

JOEY
MEATY-O'S COMMERCIAL

INT. KITCHEN/COMMERCIAL SET - MORNING
(Joey, Director)

JOEY SITS AT BREAKFAST TABLE WITH CEREAL BOX, MILK AND
A BOWL IN FRONT OF HIM.

JOEY

(TO CAMERA) Eating a low carb diet
is great for my health, but I still
crave that bowl of cereal in the
morning. Well, now there's Meaty-
O's, the first no carb cereal.

(POURING CEREAL INTO THE BOWL) Look,
it's made with 100% beef with no
fillers or substitutes and comes in
fun shapes like T-bones, ribs, and
hamburger patties. And best of
all...(POURING MILK) it tastes...

(TAKES A BITE) Like crap!

JOEY SPITS THE CEREAL ON THE FLOOR, GAGGING.

DIRECTOR

Cut! Joey, what are you doing?

JOEY

I'm sorry. This stuff is awful.

DIRECTOR

That's why we needed such a good
actor. From the top.

JOEY PUFFS AT THE COMMENT. CLAP BOARD SNAPS.
INTERCUT THE CLAP BOARD WITH INCREASING TAKE NUMBER
WITH JOEY GAGGING, GRIMACING, TRYING TO EAT THE
CEREAL.

TAKE 93. JOEY EATS WITH A SMILE.

DIRECTOR (OS)

Cut! That was great.

JOEY SPITS FOOD INTO A BUCKET.

DIRECTOR (CONT'D)

Okay, Joey, we ran out of film on
that last take, so we'll have to do
it one more time. (PATTING JOEY ON
BACK). I think you've got it now.

ON JOEY'S PAINED LOOK WE...

FADE OUT.

JOEY
CAN YOU HEAR ME NOW?

EXT. HOLLYWOOD STREET - DAY
(Joey, Atmosphere)

JOEY HAS A CELL PHONE TO HIS EAR.

JOEY

Can you hear me now? Good. So my
show's coming this fall at 8:00 on
Thursdays. Hello?

JOEY LOOKS AT HIS PHONE. FRUSTRATED. TAKES A STEP
FORWARD.

JOEY

Can you hear me now? Good. I was
saying that my show's coming this
fall at 8:00 on Thursdays. Hello?
Hello?

JOEY IS MORE FRUSTRATED. TAKES A STEP FORWARD.

JOEY

Can you hear me now? Good.
(RUSHING) My show. This fall. On
NBC. Thursdays at 8. Hello? Argh!

ANNOUNCER (V.O.)

Joey. Coming this fall on NBC.

JOEY TAKES ANOTHER STEP FORWARD.

JOEY

Can you hear me now? Good!

FADE OUT.

JOEY
"Joey, For Natural Male Enhancement"

INT. TV ROOM - NIGHT
(Joey, Bob, Helen)

BOB SITS ON THE COUCH WATCHING TV. HE HAS A HUGE, OVER-THE-TOP SMILE AS HE WATCHES *JOEY*. CATCHY WHISTLING SONG FROM ENZYTE COMMERCIAL PLAYS.

ANNOUNCER (V.O.)

Meet Bob. He loves to watch *Joey*.

BOB CONTINUES HIS SMILE AS HE LAUGHS AT THE SHOW. HELEN ENTERS ROOM WITH TRAY OF DRINKS, STRAWS POINT STRAIGHT UP. SHE ALSO HAS A HUGE, OVER-THE-TOP SMILE.

ANNOUNCER (V.O.) (CONT'D)

Meet Helen. She loves for Bob to
watch *Joey*.

HELEN SETS THE TRAY OF DRINKS ON THE COFFEE TABLE AND CUDDLES NEXT TO GUY. BOB PUTS HIS ARM AROUND HELEN.

ANNOUNCER (V.O.) (CONT'D)

Watch *Joey* for natural male
enhancement.

HELEN PUTS HER FEET ON THE COFFEE TABLE. BOB FOLLOWS WITH HIS FEET. BOB'S FEET ARE MUCH SMALLER THAN HELEN'S

ANNOUNCER (V.O.) (CONT'D)

Keep watching, Bob.

BOB AND HELEN GAZE INTO EACH OTHER'S EYES WITH THEIR PLASTERED GRINS AS WE...

FADE OUT.

JOEY
"ED Commercial"

INT. LIVING ROOM - EVENING
(Joey, Actress, Director)

JOEY RELAXES ON A COUCH. A BEAUTIFUL ACTRESS CUDDLES WITH HIM. A FIRE RAGES IN THE FIREPLACE.

JOEY

(TO CAMERA) You know, it's moments like these that make me glad I use Vitalis. Because when a relaxing moment, turns into a romantic one, I like to know that I'm ready. So take it from me. Use Vitalis for Ed.

DIRECTOR

Cut! Joey, it's not Ed. It's E.D.

THE ACTRESS IS GIGGLING.

JOEY

E.D.? What's E.D.?

THE ACTRESS WHISPERS INTO JOEY'S EAR. HIS EYES WIDEN.

JOEY (CONT'D)

Oh. You know I don't really have this problem. I'm just saying it for the commercial. (BEAT) What're you doing later?

THE ACTRESS SMILES AT JOEY WITH A "YEAH, RIGHT," LOOK AND GETS UP.

JOEY (CONT'D)

(CALLING AFTER HER) It's true. I am
not Ed! (TO SELF) Man, I'm a good
actor.

ON JOEY'S PROCLAMATION WE...

FADE OUT.