

Munch! with Marty Bush - Pilot V4

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1 INT. SHOWER - DAY

MARTY BUSH, an early 30s, average looking man, stands in a shower wiping globs of bright orange cheese off of his body. It's everywhere. The drain is clogged with cheese. Marty begrudgingly gets on his hands and knees and tries to scoop the cheese out of the drain. It's disgusting, but after laboring over it, he finally clears the clog. Marty turns off the water and pulls back the shower curtain, revealing GENE YORK, a dominant early 60s man, standing there holding a towel with a big smile on his face.

MARTY

Jesus Christ, Gene! I'm naked in here.

Marty grabs the towel and covers himself up.

GENE

Believe me, Marty, I've seen you in more embarrassing positions.

Gene hands Marty a smaller towel to dry his hair.

MARTY

Oh yeah? When?

GENE

Every weekday at noon.

MARTY

No kidding. Was today that bad?

Gene hands Marty a hair bush.

GENE

I suppose it depends on your definition of bad. You getting in a giggly cheese fight with Serial's Sarah Koenig?

CUT TO:

2 INT. MUNCH! TV STUDIO - EARLIER

MARTY and SARAH KOENIG laugh hysterically while tossing mounds of dripping cheese onto each other. The studio audience applauds wildly.

BACK TO:

3 INT. MARTY'S BATHROOM

GENE

Awful.

MARTY

How many people watched it?

GENE

(proudly)

We topped 400,000 viewers when Sarah hit you in the eye with a Dalinte Cheddar Cheese Curd, only \$1.50 at any major supermarket. Warning, don't feed to animals!

MARTY

Or humans. Well, at least we got something out of that bullshit excuse of an episode. Can you hand me my pants?

Gene turns to the corner of the bathroom and addresses CALEB, a small, intimidated intern.

GENE

Caleb?

MARTY

Good God, Gene, how many people did you bring into my office bathroom?

GENE

This is Caleb, he's the new intern. Caleb, say hello to the host of *Munch!* with Marty Bush, Marty Bush!

CALEB

It's an honor to meet your sir. I'm a big fan of the show.

Caleb hands Marty his neatly folded clothes. There is a bright clean pair of underwear on top.

MARTY

These weren't the underwear I had on this morning.

CALEB

Your other pair was covered in cheese, so Mr. York let me into your office closet to grab something fresh. You have beautiful underwear, Mr. Bush.

An annoyed Marty grabs the pile of clothes. The underwear have "Bush" written on the crotch. A glob of cheese falls off the ceiling onto the underwear.

4 INT. MUNCH OFFICE - SHORTLY AFTER

MARTY, GENE, and CALEB exit Marty's office into the buzzing main floor.

MARTY

It's really that simple, Caleb, you've got the road map in front of you.

CALEB

Wow, comedy advice from Marty Bush himself.

Caleb reads out of his notebook.

CALEB

(enthusiastic)

I'll be sure to "write" and "perform"!

MARTY

And one day, you'll be the star of your own Facebook live cooking show.

CALEB

(sincere)

A dream come true.

MARTY

(insincere)

It sure is.

Caleb exits.

MARTY

You know, Gene, we might produce the worst piece of garbage on social media every day, but helping young people like Caleb sure does make it seem worthwhile.

GENE

He'll be gone in the morning.

MARTY

Thank you, Gene. What's next?

GENE

Staff meeting for tomorrow's show.

SARAH KOENIG enters. Her hair is damp.

MARTY

Sarah! You're still here.

SARAH

I had to wash all of that cheese out of my hair. Those Dalinte cheese curds are like hardened plastic. What do they cost, like \$2?

GENE

\$1.50 at any major supermarket. Warning, don't feed to animals!

SARAH

Or humans.

Marty and Gene laugh gregariously.

GENE

Marty, I'll see you in the conference room.

Gene exits.

MARTY

So you're doing a new season of Serial? That's exciting.

SARAH

Not exactly. We're actually working with Audible.com to make some narrative, long form series. I've been brought in to develop some new ideas.

MARTY

What kind of stuff?

SARAH

Of course crime and murder series are always a hit, but Audible really wants to expand the genre so we're looking for docs, fantasy, even some comedy.

Marty's eyes light up.

MARTY

Comedy? Really? That's great!

SARAH

I'm actually glad I caught you,
considering I need some pitches for
new ideas, I was wondering if maybe
you would be interested in sending me-

SARAH

-your girlfriend's contact
information?

MARTY

Some pitches?

SARAH

Sorry, what was that?

MARTY

My girlfriend's contact information!
You want to talk to Carey? Of course!

SARAH

She's still writing, isn't she? I
thought I saw her latest shouts and
murmurs piece in The New Yorker last
month?

MARTY

Yes, that was her.

SARAH

She's very funny. What was her piece
about? Gender...

MARTY

Gender Repeal Party.

SARAH

Right! A satirical take on gender
reveal parties through the
conservative lens, mocking the current
Republican approach to gender non
conformity. The way she was able to so
elegantly take down social
conditioning through non-conforming
wordplay was nothing short of genius.

MARTY

Carey's very talented.

SARAH

Would you please give her my card and
tell her to shoot me an email?

Sarah hands Marty a business card. Marty takes it, dejectedly.

MARTY
(growing annoyed)
Of course. Thanks again for doing the show. The audience loved you.

SARAH
Did they?

CUT TO:

5 INT. MUNCH! TV STUDIO - EARLIER

SARAH stands victorious over MARTY after their vicious cheese battle, roaring with pride. The audience chants her name like a gladiator.

BACK TO:

6 INT. MUNCH OFFICE

SARAH
Well you've really got them in the palm of your hand.

CUT TO:

7 INT. MUNCH! TV STUDIO - EARLIER

SARAH still stands triumphant over MARTY. He wipes his face clean of cheese and gives an extremely silly shrug to camera. The crowd laughs hysterically.

BACK TO:

8 INT. MUNCH OFFICE

MARTY
(Forcing a smile)
Like shooting fish in a barrel. Thanks again, I'll pass your info along to Carey.

Marty exits. Sarah pulls one more glob of cheese from her hair.

9 INT. CONFERENCE ROOM - MOMENTS LATER

MARTY enters the conference room where his entire staff is

seated and chatting. GENE brings the room to order.

GENE

If you haven't eaten yet, our lovely sponsor, Dalinte Foods, has catered today's meeting with a chicken lunch, so eat up, but more importantly, round of applause to all of you for a wonderful show!

The room claps. TREY GROSS, an eccentric 30-something, gets up and walks over to a table with a spread of chicken-related lunch items.

GENE

We even topped 400,000 viewers at one point!

TAYLOR HOLMES, a tall, lanky late 20s social media manager, rises from his chair and thrusts his fist upwards.

TAYLOR

Fuck yeah!

GENE

Watch Your Mouth?

TAYLOR

Oh, I'm sorry.

GENE

No, how did we do compared to Watch Your Mouth today?

Taylor sits back down and begins looking into his laptop.

TAYLOR

Oh, right, sorry. Let's see... Watch Your Mouth's live stream on Facebook today topped out at... oh... 425,000 viewers.

A somber mood sweeps over the room. GRACE, a fiery, late 20s writer, is baffled. Trey settles in behind her with a plate of food.

GRACE

Are there really 825,000 people tuning in to watch Sarah Koenig swim in cheese every day?

GENE

No, only 400,000. The other 425,000
tuned in to watch what, Taylor?

GRACE

(sarcastic)

Mark Ruffalo play plinko with jelly
beans?

TAYLOR

Mark Ruffalo play plinko with oreos,
actually.

GENE

Plink-oreo.

MARTY

Plink-oreo.

GENE

Damn, that's good.

TAYLOR

Genius. True genius.

Grace tosses her notebook behind her as she groans, knocking
a chicken drumstick out of the hands of Trey just as he was
about to bite in.

GENE

We need ideas like Plink-oreo, Grace.
That's how we're going to top Hot Mike
and his team at Watch Your Mouth.

GRACE

Watch You Mouth with Hot Mike has a
writing staff of half a dozen people!
I'm the only writer you have here!

GENE

Well if you want to build out a
writing staff you'll have to bring
that up with Dalinte.

MARTY

Oh shit, that's right, Bill from
Dalinte Foods is coming in tomorrow
isn't he?

The room gasps. It sounds as if 100 people gasped, when
really it's just the dozen or so bodies in the room. A shrill
scream comes from nowhere.

GENE

Dalinte Foods is sending in their head of marketing, Bill Poole, to check in on our operation tomorrow afternoon. Let's do a quick check, who would like to address something with Bill tomorrow morning?

GRACE

More satire about the meat industry.

TAYLOR

Cross promotion opportunities with other food brands to expand our reach.

MARTY

Do we have to do food?

GENE

Okay, everyone prepare whatever they want to show Bill tomorrow and we'll make sure he has a chance to review everyone's ideas. He's the one that can make it happen, he's the big fish!

TAYLOR

"Big fish"?

GENE

Well, he controls our funding, so yes, he's in charge.

TAYLOR

What if for tomorrow's show with David Dobrik we did a segment-

GENE

Who is David Dobrik again?

TAYLOR

He's a former vine star turned YouTube celebrity.

GENE

Oh Vine, that's right, I keep meaning to watch that.

TAYLOR

You can't. Vine is dead.

GENE

Well surely it's on Netflix or something, right? Where can I stream Vine?

The room groans. It sounds as if 100 people groaned when really it's just the dozen or so people in the room. A shrill scream comes from nowhere.

TAYLOR

What if Marty and David did a segment called "Big Fish" where we did all seafood dishes?

Grace reaches back and grabs her notebook off the head of Trey.

GRACE

I've already got like, 20 pitches for tomorrow, okay?

TAYLOR

And we could have the fish move their mouths and do a skit with silly voices?

GRACE

It's called "sketch".

Beat.

GENE

It's brilliant.

Grace tosses her notebook in the air behind her again. It knocks a chicken wing out of Trey's hand just as he's about to bite in.

GENE

Marty, can you do a silly fish voice?

MARTY

Gene, I'd really rather not-

GENE

Trey, want to come out from behind the stove tomorrow and play a silly fish man?

TREY

(Stewie Griffin voice, wiping sauce off his body)

I'll ride that wave as long as I can!

Everyone except Grace and Marty laugh.

MARTY

Grace, I'd love to hear one of your pitches.

Grace turns around and grabs her notebook off of Trey again.

GRACE

Okay, I was thinking we could do something about how there really isn't a good reason to eat animal products anymore considering the advancements in quality vegetable substitutes. Let's shoot a 50's style educational video on carnivorous dinosaurs being wiped out by a meteor, or a "meat-eat-or". It's essentially saying we are only going to kill ourselves if we keep eating meat. Then for the demo Trey could prepare meat burgers and veggie burgers while Marty and David Dobrik do a blind taste test.

MARTY

Informative and satirical. You see, everyone, that's the type of idea that will make us stand out. It's the type of work we can be proud-

TAYLOR

Tuna is trending.

MARTY

What?

TAYLOR

#TunaChallenge is trending on YouTube and Instagram. It's a challenge where people flop around like fish in public.

Taylor turns his computer around and plays a YouTube video of several people flopping on the ground like fish. There is another tab open in the corner that reads "Pornhub - BBC".

GENE

That went up 2 hours ago and already has 425,000 views?

TAYLOR
If we do the big fish skit-

GRACE
Sketch.

TAYLOR
-and a #tunachallenge bit with David
Dobrik tomorrow our views will soar.

GENE
Excellent! We'll cram Marty and David
Dobrik's faces into a thumbnail with a
tuna and ride the Neilson ratings to
the bank!

TAYLOR
You mean we'll ride the Reddit upvotes
to the bank.

GENE
We'll sell fish sticks, dammit. Let's
have costume start skit-ing up a
drawing of some fish costumes.

GRACE
Sketch up a drawing- nevermind. What
about the meat substitutes?

MARTY
(sadly)
I mean... #tunachallenge is trending,
Grace...

Grace throws her notebook behind her in frustration again,
this time knocking a live chicken out of Trey's hands just as
he's about to bite in.

10 INT. MUNCH OFFICE - SHORTLY AFTER

The staff exits the conference room. A chicken flies out.
TREY is doing his silly Stewie Griffin fish voice while
everyone laughs. MARTY and GRACE exit last.

GRACE
Why can't you just say "we're not
doing this shallow, clickbait garbage
anymore?"

MARTY
(defeated)

We're not in the business of making people laugh or the business of education, we're in the business of getting people to watch the Dalinte logo in the corner of the screen for as long as possible.

GRACE

Your Gene impression is getting really good.

MARTY

Thanks, I'm putting it in my tight five. Think Lorne will like it?

GRACE

Oh yeah, impressions of web series executive producers is a shoe in for SNL. I think Kate McKinnon got on for her impression of Bernie Su.

MARTY

Who's that?

GRACE

Exactly.

MARTY

Look, if we don't make some concessions now and then you and I will be headed straight back to the Chicago barprov scene.

GRACE

Ugh... whatever it takes.

MARTY

Look, you can't just create fully satisfying artistic work that entertain the most intellectual of audiences, especially based out of Chicago.

Marty notices CAREY DREW, a well put together early 30s woman, walk into the office. Carey spots Marty and Grace and walks over.

MARTY

Then again...

CAREY

Hi!

Carey and Marty share a short but tender kiss. Grace melts.

GRACE

Carey Drew! Hi! Good to see you!

CAREY

Grace, hey! Yes it's good to see you!

A very confident Carey hugs Grace, who is visibly nervous.

GRACE

I mean, I'm not sure why it would be good to see me. Talk to me, maybe. Or hang out sometime, maybe.

CAREY

Great show today! It was very fun.

MARTY

Fun...ny?

CAREY

I know what I said.

Marty pouts.

CAREY

Hey, we've talked about this! It's okay, I've got your back!

MARTY

And I've got yours. Sarah Koenig asked me to give you this.

Marty hands Carey Sarah's business card.

MARTY

She's developing some new narrative audio series and wants you to send her some pitches.

CAREY

Wow! It's just going to get in the way of me publishing some stories for Reductress I have assigned. So much to do!

GRACE

I'd love to submit to you... or like,

I mean, submit anything... anywhere.

CAREY

Well why don't you reach out to Sarah and send her a pitch or two? Use me as a reference. I won't have time.

Carey hands Sarah's business card to a stunned Grace. Marty is jealous.

GRACE

I will reach out to Sarah and I will submit a pitch or two and I will use you as a reference and I am grateful for you and your work in our field.

CAREY

Marty, you ready to head out?

MARTY

Oh shoot, I'm sorry, I forgot. Grace and I are working on this fish skit for tomorrow-

CAREY

Sketch.

GRACE

Sketch.

CAREY

A skit is what children do at summer camp.

MARTY

I don't think I'd even want to put this up at a summer camp.

CAREY

It's not related to this #tunachallenge thing, is it?

MARTY

No.

GRACE

Yes.

MARTY

Yes.

GRACE

No.

Beat.

MARTY

It's directly related to the
#tunachallenge.

CAREY

Can you at least make it to my set
tonight?

MARTY

Yes, I'll have to skip dinner but I'll
see you at The Annoyance?

GRACE

Oh you're doing a set tonight, Carey?

CAREY

Yeah, just some solo stuff.
Impressions.

GRACE

Oh, who? Anyone I'd know?

CAREY

Do you watch the BBC?

GRACE

Is that... a pornhub catego-

CAREY

The British Broadcasting Channel?

GRACE

(lying)

Right, the British Broadcasting
Channel. Yes, I've watched all the
shows.

CAREY

I'm doing a series of impressions of
my favorite BBC characters.

GRACE

Impressions of British actors of
British shows? Who is that for?

CAREY

Me!

MARTY

Her.

CAREY

I don't worry about pleasing the
audience, necessarily, rather I focus

on what excites me and makes me laugh.
I don't worry about being mainstream.

In the background, a man wheels around a giant fish tank.
GENE approaches.

GENE
No, not the side stream. We need the
mainstream! It has to be main stream!

Gene and the man exit in a huff.

CAREY
Okay, I'm going to run. See you
tonight.

Carey kisses Marty and exits. Marty and Grace stare at each other.

MARTY
I love her.

GRACE
I love her.

11 INT. MUNCH! STUDIO - LATER

MICHELLE HART, a scrappy mid 20s woman, is standing over the cooking station preparing ingredients. TREY enters. He spots Michelle and jogs over.

TREY
(panicked)
Where did my hot sauces go?

MICHELLE
I put them in the fridge.

Trey panics and rushes to the fridge, quickly removing dozens of bottles. He carries them over to a spice rack and gently begins putting them in place one by one, treating them like babies.

TREY
These don't belong in the fridge!
They'll get cold. Don't you realize
these are *hot* sauces?

MICHELLE
Sorry, do you think that if you put
hot sauce in the refrigerator that
they will suddenly lose their spice?

Trey has somehow placed all of the bottles back in a perfect order. Trey picks up a packet of paper.

TREY

The rundown says tomorrow is fish sticks? Beer Battered?

MICHELLE

You'll be showing Marty and David Dobrik how heating your oil above 375 degrees can overcook the batter and undercook the fish..

Trey is flipping through the rundown.

TREY

Where did you read that?

MICHELLE

Page 165-

Trey continues to flip through the packet, counting what is really only about 5 or 6 pages. He's confused as to why he can't count up to 165 pages.

MICHELLE (CONT.)

In my textbook from the Chicago Culinary Academy.

Trey tosses the packet, landing on top of the stove burners. Michelle carefully removes it.

TREY

You and your "school". You see, Michelle, the art of food isn't something you can "teach".

MICHELLE

Then we probably shouldn't have a show.

TREY

Rather, the sweet skills of the kitchy can only be learned simply by studying the techniques passed on by the masters of the form.

MICHELLE

You mean like school?

TREY

If you really want to learn the master skills of the kitchen you'll have to be diligent in taking notes, asking questions, and listening closely to those veterans of the food industry around you.

MICHELLE

This is school. You're describing school.

TREY

No chalkboard-weilding "teacher" could impart to you the techniques behind using a pee pee tube-

Trey holds up a turkey baster.

MICHELLE

A baster.

TREY

A spinny column.

Trey holds up a pie roller.

MICHELLE

A pie roller.

TREY

Or a colander.

Trey holds up a colander.

MICHELLE

A colander- shit.

TREY

Watch your mouth. There are hot mics around here.

MICHELLE

(annoyed, trying to move things along)

Thank you, Trey, I really appreciate that. Now, for today's demonstration you'll need fill your ramekin-

TREY

My what?

MICHELLE

Sorry, the white dimple dishy.

TREY

Oh, gotcha gotcha, the white dimple dishy. Ha, before you know it you'll be teaching me!

MICHELLE

(sarcastic)

Oh, Trey, don't talk out of school.

12 INT. THE ANNOYANCE THEATER - THAT NIGHT

MARTY tiptoes through a full audience with a show taking place on stage. A host is getting big laughs. Marty finds his seat. ASHLEY, the host, laughs with the crowd but gets too close to the mic, blowing it out.

ASHLEY

Whoa! Hot mic. Okay, coming up next is easily my favorite performer here- oh wait, is Damon coming up later?

BACKSTAGE VOICE (O.S.)

Yes!

ASHLEY

Okay, my second favorite performer, show some love to Carey Drew!

CAREY comes out on stage to a large applause.

CAREY

Wow, thanks, Ashley. It feels so good to be your second favorite performer up here tonight, because you're also my second favorite host of this show.

The audience roars with playful appreciation of the joke.

CAREY

Tonight I'm really excited to show you something I've been working on. So, I'm a huge BBC fan-

An audience member behind Marty leans over to his friend.

AUDIENCE MEMBER

(whispering)

Is that like the pornhub catego-

CAREY
You know, the British Broadcasting
Channel.

The room expresses a sigh of relief that sounds like it comes from 100 people, when really there are 20-30 people in the audience. Softly in the distance is a shrill scream.

CAREY
Nice, it appears some of you in this
room are also clearly as single as I
am.

The room laughs, Marty does not.

AUDIENCE MEMBER
(whispering)
I missed that, what'd she say?

AUDIENCE MEMBER#2
(whispering)
Shhh, just watch her mouth.

CAREY
I watch so much British television
that I actually feel like I'm becoming
British, so tonight I figured I'd let
the transformation take place. The
following are impressions of 8 of my
favorite actors in niche British
dramas. How lucky you all are.

The room laughs. Carey proceeds to do 8 impressions of deep cut British actors. The references only land with a handful of people who laugh very hard. The rest of the room mildly chuckles along with the silly performance. Marty sincerely and warmly laughs.

13 INT. ANNOYANCE THEATER BAR - AFTER THE SHOW

MARTY and CAREY stand at the bar sharing a drink.

MARTY
I don't think the references *have* to
make sense. You're just so damn funny
doing it anyway.

CAREY
But the impressions are good, right?
They're accurate?

MARTY

Never has there ever been a better
Elizabeth McGovern.

Carey leans in and kisses Marty. MAN and WOMAN approach the couple.

MAN

Wow. This is amazing!

WOMAN

I can't believe it. You were so great!

CAREY

Oh, thank you!

MAN

I mean, when you and Sarah Koenig
started throwing the cheese back and
forth, I nearly fell out of my chair.

A frown falls over the faces of both Carey and Marty.

WOMAN

Seriously, you interact with your
guests so well! We both watch Munch!
every day at work.

MAN

Our office is hooked!

Marty puts on a fake smile.

MARTY

Well I'm always glad to meet some
fans! Where do you two work?

WOMAN

We're both Chicago Police Officers.

MARTY

Wonderful.

WOMAN

Actually, do you think you could take
a photo?

The woman hands her phone to Carey, who begrudgingly accepts it.

CAREY

I thought Chicago Police Officers
didn't like having their picture
taken?

MAN
(playful)
Hey, watch your mouth!

CAREY
Say cheese.

The 3 all say "cheese". Marty is much less enthusiastic than
the other two. The woman takes her phone back and looks at
the photo with excitement. The woman looks to Carey.

WOMAN
Thank you! Also, you were funny!

MAN
Yeah! I didn't know who any of those
people were, but it was probably
really good. We're headed out, but it
was nice to meet you, Marty Bush!
You're killing it out there!

MARTY
Just like you two!

The man and woman exit, ignorant of the jab Marty threw at
them.

14 INT. MUNCH CONFERENCE ROOM - THE NEXT MORNING

BILL POOLE, an aloof, powerful looking businessman, sits
alone at the end of the conference table.

BILL
I love it. Absolutely brilliant. Bill
Poole and Dalinte Foods are in!

The entire staff sits crammed at the other end of the
conference table. Everyone is holding giant charts, binders,
packets, and various other items for their pitches to Bill.
TREY wears a costume of a bottle of hot sauce that says "Trey
Sauce". They all wear confused looks.

MARTY
We haven't pitched you anything.

BILL
The numbers speak for themselves.

People are watching *Munch! with Marty Bush* 5 days a week. The clips are being broken into smaller segments that go viral on our YouTube channel. Our sales are up and the top brass is happy. We don't want you to change a thing.

The staff all toss their proposal items into the air at once in frustration, creating a horrific mess. Trey rips his host sauce costume in half, destroying it as GENE sidles up to Bill.

GENE

What Bill Poole says around here is law! So clean up this mess and let's break our live viewer record today!

Somehow, the staff has already almost completely restored their enormous mess to the way it was, including Trey's hot sauce costume. Grumpy, they rise from their chairs and slowly exit the room.

GENE

We really appreciate you coming down today, Bill. I think I can speak for the whole staff when I say your presence is inspiring to us all.

Behind them through a window Trey angrily tears off his hot sauce costume again and throws it across the room. MICHELLE tosses a dish she'd prepared onto the conference room window, where it slowly slides down. Gene and Bill don't notice. GRACE approaches Bill.

GRACE

Hi Mr. Poole, Grace Freeman here, writer. I was wondering if I could run an idea by you for a future episode?

BILL

Sure.

Gene looks very skeptical.

GRACE

I think we could do a really compelling piece about meat substitutes, like the "impossible" burger, a 100% vegan burger than is indistinguishable from real beef.

BILL

Oh yes! I'm so glad you brought this up!

GRACE

Yeah? I think it's important to-

BILL

Dalinte Foods has no meat substitute products and top brass has given a directive to not waste R&D resources on making one. We really want to stick to the red-blooded, meat-eating backbone of America. That's where the hungry mouths are!

GRACE

But-

GENE

And the hungry *views* are.

GRACE

Views can't be hungry.

BILL

If they could be, we'd be billionaires. Anyway, great idea, Grace. Next week let's make sure to do an episode on the dangers of meat substitutes. 5 Reasons Meat Substitutes Will Kill You, or something.

GRACE

That's absurd.

GENE

I agree. We should do 10 Reasons Meat Substitutes Will Kill You.

BILL

Oh! 10!

Grace angrily leaves the room. Bill, Gene, and Marty sit alone.

MARTY

"Absolutely brilliant"?

GENE

Huh?

MARTY

Bill, Dalinte Foods thinks Munch! with Marty Bush is "absolutely brilliant"?

BILL

If you can top 400,000 views a day like yesterday, you better believe it.

MARTY

My smarmy smile and laughter with the guests?

BILL

Warm and welcoming to the audience.

MARTY

Trey just dumping deadly hot sauces on everything?

BILL

Exciting! Audiences love a sense of danger.

MARTY

Me? You like me?

BILL

Marty, without you, there is no Munch! with Marty Bush. It's your voice, your persona, your heart and soul, on display for the world to see. You are Dalinte Foods.

MARTY

I guess you are what you eat.

GENE

Ha! As sharp as ever! Bill, will you be staying to watch the show?

BILL

If you'll have me! Is David Dobrik ready to do his #tunachallenge?

CUT TO:

15 INT. DRESSING ROOM

GRACE stands over David Dobrik who is wearing a fish costume

and flopping on the ground like a total idiot.

GRACE
(unenthused)
It's hilarious.

16 INT. MUNCH STUDIO - LATER

MARTY stands center stage dressed head to toe in an embarrassing fish costume. His eyes are lifeless. The entire show's crew runs around him getting things ready. A studio audience sits excitedly in the back. Marty plays back an earlier conversation in his head while the whirlwind of production takes place around him.

MARTY
Gene, do I really have to wear the fish costume?

GENE
Taylor says the first 3 seconds are the most important. People click away if they're not *hooked*.

MARTY
Hooked? Weak line, Gene.

GENE
Sorry, I guess it really was a sinker.

MARTY
I don't want this to be like shooting fish in a barrel. Let's not become one of those shit shows that put shit puns in the shit script.

GENE
Watch your mouth, you're wearing a hot mic. Look, I agree, this fish costume looks like garbage and it's utterly embarrassing, but embarrassing is what sells fish sticks.

MARTY
Dalinte Beer Battered Fish Sticks, box of 14 for \$1.25 at your local... where?

GENE
7/11. Look, we've still got a few minutes if you can come up with

something quick and different. What do you want, Marty?

A countdown begins from 10. TREY pulls down a microphone from the ceiling above his kitchen area, like a boxing announcer.

TREY

It's lunch o'clock here in Chicago, ladies and gentleman. Who's hungry? Today it's YouTube's David Dobrik who has battered a few subscriber records, but today he's going to batter something a bit fishier. My name is Trey "Feisty" Gross and I'll be showing you how to add a little more kick to your sushi's wasabi sauce, but who's the old man in our Facebook live sea? Why, it's none other than the Captain of Crunch, Gravy Jones, Mr. Marty Bush!

The audience goes wild. Marty stares with his dead eyes into the camera as they applaud. After a few moments, he throws on his signature smile.

MARTY

My name is Marty Bush, let's munch.

CREDITS