

Comedy Duo Tater The Ragdoll and Muffler The Bear Go AI-Generative in Season 4 of MacGizmoGuy's Video Shorts

Fan-favorites Tater The Ragdoll and Muffler The Bear relaunch as AI-generated characters in the Season 4 return to MicroDrama Shorts. Follow #TaterTheRagdoll on Clapper and across social media as the rag doll's road to influencer stardom continues.



Palm Springs, California Jun 16, 2026 (IssueWire.com) - MacGizmoGuy, the independent digital media brand operated by veteran internet publisher Russell T. Baer, today announced the premiere of Season Four of [Tater The Ragdoll](#), the long-running short-form comedy series chronicling the relentless, often bewildering quest of a handmade rag doll and his stuffed bear companion to achieve social media superstardom.

The new season marks a significant creative evolution for the franchise. After three seasons of live-action video appearances across [Clapper App](#) and numerous social platforms — a cumulative library of nearly 100 episodes — the production is transitioning to an AI-assisted format utilizing still photography and generative animation technology. The move allows the characters to continue their adventures in high-quality form while acknowledging an unavoidable on-set reality: years of active production have left the original Tater in a condition best described as "weathered."

"Tater has given everything to his craft," said series creator Russell T. Baer. "Three seasons of location shoots, comedic physical performance, and the unrelenting demands of the content cycle have taken a visible toll: Tater has become Tattered. His disintegrating stitching tells the story. The decision to virtualize him with Generative AI wasn't taken lightly — but Tater's ego, his drive, and his unshakeable belief that superstardom is just one viral video away? Those are indestructible. We're giving him a durable new form worthy of the next chapter."

Muffler The Bear — the series' long-suffering co-star and Tater's self-appointed accomplice who has social media superstardom dreams of his own — will also receive the AI treatment, with the pair set to continue their signature dynamic of misplaced confidence, social influencer rivalry, and spectacular near-misses achieving internet fame.

Season Four episodes will be distributed in video playlists across MacGizmoGuy's established social media accounts, primarily on [Clapper Social app](#) where the complete series back catalogue in a Tater mini-series playlist is available. The characters' official web page — including character biographies, episode archive links, and series lore — is now live at <https://macgizmoguy.com>.

The [Tater The Ragdoll series](#) has accumulated tens of thousands of followers across platforms since its debut, earning the characters a dedicated audience that has followed their ongoing, largely unsuccessful campaign to crack the influencer economy — a premise that has only grown more humorous and resonant as the creator economy has grown even more competitive around them.

Media Contact

MacGizmoGuy

*****@hotmail.com

<https://macgizmoguy.com>

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