

= MoneyBart =

" MoneyBart " (also referred to as " MoneyBART ") is the third episode of The Simpsons ' twenty @-@ second season . It first aired on the Fox network in the United States on October 10 , 2010 . In this episode , Lisa coaches Bart 's Little League baseball team to a record winning streak by using her book smarts in statistics and probability . However , when Bart questions Lisa 's coaching tactics and accuses her of taking the fun out of baseball , Lisa benches him from the championship game .

The episode was written by Tim Long and directed by Nancy Kruse . It features an opening sequence and couch gag written by British graffiti artist and political activist Banksy , who stated he had been " inspired by reports that Simpsons characters are animated in Seoul , South Korea " .

The episode was watched in a total of 6 @.@ 74 million households , the ratings decreasing from the previous episode . Critical reception was generally favorable , with praises towards the story and jokes but criticism towards the episode 's use of baseball @-@ themed celebrity cameos .

= = Plot = =

A visit by Dahlia Brinkley , the only Springfield Elementary graduate ever to enter an Ivy League college , gives Lisa a severe inferiority complex because she is involved in very few extracurricular activities . When Ned Flanders resigns as coach of Bart 's Little League team , the Springfield Isotots , Lisa seizes the chance to extend her résumé and takes the position . Since she knows nothing about baseball , she seeks advice from the patrons of Moe 's Tavern , who direct her to Professor Frink and his scientific colleagues . She learns about sabermetrics from them and uses this science to organize the Isotots ' strategy ; as a result , their record quickly improves and they rise in the league standings . However , Bart eventually rebels against her management , saying that she has taken all the fun out of the game , and hits a home run despite her orders to let the pitcher walk him . The Isotots win the game , but Lisa throws Bart off the team for his insubordination .

The dismissal raises tension at the Simpson household , with Homer and Marge siding with Lisa and Bart , respectively . Homer believes that Lisa needs to do what is good to the team , while Marge thinks she should reconsider , since the family comes first . Under Lisa 's leadership , the team advances to the championship against Capital City . On the day of the game , Marge takes Bart to an amusement park ; while they ride the roller coaster , Lisa calls Bart to beg for his help , but he brushes her off . Mike Scioscia , manager of the Los Angeles Angels of Anaheim , pops up in the seats behind Marge and Bart and tells him that the best players listen to their managers , pointing out his three World Series wins ? two as player , one as manager . Marge takes Bart to the game , which is now in its last inning with the Isotots down 11 @-@ 10 . Bart puts aside his differences with Lisa and offers to pinch @-@ run from first base , then ignores her signs and steals both second and third . As he begins to steal home , Lisa realizes the odds are vastly against him , then decides to ignore the numbers and cheer him on anyway . He is tagged out at the plate , costing the Isotots their championship bid , but Lisa thanks him for helping her learn to love baseball as a game , and the team cheers them for resolving their differences .

= = Production = =

The episode was written by Tim Long , his second writing credit of the season after " Elementary School Musical " , and was directed by Nancy Kruse , her first directing credit of the season . This marks the second appearance of Mike Scioscia on The Simpsons . His first appearance on the show was in the season 3 episode Homer at the Bat in 1992 , which is referenced in the episode . Baseball sabermetrician Bill James also makes a guest appearance in a talking picture on a wiki , being used as a reference when Professor Frink points out to Lisa that " baseball is a game played by the dextrous but only understood by the poindextrous . "

= = = Opening sequence = = =

Approximately the first half @-@ minute of the opening sequence remains the same , with a few oddities : the word " Banksy " is sprayed onto a number of walls and other public spaces ; Krusty 's billboard advertises that he now performs at funerals (first seen on " Take My Life , Please " , but this had " Banksy " on it) . The chalkboard gag (" I must not write all over the walls ") is written all over the classroom walls , clock , door , and floor .

After the Simpsons arrive at home , the camera cuts to a shot of them on the couch , then zooms out to show this as a picture hanging on the wall of a fictional overseas Asian animation and merchandise sweatshop . The animation color quickly becomes drab and gray , and the music turns dramatic à la Schindler 's List . A large group of tired and sickly artists draw animation cels for The Simpsons among piles of human bones and toxic waste , and a female artist hands a barefoot child employee an animation cel , which he washes in a vat of biohazardous fluid .

The camera tracks down to a lower floor on the building , where small kittens are thrown into a woodchipper @-@ type machine to provide the filling for Bart Simpson plush dolls . The toys are then placed into a cart pulled by a sad panda which is driven by a man with a whip . A man shipping boxes with The Simpsons logo on the side uses the tongue from a severed dolphin head to fasten shut the packages . Another employee uses the horn of a sickly unicorn to smash the holes in the center of The Simpsons DVDs . The shot zooms out to reveal that sweatshop is contained within a grim version of the 20th Century Fox logo , surrounded by barbed wire , searchlights , and a watchtower .

= = = = Creation = = = =

British graffiti artist and political activist Banksy is credited with creating the opening titles and couch gag for this episode , in what amounted to the first time that an artist has been invited to storyboard the show . Executive producer Al Jean first took note of Banksy after seeing his 2010 film Exit Through the Gift Shop . According to Jean , " The concept in my mind was , ' What if this graffiti artist came in and tagged our main titles ? ' " Simpsons casting director Bonnie Pietila was able to contact the artist through the film 's producers , and asked if he would be interested in writing a main title for the show . Jean said Banksy " sent back boards for pretty much what you saw . " Series creator Matt Groening gave the idea his blessing , and helped try to make the sequence as close to Banksy 's original storyboards as possible . Fox 's standards and practices department demanded some changes , and Jean agreed to them " for taste " ; Jean said that " 95 percent of it is just the way he [Banksy] wanted , " but declined to say what was in the censored 5 % , only saying that the original version was " even a little sadder . " In January 2011 , Banksy published the original storyboard on his website . It appears that a poster of Rupert Murdoch could be the 5 % that was left out of the final cut .

The Simpsons is storyboarded at Film Roman , a company based in California . The storyboards , voice tracks and coloring instructions are then sent to AKOM , a company in Seoul , South Korea . According to Nelson Shin , the founder of AKOM , they received the storyboard for the sequence in August 2010 . Believing the sequence to be " excessive and offending " he pushed for some of the darker jokes to be removed . He was successful , though " not nearly as much as he had pushed for . " For example , in the storyboards , the workers were wearing conical Asian hats , but these were removed .

Banksy told The Guardian that his opening sequence was influenced by The Simpsons long @-@ running use of animation studios in Seoul , South Korea . The newspaper also reported that the creation of the sequence " is said to have been one of the most closely guarded secrets in US television ? comparable to the concealment of Banksy 's own identity . "

BBC News reported that " According to [Banksy] , his storyboard led to delays , disputes over broadcast standards and a threatened walk out by the animation department . " However , Al Jean disputed this , saying " [The animation department] didn 't walk out . Obviously they didn 't . We 've depicted the conditions in a fanciful light before . " Commenting on hiring Banksy to create the titles ,

Jean joked , " This is what you get when you outsource . " Although conceding to the fact that The Simpsons is largely animated in South Korea , Jean went on to state that the scenes shown in titles are " very fanciful , far @-@ fetched . None of the things he depicts are true . That statement should be self @-@ evident , but I will emphatically state it . "

= = Cultural references = =

The title is a play on the Michael M. Lewis book Moneyball , which examines the 2002 Oakland Athletics ' use of sabermetrics to build a competitive baseball team ; the book would be made into an Oscar nominated film in 2011 , the year after this episode aired . Moe laments his decision to advertise his drink specials in Scientific American magazine , which led to Frink and company coming in .

= = Reception = =

In its original American broadcast on October 10 , 2010 , " MoneyBart " was viewed by an estimated 6 @.@ 74 million viewers , according to the Nielsen Media Research , receiving a 3 @.@ 0 rating / 8 % share among adults between the ages of 18 and 49 , beating The Cleveland Show and American Dad ! in the demographic and total viewers and ranking third in its timeslot . The episode received a 29 % drop in the demographic from the previous episode , " Loan @-@ a Lisa " .

The episode received favorable reviews . Brad Trechak of the TV Squad said of the episode : " In the end , the episode was really good at the beginning and the ending , but the middle kind of dragged . " Eric Hochburger of TV Fanatic criticized the Mike Scioscia cameo , although he said that " [w] hile this week 's installment will never replace our favorite Simpsons baseball episode , " Homer at the Bat , " there [was] certainly plenty of great jokes and a strong enough story with heart to keep us entertained . " Rowan Kaiser of The A.V. Club compared the episode favorably to " Lisa on Ice " although he also criticized the Scioscia cameo , calling it " awkward " . In conclusion he gave the episode an A- , the best grade of the night .

The opening sequence received a generally mixed response . Nelson Shin , the founder of AKOM , the Korean company that animates The Simpsons , said that he and his staff did protest being asked to animate the sequence . Shin said that the sequence suggests that animators work in sweatshops , but they actually work in " high @-@ tech workshops " . He added , " Most of the content was about degrading people from Korea , China , Mexico and Vietnam . If Banksy wants to criticize these things ... I suggest that he learn more about it first . "

Colby Hall of Mediaite called the sequence " a jaw @-@ dropping critique of global corporate licensing , worker exploitation and over @-@ the @-@ top dreariness of how western media companies (in this case , 20th Century Fox) takes advantage of outsourced labor in developing countries . " Melissa Bell of The Washington Post felt Banksy 's titles had helped revive The Simpsons ' " edge " , but after " the jarring opening , the show went back to its regular routine of guest cameos , self @-@ referential jokes and tangential story lines . " Marlow Riley of MTV wrote " as satire , [the opening is] a bit over @-@ the @-@ top . What is shocking is that Fox ran Banksy 's ballsy critique of outsourcing , The Simpsons , and the standards and human rights conditions that people in first world nations accept . It 's uncomfortable and dark , and not what 's expected from the modern Simpsons , which mainly consists of ' Homer hurts himself ' jokes . "