proof of concept (award-winning short) in hand, director attached.

## Currently seeking:

Partners, allies, and early champions.

## SOURCES

- 1 Rubin, R. (2019, November 15). *Box office: Joker becomes first R-rated movie to hit \$1 billion*. <https://variety.com>
- 2 The Numbers. (n.d.). *Pee-Wee's Big Adventure* (1985). The Numbers. Retrieved August 30, 2025, from [https://www.the-numbers.com/movie/Pee-Wees-Big-Adventure-\(1985\)](https://www.the-numbers.com/movie/Pee-Wees-Big-Adventure-(1985))
- 3 Huddleston, T. (2016, June 11). *The numbers behind David Bowie's remarkable career*. *Fortune*. <https://fortune.com>
- 4 Johnson-Woods, T. (2007). *Blame Canada!: South Park and popular culture*. Bloomsbury Academic.
- 5 Shaw, L. (2021, August 5). *'South Park' creators sign massive new \$900 million deal with ViacomCBS*. *Bloomberg*. <https://bloomberg.com>
- 6 James, M. (2025, July 21). *'South Park' creators reach \$1.5-billion streaming deal with Paramount*. <https://www.latimes.com>
- 7 Thrillist Entertainment. (2018, August 29). *Best Netflix original series & TV shows, ranked*. *Thrillist*. <https://thrillist.com>
- 8 Uproxx LLC. (2019, May 31). *The best Netflix original series right now, ranked*. *Uproxx*. <https://uproxx.com>
- 9 Shannon Miller, L., Travers, B., Schneider, M., Nguyen, H., Greene, S., & Stone, J. (2018, November 20). *The 50 best animated series of all time*. *IndieWire*. <https://indiewire.com>
- 10 Viruet, P. (2019, June 13). *Do HBO's controversial 'Euphoria' shock tactics have a point?* *The New York Observer*. <https://observer.com>
- 11 Maas, J. (2022, February 28). *'Euphoria' is now HBO's second-most watched show behind only 'Game of Thrones'*. *Variety*. <https://variety.com>
- 12 Spangler, T. (2025, July 23). *'South Park' generated \$586 million in streaming revenue for HBO Max before moving to Paramount+*. *TheWrap*. <https://www.thewrap.com>
- 13 Parrot Analytics Limited. (2023). *Parrot analytics report (August 8–September 9, 2023)*. <https://parrotanalytics.com>
- 14 Maas, J. (2022, January 10). *'Euphoria' Season 2 premiere draws series-high 2.4 million viewers*. *Variety*. <https://variety.com>
- 15 Substance Abuse and Mental Health Services Administration (SAMHSA). (2023). *Key substance use and mental health indicators in the United States: Results from the 2023 National Survey on Drug Use and Health*. U.S. Department of Health & Human Services. <https://www.samhsa.gov/data>
- 16 American Hospital Association. (2023, January 6). *Survey: Most Americans with substance use disorders don't receive treatment*. <https://aha.org>
- 17 Centers for Disease Control and Prevention (CDC). (2021). *Alcohol and public health: Alcohol-related disease impact*. U.S. Department of Health & Human Services. <https://cdc.gov/alcohol>
- 18 Centers for Disease Control and Prevention (CDC). (2021). *Drug overdose death rates*. U.S. Department of Health & Human Services. <https://cdc.gov/drugoverdose>



Unedited\* Photo of Mike Shea  
and Brown Frown the Clown  
by Kim Frost for RVA Magazine

\*This is a lie

# contact:

mike@shadydogstudios.com  
804 398 3987

shadydogstudios.com



**dd**  
doodoofilms



shady  
dog  
studios