

= Bart Gets Famous =

" Bart Gets Famous " is the twelfth episode of The Simpsons ' fifth season . It originally aired on the Fox network in the United States on February 3 , 1994 . In the episode , Bart gets a job as Krusty the Clown 's production assistant . However , he soon becomes sick of the job and comes close to quitting . During one of his shows , Krusty says he needs to use Bart in a sketch . Bart becomes an accidental star when he says , " I didn 't do it " during the botched sketch . He becomes famous for his catchphrase but soon becomes tired of being known for one line .

The episode was written by John Swartzwelder and was the first episode of the series to be directed by Susie Dietter . Many characters from the show have catchphrases , and the episode mocks the use of catchphrase @-@ based humor . The writers chose the phrase " I didn 't do it " because they wanted a " lousy " phrase " to point out how really crummy things can become really popular " . Conan O 'Brien , a writer for The Simpsons during the fourth and early part of the fifth season , guest stars as himself . The writers decided to include him in the episode after he received an audition from NBC to replace David Letterman as the host of Late Night . In its original broadcast , " Bart Gets Famous " finished 40th in ratings with a Nielsen rating of 11 @. @ 7 , and was viewed in 10 @. @ 74 million households .

= = Plot = =

Bart goes on a class field trip to a box factory . He gets bored with the tour and escapes from the class to go to the Channel 6 TV studio nearby , where he encounters Krusty the Clown . Krusty is angry that his assistant has failed to get him a Danish , as Bart had eaten it , and fires his assistant on the spot . Bart steals a Danish from Kent Brockman and gives it to Krusty , who becomes grateful and asks him to become his new assistant . Bart soon gets disillusioned with being Krusty 's assistant because the cast members do not treat him well and he does not receive any credit for his work . However , before Bart decides to quit , Krusty offers to let him say one line in a sketch when Sideshow Mel is unavailable thanks to Bart giving him a sandwich with cheese which triggers his lactose intolerance . Bart messes up his lines and stumbles , accidentally destroying all of the props on the stage . With the crowd and cameras focused on him , he exclaims " I didn 't do it " , which causes the audience to erupt with laughter . Seeing Bart 's popularity , Krusty uses him and his " I didn 't do it " catchphrase in later sketches , and eventually creates a franchise out of it .

Bart and his catchphrase continue to be popular , while Krusty creates a wide array of merchandise featuring Bart 's likeness . Bart becomes sick of his fame and begins to fear that the fad will wear off , so he tries to expand his act and personality during an interview on Conan O 'Brien 's late @-@ night talk show , to no avail . Bart decides to stop performing , but Marge convinces him that he should continue because he makes people happy . Bart arrives at Krusty 's show and enthusiastically delivers his line , but the audience is bored with the line and does not react . With fans no longer interested in Bart , Krusty ditches him .

Marge gives Bart a box of items she kept during his stint as a celebrity to help him remember this time of his life . Lisa says that she is glad that " Bart can go back to just being himself , instead of a one @-@ dimensional character with a silly catchphrase . " The Simpson family ? along with Barney Gumble , Mr. Burns , Ned Flanders , and Nelson Muntz ? then recite their respective catchphrases , prompting an unamused Lisa to go to her room .

= = Production = =

" Bart Gets Famous " was written by John Swartzwelder . The episode mocks the use of catchphrase @-@ based humor . Many characters from The Simpsons have catchphrases , including Homer (" D 'oh ! ") , Bart (" Eat My Shorts " , " ¡ Ay , caramba ! " and " Don 't have a cow , man ! ") , Marge (her worried " hmmm ") and Maggie (her pacifier suck) . The writers chose the phrase " I didn 't do it " because they wanted a " lousy " phrase " to point out how really crummy things can become really popular " . It was also an intentional call back to the first season episode "

Krusty Gets Busted " where it was a catchphrase of Krusty the Clown . The episode ends with a self @-@ referential scene in which several characters say their catchphrases , including the Simpsons , Ned Flanders , Nelson Muntz , Mr. Burns and Barney Gumble . All of the characters gather around Lisa and stare at her with an anticipating look , and Lisa , displeased , finishes the episode by muttering " If anyone wants me I 'll be in my room " , to which Homer says " what kind of a catchphrase is that ? "

In the episode , Bart appears on the talk show Late Night with Conan O 'Brien . Conan O 'Brien was a writer for The Simpsons during the fourth and early part of the fifth seasons . During the production of the episode , he received an audition to replace David Letterman as the host of Late Night on NBC , after Letterman defected to CBS . The writers decided that since the episode featured Bart getting famous , it would give them an opportunity to work in O 'Brien 's show . The part was written just after O 'Brien 's audition for Late Night , but before he knew he was going to be the host . O 'Brien recorded his part shortly after Late Night with Conan O 'Brien premiered , but he believed NBC would have fired him before the episode aired . He described being a guest star on the show as " really delightful " , adding that " it 's like being frozen in amber . I know people will be watching The Simpsons long after I 'm dead . "

" Bart Gets Famous " was the first episode of the series to be directed by Susie Dietter . The design of the insides of the box factory featured in this episode was discussed at great length by Dietter and executive creative consultant Brad Bird . Bird wanted the design to be more lively but Dietter wanted it to be more boring to go with the story . Dietter 's design was used in the finished episode . The box factory manager 's voice , performed by Dan Castellaneta , was based on Wally Ballou , a character portrayed by Bob Elliott of the comedy duo Bob and Ray . Mayor Quimby 's wife Martha makes her first appearance in this episode . Her outfit (a pink dress and a pillbox hat) is similar to the clothing worn by Jacqueline Kennedy Onassis on the day of the Kennedy assassination .

= = Cultural references = =

At the beginning of the episode , Bart can be heard whistling The Simpsons ' theme song and Marge tells him " not to whistle that annoying tune " . Bart imagines himself appearing on Match Game in 2034 alongside Billy Crystal , Farrah Fawcett Majors O 'Neal , Loni Anderson , Spike Lee and Kitty Carlisle 's head in a jar . Bart records an " I Didn 't Do It " rap with the backing track from MC Hammer 's " U Can 't Touch This " .

= = Reception = =

In its original broadcast , " Bart Gets Famous " aired during the week of January 31 @-@ February 6 , 1994 , the first week of February sweeps . It finished 40th in ratings with a Nielsen rating of 11 @.@ 7 , and was viewed in 10 @.@ 74 million households . It was the highest rated show on Fox that week .

The authors of the book I Can 't Believe It 's a Bigger and Better Updated Unofficial Simpsons Guide , Warren Martyn and Adrian Wood , wrote , " even without that final sequence , this would still be one of the best episodes , with Bart at his very best . The scenes in the box factory are superb , as is Martin and Skinner 's joyful singing and , once again , Edna and Bart 's enforced team @-@ up . " DVD Movie Guide 's Colin Jacobson wrote " lots of great moments pop up in this excellent program . Bart 's rise to fame sparkles via its deft parody of instant ? and fleeting ? fame , and many wacky bits show up along the way such as Homer 's fear that Bart got turned into a box . [...] This might be Season Five 's best show . " Patrick Bromley of DVD Verdict gave the episode a grade of A- and Bill Gibron of DVD Talk gave the episode a score of 4 out of 5 .