

By day, they are the people you take for granted -- your mailman, your insurance broker, your computer consultant. But by night, they become the people you always wanted to be. They are the denizens of a bizarre rock and roll Twilight Zone. We call them...

mock STARS

THE REAL STORY...ABOUT FAKE BANDS!

A Tribute band is a musical act that meticulously recreates the look and sound of one particular rock band at the peak of its career. All over the world, there are acts paying tribute to any band that ever had a hit single or cult following. It's quickly becoming a cottage industry and, in the post-Napster age, its not without controversy.

MOCK STARS is the reality series which ventures into this no-man's-land between fame and obscurity and asks it's audience to chew on some fascinating questions...

- **Who the hell are these people? Why do they do it?**
- **Is this the ultimate compliment ...or the final insult?**
- **Tribute band groupies?!?**
- **Where is the line between tribute and delusion?**

...but most importantly...

- **Do they suck?**

From Abba to Zeppelin, no well known act is safe from this growing legion of musical body snatchers. In fact, over 150 of these bands from around the world have registered with our project's website (www.mockstars.com) and new additions are arriving daily.

With stand-outs like...



FATBOY TIM



NO DUH



& THE RED NOT CHILLI PEPPERS,

...it's a subculture that's chock-full of fascinating characters to be sure. What is also certain, is that to a TV audience, life on and off the road with these bands will appear, at once, unintentionally funny and curiously kick-ass. What *won't* always be clear, however, is whether some of these characters know who they really are anymore.

Bottom line: as far as we're concerned, if they are great at what they do-- then that's fantastic; if they truly suck at what they do, then that's not so bad either. Either way, it's impossible to take your eyes off them. Maybe, in that one way, they are even better than the real thing.

THE FORMAT

Each episode will begin with a cold open that quickly defines what separates a tribute band from a cover band, trace the history of tribute bands and chart their rise into popular culture. We'll mention some of the very best and most bizarre of these bands from around the world just to show how big and weird this phenomenon has become.



Then it's time to fasten your seat belts as we embark on the **Mock Stars World Tour**. The tour will consist of 12 stops around the globe, each of which will play out over the course of a single episode and showcase a different band that hail from Tokyo to Tinseltown and some rather scary places in between.

First, we meet this week's band. We'll find out how they all met, how long they've been playing together and how they reconcile their rock dreams with cold reality.

One week we might find out who first convinced "SWAN" that he looked exactly like Robert Plant and how can the forty-year old sound engineer plausibly pass for a twenty-year old rock god?



Robert Plant at the Hyatt House (Riot House) Hotel
Hollywood, CA



Swan reliving the moment at the Riot House
during his Mock Stars interview.

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Plant proclaiming to the world "I am a golden god!"
during a 1975 interview for Rolling Stone.



Swan.
A golden god?

We'll meet the bands' family and friends for an affectionate outsider's perspective. We'll find out how dad feels about his boy's mega-popular tribute band CHILDREN OF THE KORN and what a construction worker thinks of his brother, who dresses up in a space suit and claims he's *THE SPACE ODDITY*....



Ground control to Major Dave?!?



We'll sit in on a typical *ALCOHOLICA* rehearsal, where the beer is cheap, but the music is priceless. They'll tell us what it was like when they were the opening act for their idols in front of thousands of the Metallica faithful.

Along the way each week we'll meet the fans of the original artists. What's their take? Does the ATOMIC PUNKS' David Lee Ralph... "David-Lee-Rock"? Should the PRETEND PRETENDERS quit pretending? Did we really need Abba to be BJORN AGAIN?

Take his beer, & he'll dub thee unforgiven.

Whenever possible, tributes will be introduced to their real life heroes. Is Sir Paul McCartney impressed that right handed *FAB FOUR* bassist Ardy Saraf taught himself to play the bass left handed? If so, maybe Paul can hand over one of his own guitars and we'll see if Ardy can draw any inspiration from the original's original. Does By Jovi's version of *Bad Medicine* leave Bon Jovi feeling sick? Does Michael Stipe have any answers for R.wE.theM. ? Does Norman Cook perceive FAT BOY TIM to be his funk soul brother? On the best of days, we'll arrange for a musical matrimony between metal gods AC/DC and their all-girl tribute, *AC/DShe*, and witness what happens when they perform Dirty Deeds.



Does anybody remember where we parked?



For those about to mock...She salutes you.

As each episode heads for the finish line, the main event is at hand as the bands take the stage. Will Weezer tribute *SAY IT AIN'T SO* leave fans thinking exactly that? Will POSIN' infect us with "nothin but a good time"? Will WHOOLIGANS fans ever be fooled again? The live concert finale will not only be a chance to win the hearts and minds of some random drunks in a bar, but also the approval of a more sober minded TV audience who will be rating each band at the end of every episode via the web and mobile phones.



No, seriously... please, say it ain't so.

Touching down back in the states, the world tour is coming to an end. We've witnessed moments both painful and poignant. After a crash course in the schizophrenic reality of 12 different tribute bands, the 13th and final episode will set up the season's top two vote getters in a live battle of the bands to be broadcast live from a glorious venue the likes of which these bands have always dreamed of playing. When the pyro settles, the viewers votes again will be tallied and one band will be anointed "World's Greatest Tribute Band".



"Meet the new boss?!?"



The spoils of war now theirs, the champions will be greeted by their real life heroes (or an "in-joke" rock personality- i.e., Jack Black, Meat Loaf, Cameron Crowe) who will offer them, *quite literally*, a tantalizing, ceremonial sip from "THE CUP OF ROCK".

When the music's over, audiences will know the sound of comedy blasted through a Marshall stack and the sight of dreams that refuse to die...and one worthy tribute band will finally know the taste of rock and roll glory.



*Will Japan's Kween be the champions?
There's only one place to find out...*

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note: an alternate format for this concept would apply the same structure while introducing various tribute bands that mimmick the look and sound of the same artist in a search for the best tribute to that particualr artists (eg. world's greatest beatles tribute).

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