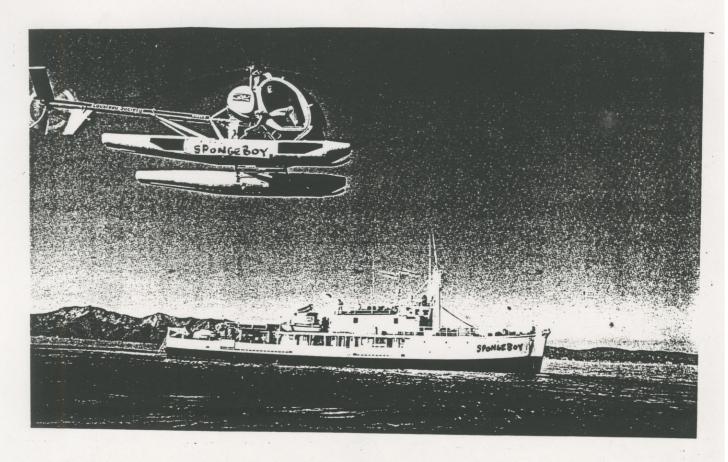


SPONGE BOB

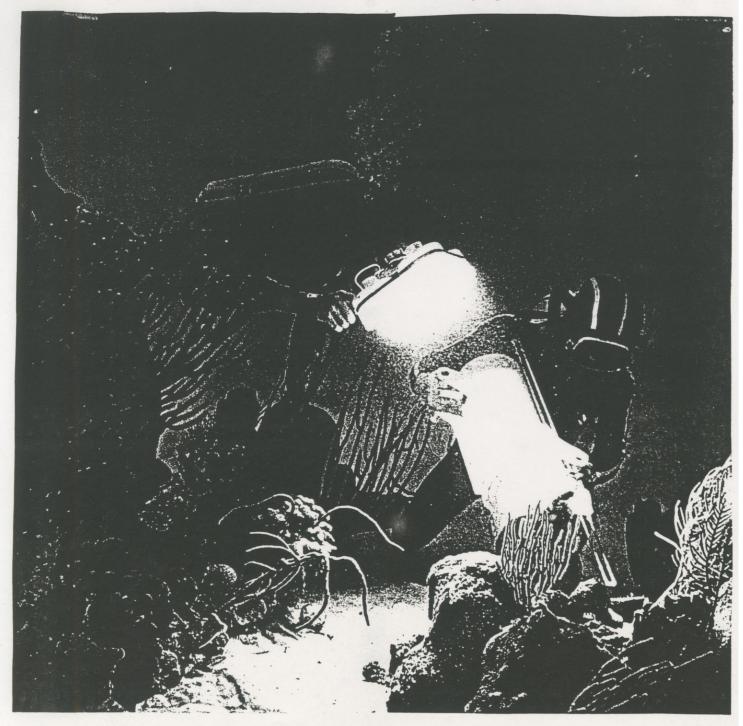
Hill/Hillenburg Jan 17, 1997



Sponge Bos research team off Bikini Atoll -12/19/97 Photo courtesy UPU

Sponge Bob Expedition Log, December 19, 1997. The early morning sun caressed the gentle swells of an emerald sea, as we made our way to the leeward side of the island. Three days had passed since we began our series of dives in this remote paradise, but we had yet to uncover the secrets of Bikini Bottom and its most renowned sponge.

But on the fourth day, our luck changed. An afternoon ascent into the deep crystalline gulf which plummets from the island's coral base revealed the natural wonder which had so long eluded the eyes of mankind. We had indeed found Sponge Bob.



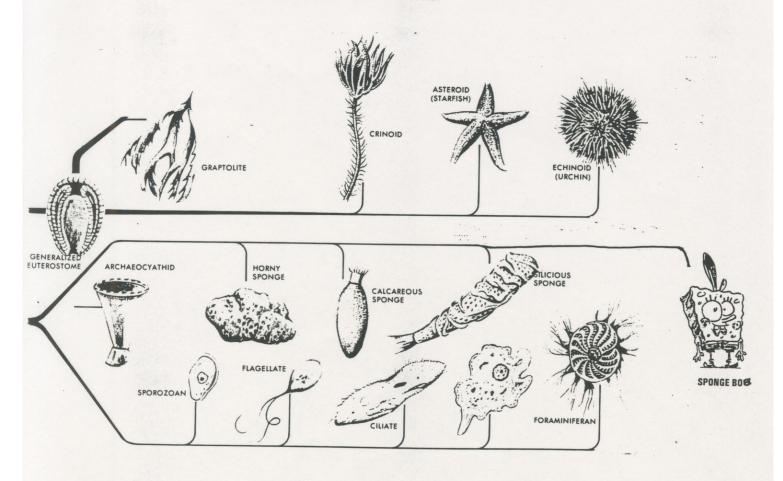
Steve and Tim discover Sponge Bos 12/19/97, courtesy UPU

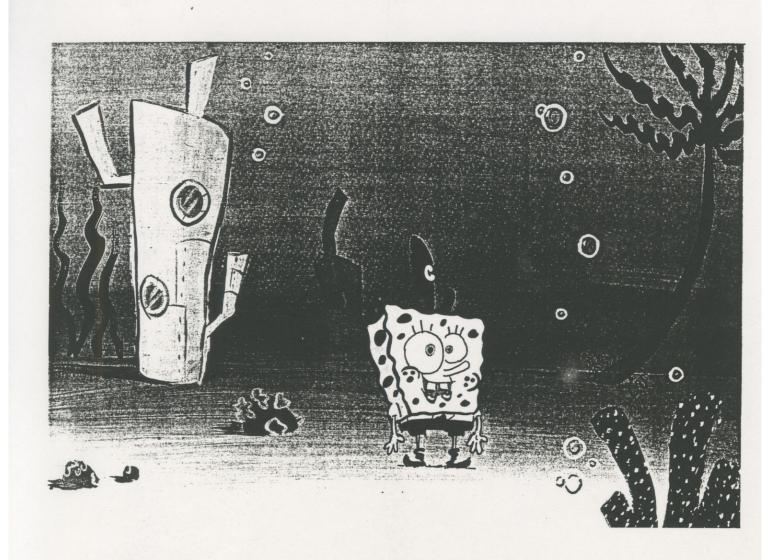
Eureka! The sense of epic discovery, that adrenaline-filled moment, like landing on the moon or uncovering the tomb of Tutankhamen--this is what every scientist dreams of. We were awestruck. And as the veil of mystery surrounding the briny deep's funniest yellow cube lifted before our very eyes, we were afforded a first hand glimpse into the character of Sponge Bob and his world. There before us, glistening in the glow of our dive lamps, sat a submerged treasure unlike any other in the world--the answers to some of the most daunting questions ever posed by mankind, an end to a worldwide and centuries-long quest for knowledge.

And so it is with no small sense of exhilaration that we now share our findings in the adjoining pages. Though some of our initial discoveries have already been covered widely by the press, it is not until now that we have been given the chance to integrate those discoveries with our other research and scientific opinion. We hope this information will help the reader achieve a broader understanding and a greater appreciation of Sponge Bob and his world. So climb aboard, we're ready to sail!

THE MAIN CHARACTER

Some of the intriguing questions long contemplated by oceanographers and cartoon development executives alike include the following: Who is Sponge Bob? What does he want? What makes him tick? Is he a moron?





Who is Sponge Bob?



Sponge Bob is our hero! He's a simple male sponge who resides in a fully furnished, two bedroom... pineapple. He has an abnormal love for his job at "The Krusty Krab," a fast food restaurant. In fact, he's so proud of his Krusty Krab uniform that he never takes it off - not even when he showers. His big dream is to capture the not-so-coveted "Employee of the Month" award, but, because of his overzealous nature and the havoc it creates, this goal constantly eludes him.





But Sponge Bob's life is much richer than Pineapple to "Krusty Krab" and home again. He has a wide circle of friends and people who he thinks are his friends, but who would never admit to it. He has a variety of interests which keep him occupied- rust, friction, bubble art, odors, and why hamburgers and French fries taste different.

Sponge Bob is incurably optimistic, innocent, earnest, and well-meaning. He is a free spirit, fascinated by the obvious, and creative enough to see almost everything in a new light. His good humor and good intentions often irritate others, but his refreshing attitude makes him a likable underdog. By day he embraces each moment with enthusiasm. By night he often lies awake so as not to miss anything then either.





The star of Sponge Bob is also comic obsessive, especially when it comes to details. If he buys a toothbrush, he might test several of them before making his purchase. If he sharpens a pencil he might get down to the stub before he's satisfied with the point.

Despite all of Sponge Bob's positive character traits, he can't seem to avoid creating problems for himself. Sponge Bob zeal usually means Sponge Bob disaster. While trying too hard, he tends to do things wrong, really wrong. In almost any situation, from jump starting his outboard boat-mobile to just picking flowers for someone in the hospital (who's probably there thanks to him), the potential for disaster looms large.



Oh yeah. Sponge Bob plays the conch.



What does Sponge Bob want?

Sponge Bob would like to fit in. His ideal is to be like everyone else. He wants to buy into that dream of "service with a smile," and be that team player, that company man with the positive mental attitude. But he never quite attains this goal, and, more importantly, he will never recognize this fact. Here we discover the tragic side of Sponge Bob. Don't get nervous! He is tragic to some extent. It's extremely important for this character to have pathos, especially if he is to be a comic character. (Chaplain and Keaton understood this idea and exploited it to great effect.) We see Sponge Bob as built from within, observing that this creates sympathies and qualities which resonate. His desire to fit in, combined with his innocence about his inability to do so, create conflict. This conflict informs the character and his actions: What does he want? He wants to fit in, but like a square peg in a round hole, he can't.



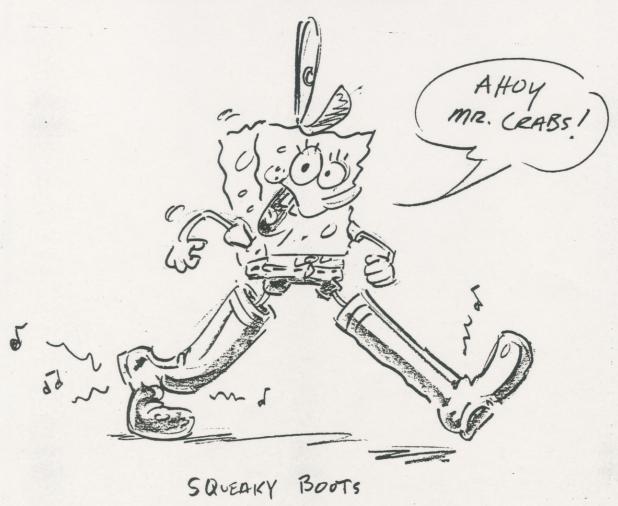
EXAMPLE:

Sponge Bob goes to muscle beach, a popular Bikini Bottom recreation spot. He attempts all of the things that everyone else is doing--surfing, sunbathing, weight lifting, sand

castle building--but does them in his own inimitable style: When Sponge Bob can't pull his surf board out of the sand, he invents a better kind of surfing: He repeatedly launches himself at the board which bends backward and slings him far away. Sponge Bob's weight lifting set is a stick with two stuffed animals stuck on either side, instead of weights. His sand castle looks like a treasure chest. When he opens it up there's enough doubloons inside to buy everyone sodas at the Krusty Krab.

What is Sponge Bob's attitude?

Much of what we've observed has shown that Sponge Bob is optimistic. This trait is not to be taken lightly. There is a plethora of wise-cracking, cynical, glib cartoon characters out there hitting each other on the head and pushing each other into wheat shredders. Sponge Bob is not one of them. He is truly an optimist, a guy who can't help but look on the bright side, who's positive energy transforms the way we look at things, helping us find the irony in even the dullest of life's details.



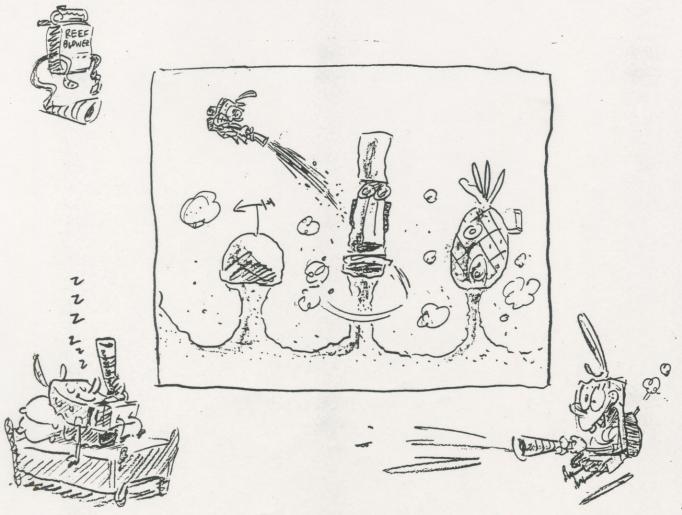
EXAMPLE:

Mr. Krabs dupes Sponge Bob into accepting a pair of rubber boots instead of his weekly pay check. Sponge Bob and the boots become inseparable. Krabs can't believe his good

fortune in having such a stooge for an employee. But then Sponge Bob starts to use them creatively: They make a squeaky sound which he can manipulate like a musical instrument when he shuffles his feet. In fact, he amazes people with his musical boots. The squeaking sound drives Mr. Krabs crazy (to the point where everything he hears sounds like a series of squeaks), like the telltale heart, and he is forced to buy the boots back from Sponge Bob at an absorbent price.

How do these traits play out?

An obstacle stands in our path. Most of us take a certain, logical approach to getting around the object. Sponge Bob takes a wayward, unconventional, and ultimately funny approach, though still getting around the obstacle. This is essential Sponge Bob logic. It is internal logic, and underscores his original thinking. This also means that he is not a loser. He always wins, even if it's only a personal win. He will get to where he's going, but the getting there is what makes him likable, interesting and significant. Sponge Bob tries to fit in, fiercely embracing the normal and the mundane, but in doing so he turns upside down the very ideal he was striving for.



EXAMPLE:

Sponge Bob, a proud pineapple home owner, decides to clean his yard with a reef blower one Sunday morning. But in his hands the reef blower becomes a destructive force which



he can't control. Patrick comes out of his rock with his own reef blower, and, thinking that this is how it's done, imitates Sponge Bob being thrashed about. Together, the two reef-blowing neighbors erode the foundation of Squidward's Easter Island Head. The house totters and falls over with Squidward in it.

What makes Sponge Bob different?

Sponge Bob is an ultra-creative character living among others that do not share this gift, especially the Squidwards and Mr. Krabs of the undersea world. (And what genius was ever fully appreciated in his own time?) The creative thinker always lives in contrast to his fellow sea creatures--he is an underdog. Sometimes he is scorned, or ostracized, or misunderstood. But no matter what the reaction, the spirit of the creative thinker remains undaunted; it is always mutating and reinventing itself. And this is how we see Sponge Bob. Unaware of his talents, he cheerily strives to assimilate in a world where unbridled creative thought is a catalyst for conflict. Luckily, his failure to fit in is mitigated by his optimism and his ability to turn a loss into a win for himself.



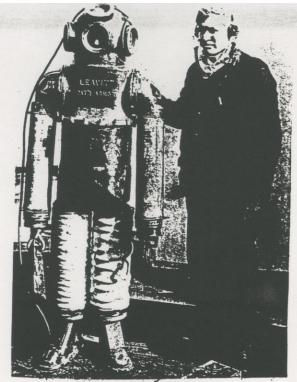
Where does Sponge Bob live? Why, in the ocean, of course! In the Pacific Ocean, actually, a few fathoms beneath the tropical isle of Bikini Atoll, in the sub-surface city of Bikini Bottom.

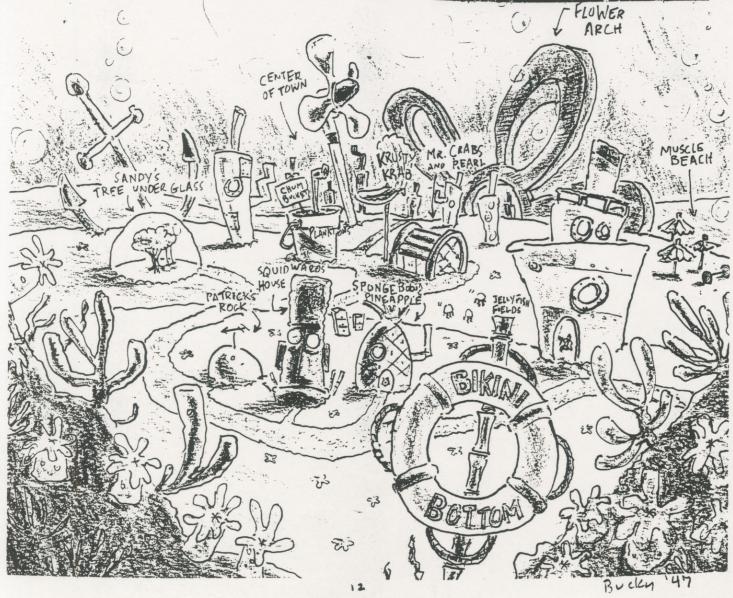


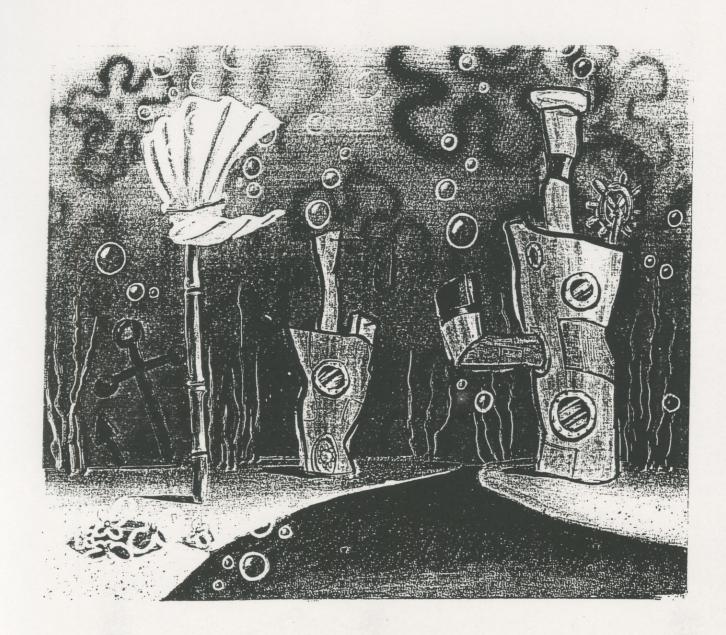
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Dedication:

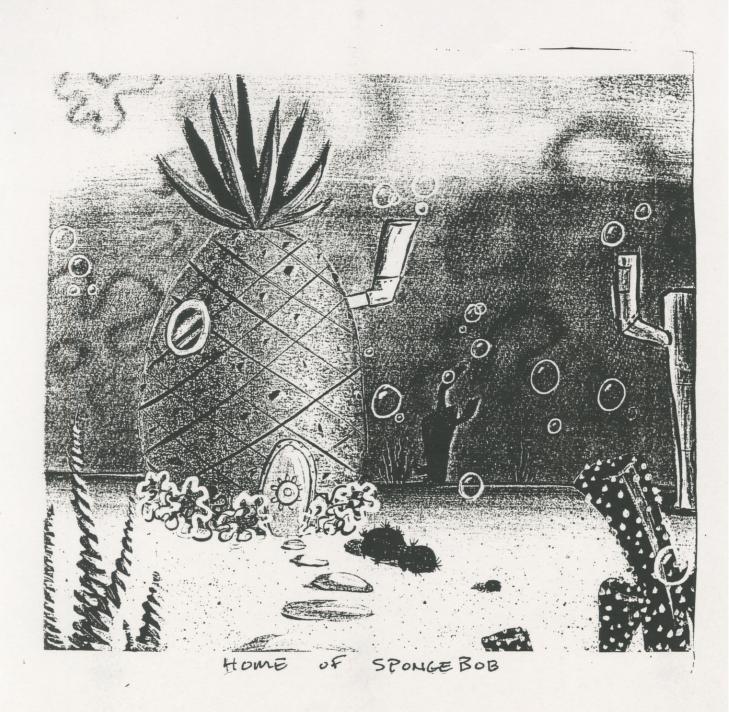
The legacy of failure left behind by other Sponge Bob researcher expeditions is notorious. None of these disasters is as pronounced as Bucky Leavitt's 1947 dive when a new but untested technology was used--the deep sea diving suit (pictured right). The suit ultimately imploded from the enormous pressure, squashing like a tin can without warning. Bucky died making the only known map of Bikini Bottom (pictured below). It is to Bucky and to his pioneer spirit that we dedicate this research.

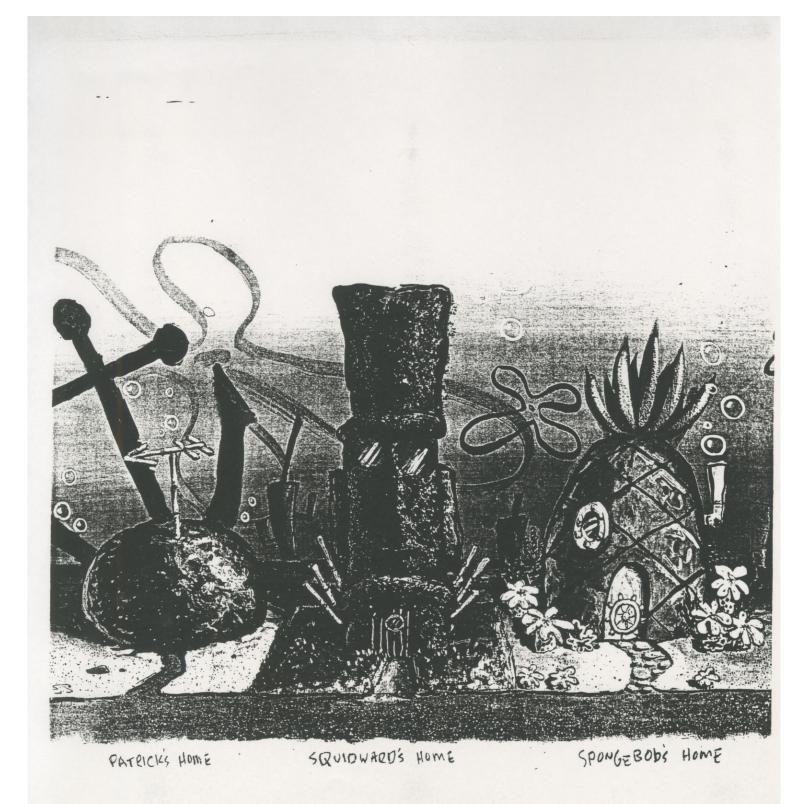


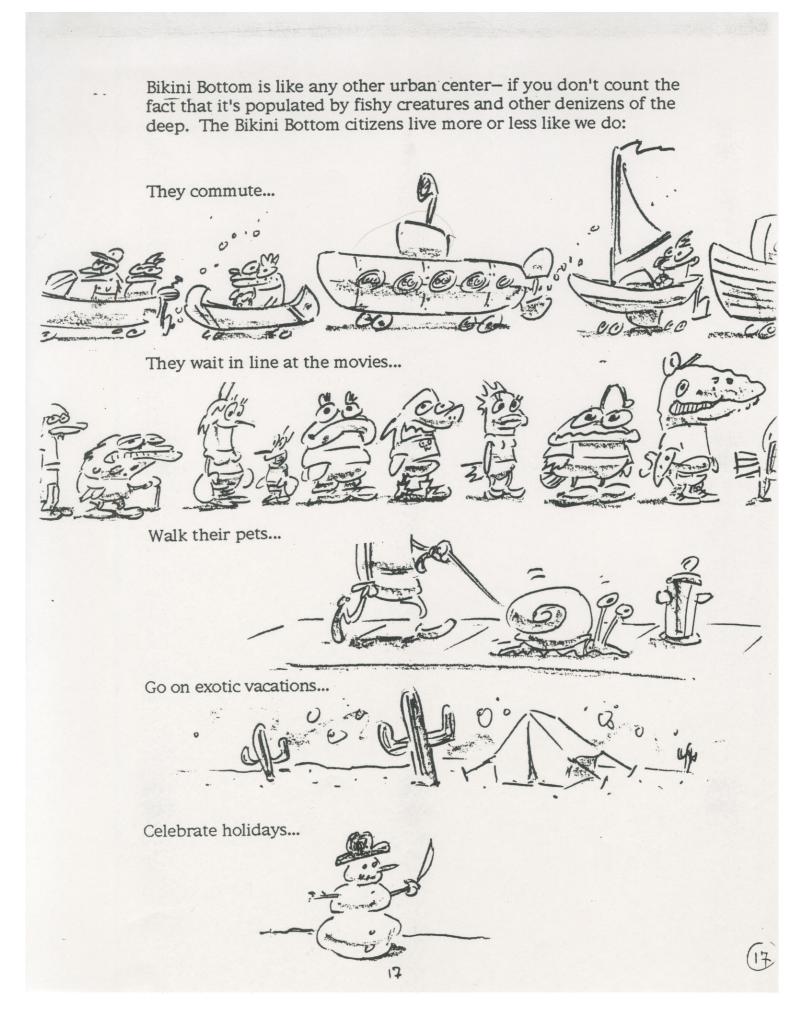






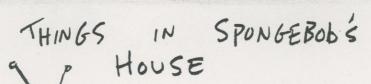


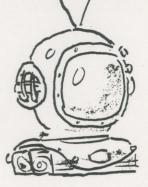




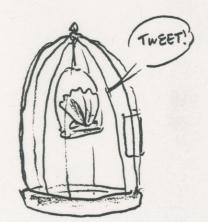


SPONGEBODS QUARTERS





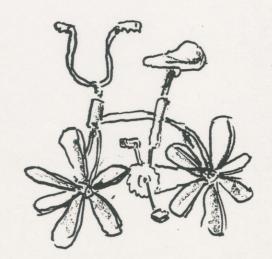
COLOR TV.



SINGING CLAM
IN A CAGE



SHELLULAR PHONE



PADOLE BIKE



GARY THE PET SNAIL

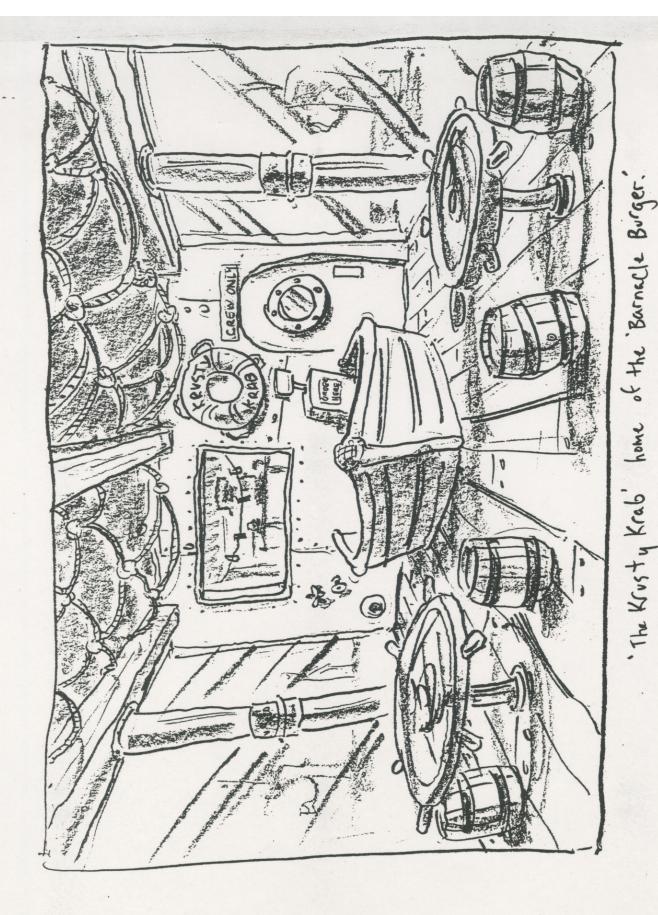


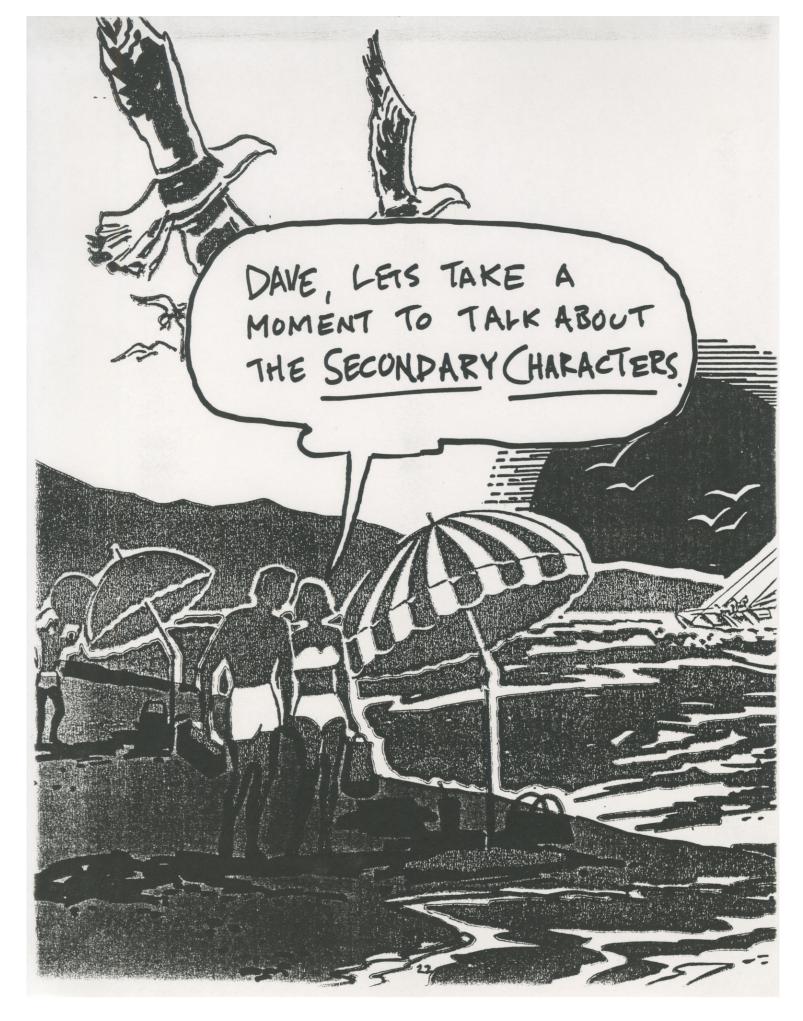
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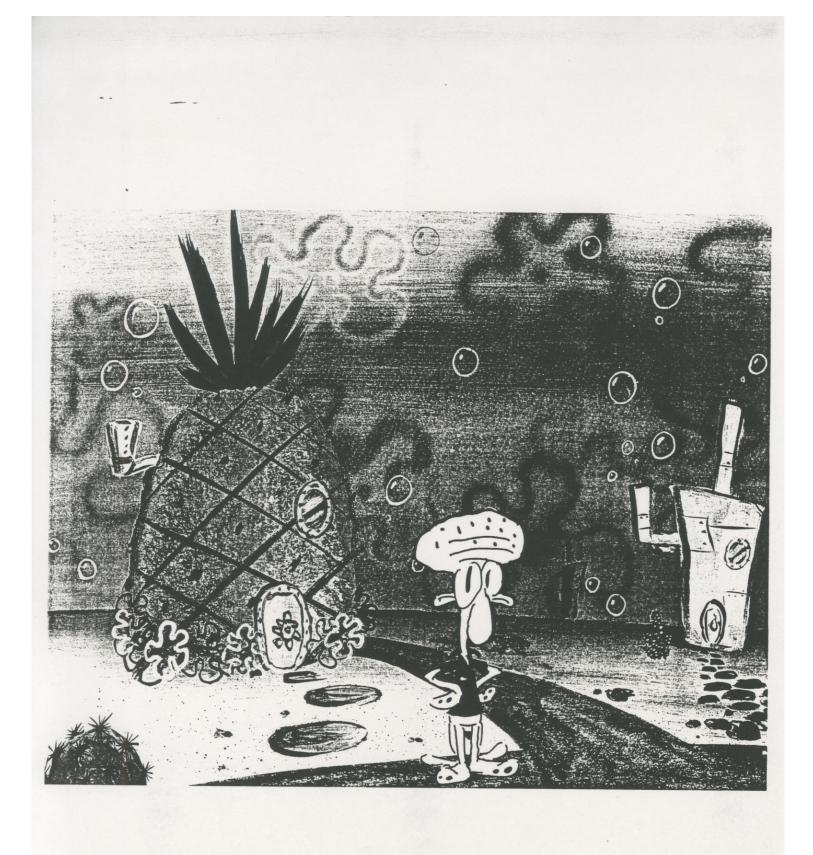


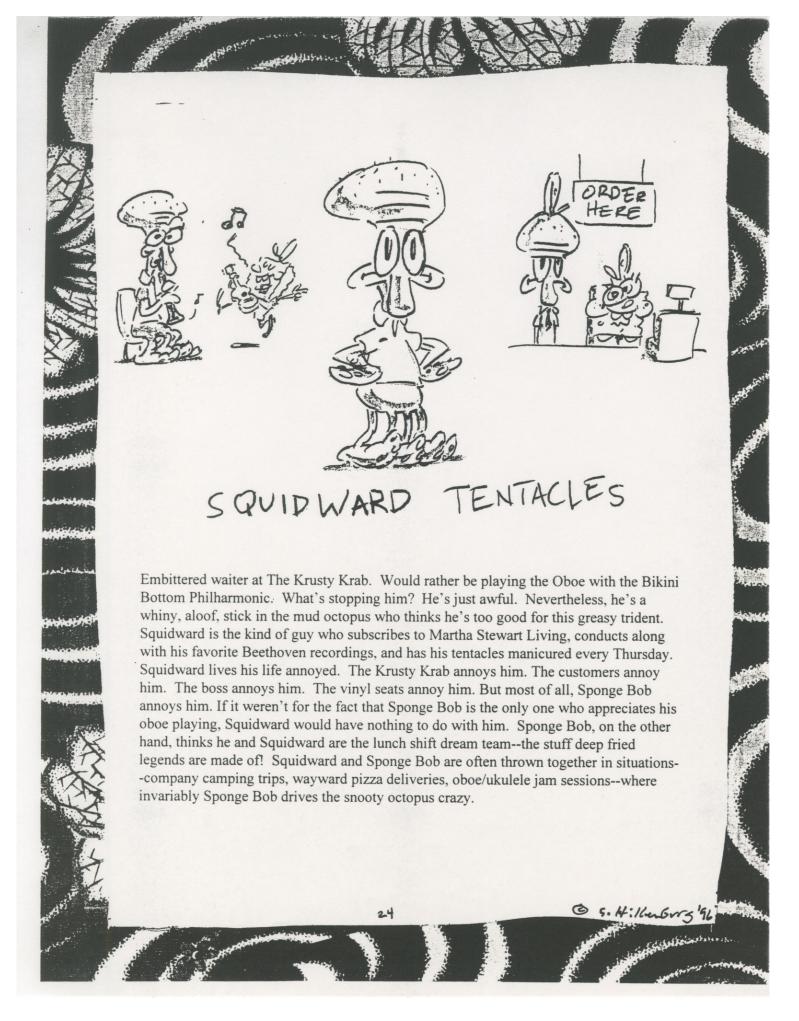
This is the Krusty Krab, a local fast food joint serving up the popular fare of barnacle burgers, coral fries and salty shakes. Once you walk in the door you'll be treated to the friendliest customer service this side of the continental shelf, that is if Sponge Bob happens to be working that day, which is most likely the case because he hardly ever takes a day off. Never have the words, "My pleasure to serve you" been taken to such extremes. Enjoy your lunch!

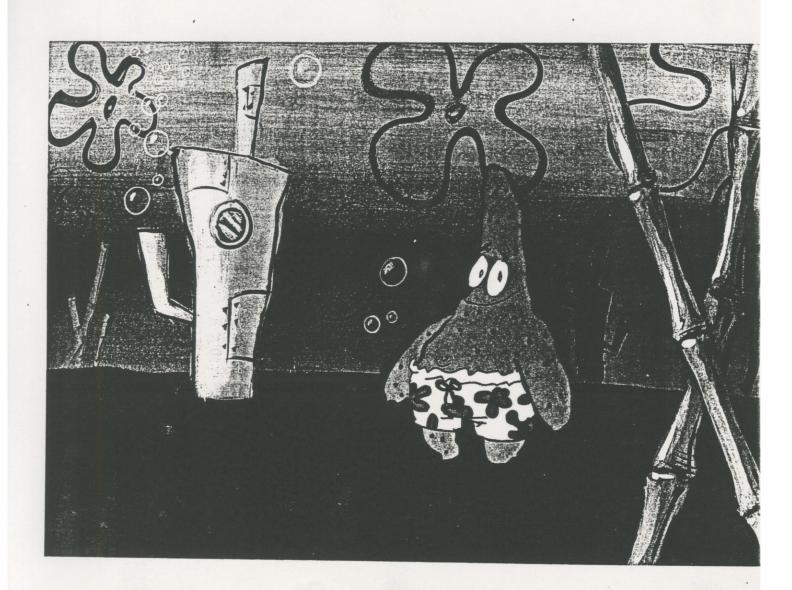


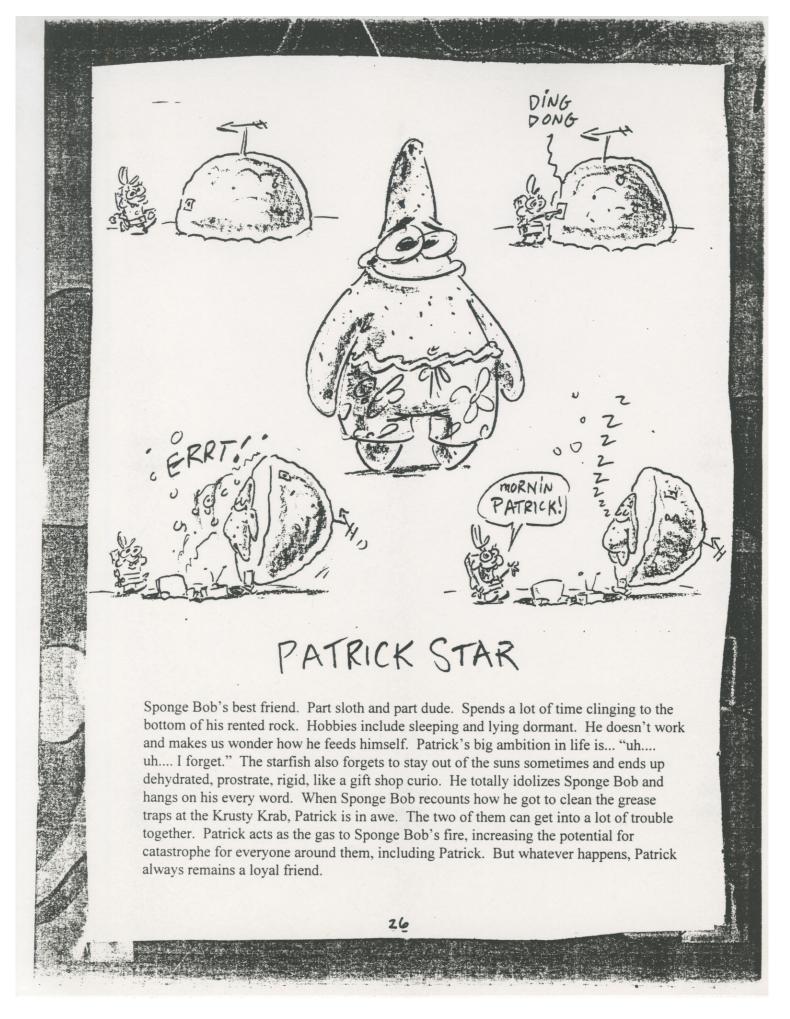


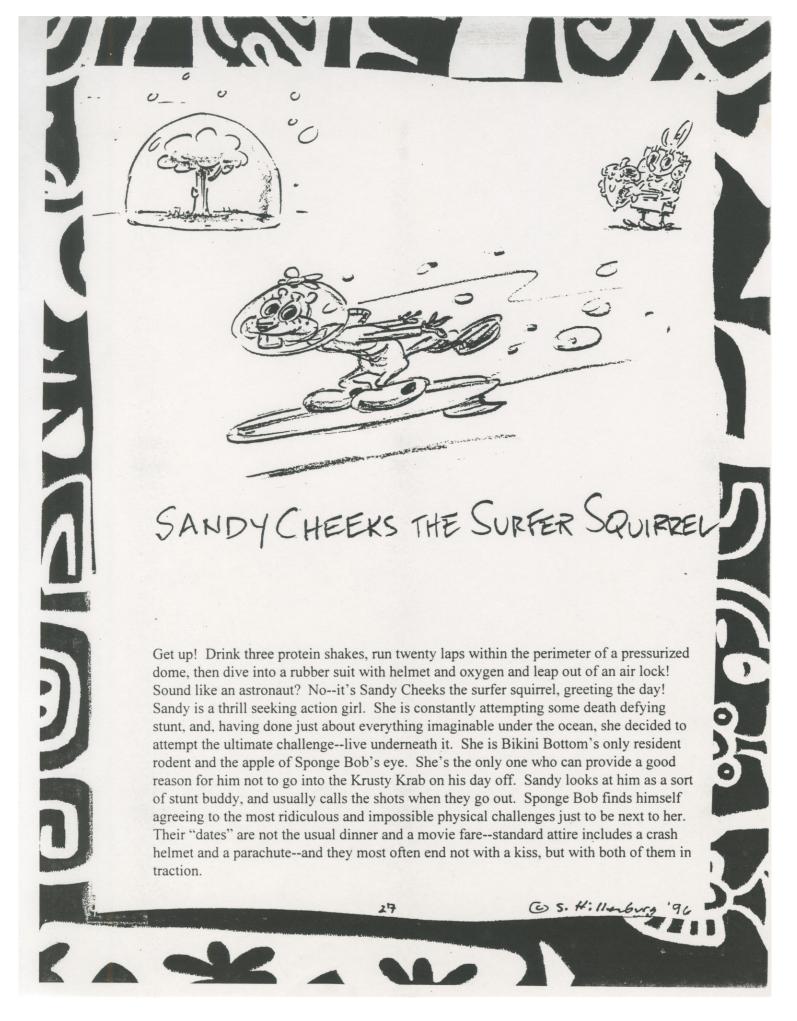


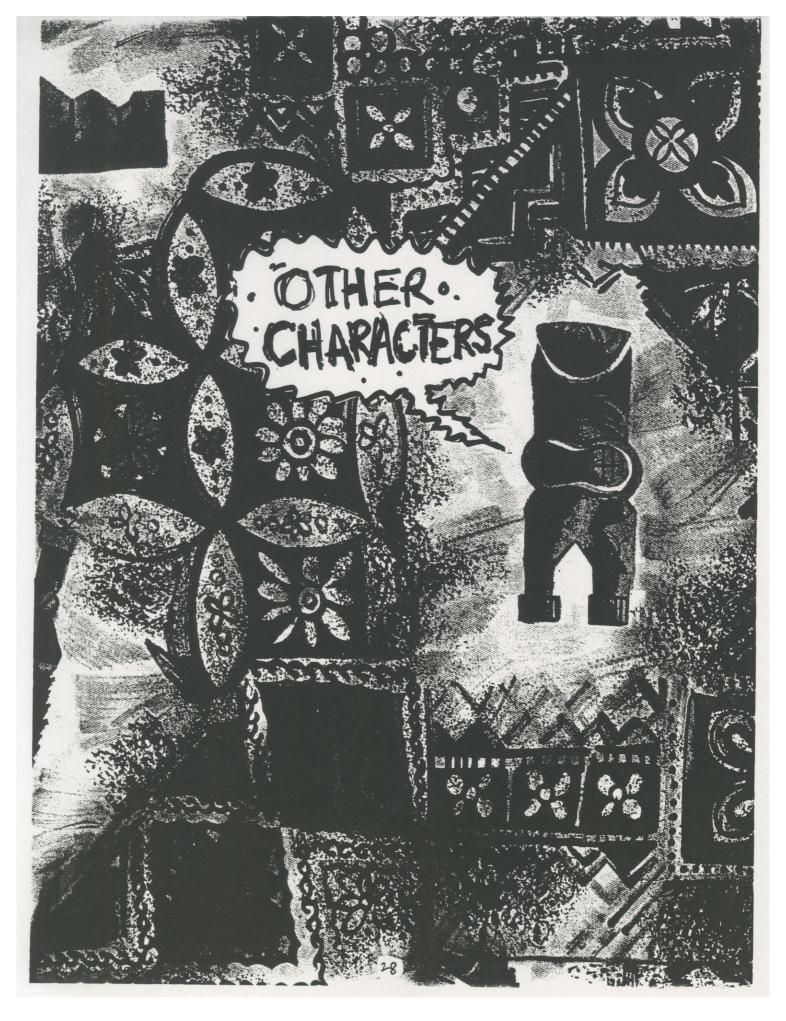


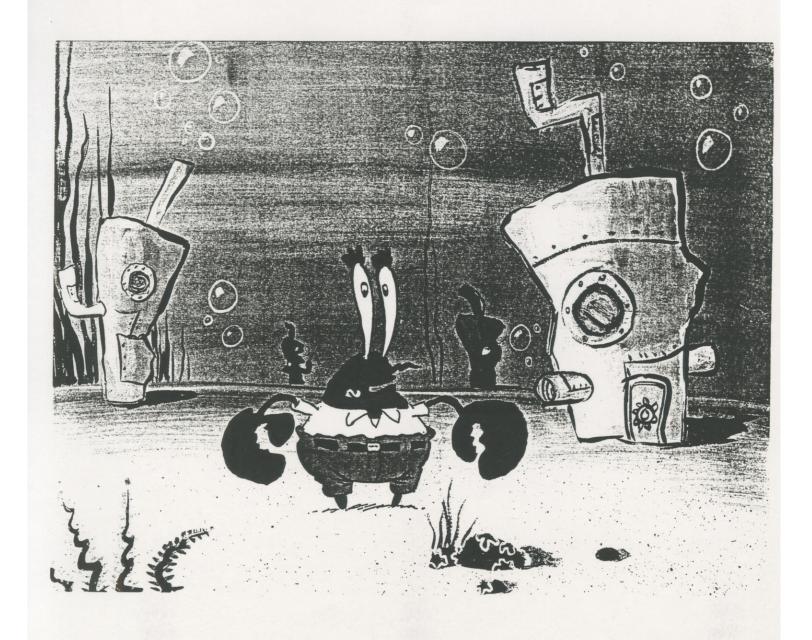


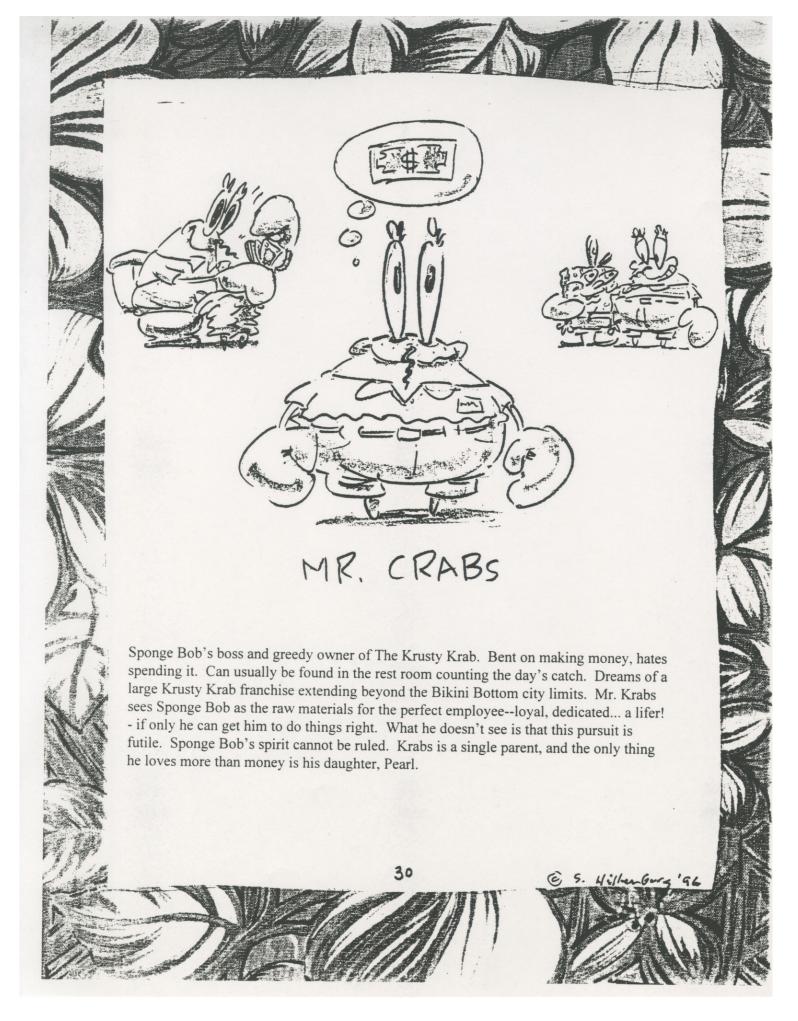


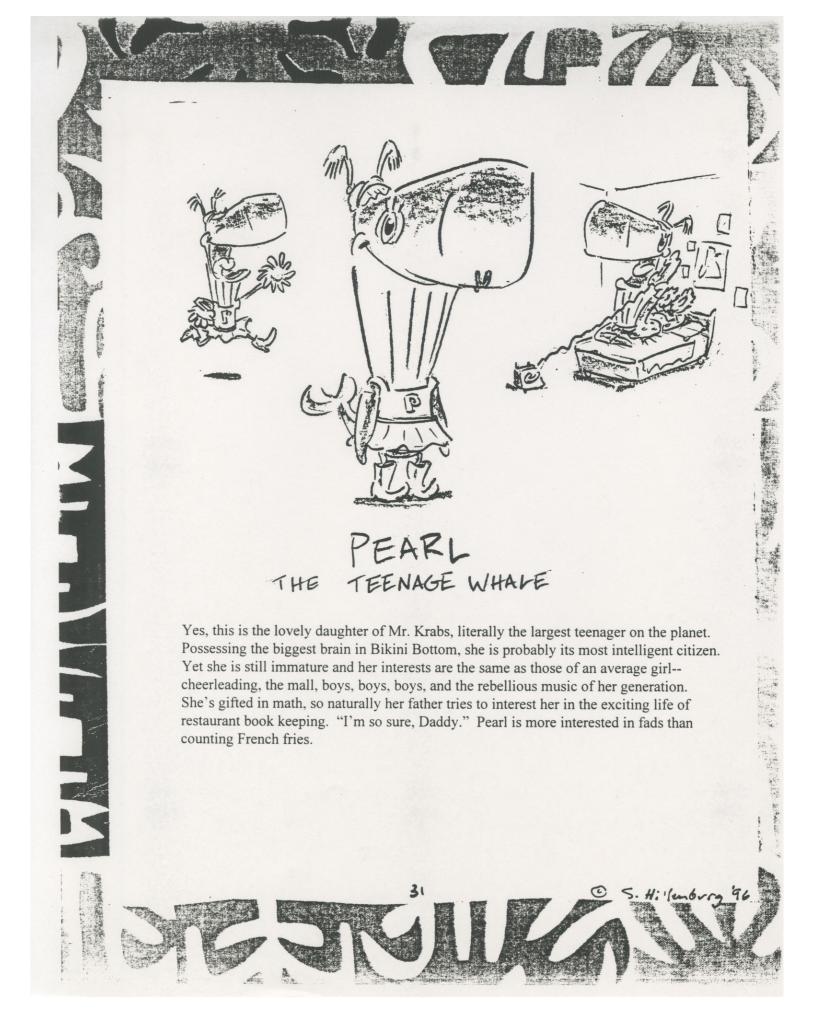


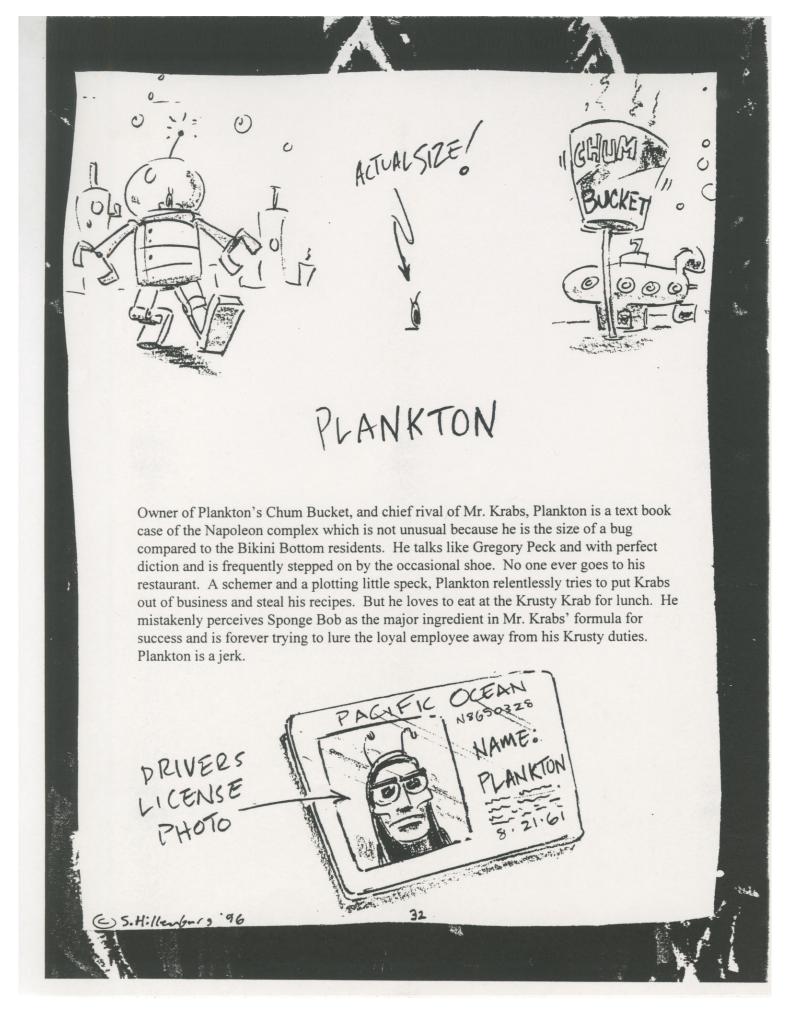


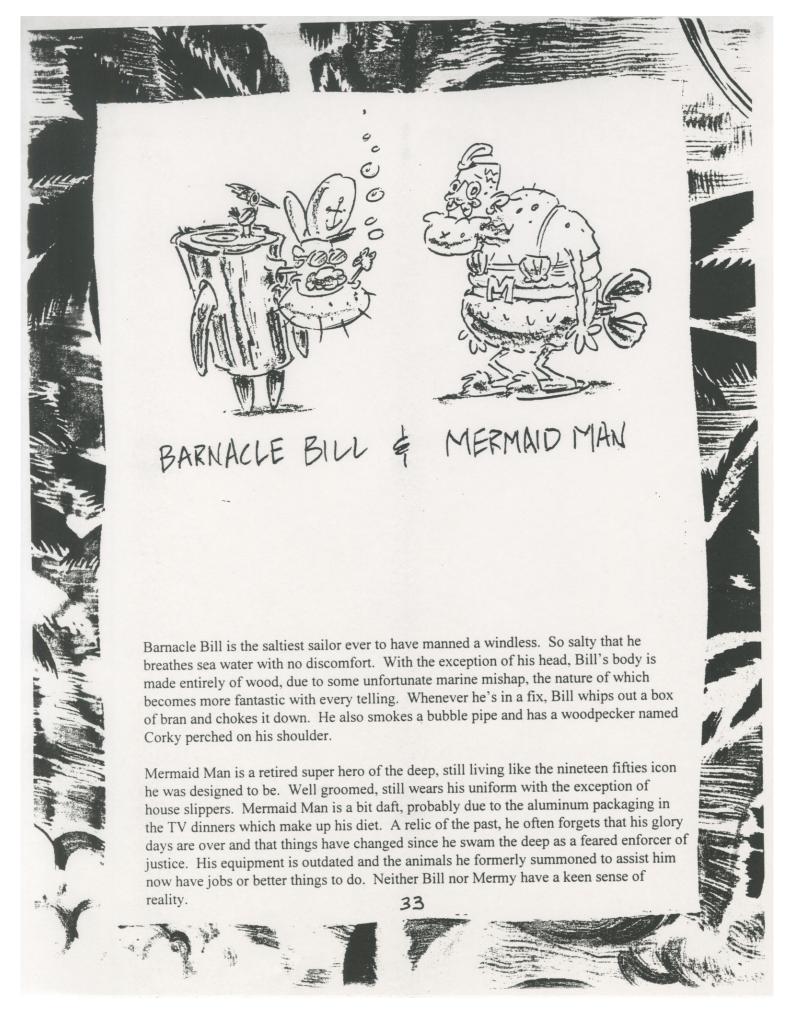












THE VIEW FROM THE FLAGSHIP

And what will the lads and lassies say to all this muck? Why, they'll be all over it like a pelican on a kipper! We think kids appreciate an underdog, especially one who's trying to conform to a structured world, but who is so creative, so original and spontaneous that it becomes a challenge. Kids are faced with similar challenges every day, so we're betting Sponge Bob will speak to them. Sponge Bob is an unwilling anarchist. His creative spirit, original thought, and incurable optimism make him stand out, a renegade and a hero. Now, of course, we're no fools (We're salts!). We know that in today's narrative, entropy must give way to harmony eventually, and it will. But not before a viewing through sponge eyes, we see that world transforming, becoming new, ridiculous, funny. In fact, wouldn't we all want to be like Sponge Bob? He likes himself, and that both empowers and frees him. He creates his own hip-ness. He pre-figures "cool" because he's reinventing the meaning of the word, which, to our minds, makes him very, well, cool.



'SPONGE BOB' IS FOR KIDS

SPONGEBOB'S CHARACTER- kid relatable traits

Playful Attitude- He makes every task fun and adventurous whether dire or ordinary. Examples: When he gets ready for the day he leaps from a diving board into awaiting clothes. When he needs to make a thousand Krabby Patties for starving customers he pops into the patty box and shoots them from his eyes to the grill.

Optimistic- Always sees good in things that many overlook. Example: Mr. Krabs cheats SpongeBob out of a paycheck by conning him into taking a pair of old squeaky rubber boots. SpongeBob turns this apparent loss into a win by finding ways to enjoy the squeak[like producing music].

Creative-SpongeBob has raw [kid-like] creative ability that constantly gets him in and out of predicaments. Example: Spongebob wants to make sure to wake up on time so he fashions a 'super' alarm clock out of a fog horn... of course trouble will arise when everyone else in town wakes up after the thing goes off. Example: SpongeBob needs an affordable home so he grows one from a pineapple seed.

Kid Mentality- SpongeBob is the embodiment of 'kid mentality' and is in conflict with the 'adult mentality' represented by Mr. Krabs, Mrs. Puff*, and the villainous Plankton [Sometimes Squidward can fit into the adult category]. Examples: Mr. Krabs usually tries to cheat SpongeBob. Mrs Puff won't pass him. Plankton uses SpongeBob to get at the secret Krabby Patty recipe. Squidward looks down at any of SpongeBob's kid-like inclinations [like bubble blowing].

Underdog- He's naive not a seasoned adult and he looks stikingly different than the others, yet SpongeBob is trying his best to assimilate into the world around him. Example: He still doesn't have his boating license, a true symbol of adulthood. He takes pride in a job that others loath. He's concerned at times about his appearance- his height, shape, overbite, body build.

[He's literally a 'square peg'!!!!]

Enthusiasm- SpongeBob throws himself whole heartedly into everything he does. Example: Everybody's going jellyfishing and SpongeBob shows up with a forty foot net, a 'jellyfish mating call'whistle, and safety glasses.

Clumsy- When underpressure SpongeBob's actions can become awkward. The kind of awkwardness growing kids can relate to. Example: It's the big moment when SpongeBob asks for a job and he trips into the salad bar right in front of the manager.

* Mrs. Puff the pufferfish, a newly added character, is SpongeBob's teacher at the undersea boating school.

SPONGEBOB'S RELATIONSHIPS- SpongeBob's friends have a kid mentality, just like SpongeBob.

Sandy the Surfer Squirrel is an accomplished athlete. She matches Sponge's energy level. Truly adventuresome Sandy left land for an exciting life at sea. SpongeBob and Sandy express their mutual attraction for each other the way kids would...by wrestling and sliding down the reef on surfboards.

Patrick is his best friend and biggest fan. He's always along for the ride. Without SpongeBob's influence he'd just stay stuck to the bottom of his rock all day.

Squidward is a stick-in the-mud, yet he hangs around SpongeBob and would be best described as a reluctant friend. It's as if Squidward longs to be of the 'adult' group but can't help being sucked into SpongeBob's 'kid' world. Like SpongeBob, he has to answer to an authority figure, Mr. Krabs.

SPONGEBOB'S WORLD- is like an undersea theme park designed by a kid.

- * 'Nautical Nonsense'- Fish walk, Bubbles are an art form, a treasure chest is the supermarket, the sky looks like Don Ho's tackiest shirt, and the landscape is full of rope, rivets and tikiheads. These are just a few of the elements that make SpongeBob's undersea world unlike any ever seen.
- * Colorful- 'Tropical' color palate. It's a Hawaiian holiday!
- * **Props** All objects are derived from a mixture of maritime and tiki influences. Playful and funny... think what the Flintstones did for prehistoric time, SpongeBob does for the ocean- but eleven times more surreal, whimsical, and playful. The marketing potential of this show is unlimited-bathtoys, boatmobiles, Pineapple playhouses, and Spongeglasses!
- * Kid-like locations- The locations all have characteristics that kids would naturally find attractive and identifiable. Think the undersea equivalent of a playground, local burger joint, front yard, school etc.
 - 'Mussel Beach'- Where many of the characters go to recreate, suntan, and drink salty sodas.
 - 'The Krusty Krab'- An old lobster pot/ fast food place where Sponge Bob works his part-time job. It's the hub of many of the character's relationships. SpongeBob fulfills the dream of every kid who fantasizes about working behind the grill and eating french fries all day.

- 'The Pineapple, Easter Island head, and Rock'.- the street were SpongeBob, Squidward, and Patrick reside. You have the boring guy [Squidward] stuck between the two goofy guys. Its like a triple bunk bed with the oldest brother stuck between the two younger ones.
- 'Jellyfish Fields'- Jellyfish frequent this area of the reef. Jellyfishing is akin to butterfly collecting, only they zap you if mishandled [especially if your name's Squidward]
- 'Mrs. Puff's Boating School'- Where SpongeBob attends classes in order get his boating license. Its essentially like a go-cart school complete with obstacle course....but on the bottom of the sea...... in boats. Exams, lunch, a bully that's a flatfish, and detention, it all happens here.
- 'The Treedome'- Sandy's house is an oak tree under a glass dome. Here SpongeBob and the other characters can try their hand at tree climbing and breathing air.
- **'Sand Mountain'-** A giant sandy mountain adjacent to Mussel Beach where the characters ride a chairlift to the top and slide down on surfboards. Sandy is a master 'sandboarder'.
- 'Sea Fan Forest'- A great place to go camping.

KID RELATABLE STORY LINES

Boating School- SpongeBob wants so badly to pass Mrs. Puff's final exam that he stays up all night practicing.

It's the end of the term at boating school and it doesn't look good for SpongeBob-he still crashes into anything that protrudes from the ground. SpongeBob can never seem to pass the class because his hyper-enthusiasm and nervousness always trip him up. Mrs Puff [a pufferfish] is so frazzled that she inflates at the mere mention of his name. Determined to finally get his boating license, SpongeBob must cram. The only problem is that he doesn't own a vehicle and no one's that excited to lend him their's [he's got a reputation for destruction]. With the help of his friends he engineers a practice 'boat' of his own. With Patrick's body acting as the hull and Sandy as the engine, SpongeBob rides atop this 'vehicle' practicing maneuvers into the wee hours of the morning. Deprived of sleep he is an entirely different sponge. He shows up to class appearing like a zombie. When he takes his exam his performance is flawless!!! Mrs. Puff can't believe her eyes! Can it be? Will her worst student finally pass ?!! Pick up the show and find out.

Overbite- Selfconscious of his front teeth, SpongeBob tries to change his appearance.

SpongeBob is at Mussel Beach where everybody ogles Larry the Lobster [a giant body builder]. SpongeBob tries to figure out what Larry has that he doesn't have. They're the same body type. They're both athletic. They both walk down the beach looking like they're constipated. What could it be? SpongeBob examines himself in a mirror and has a stunning realization....it's my overbite! Suddenly SpongeBob becomes extremely self concious of his front teeth. When he is unsuccessful at concealing them with his lower lip, SpongeBob decides to seek advice from others. His friend Patrick suggests inflating his lips, thereby making his teeth look smaller. Mr Krabs insists what he really needs is a pirate eye patch. Pearl the whale talks him into sideburns. Squidward focuses on his diction. Everybody's advice relates to their own desires. When no one notices him at the beach SpongeBob returns to Patrick. They try inflating his lips even greater and they explode. This lands SpongeBob in the hospital. Sandy comes to visit SpongeBob and his bandaged lips. After a friendly bedside karate chop Sandy points out how the bandages really accentuate SpongeBob's cute buck teeth.....nothin' a squirrel loves more.

Tea at the Treedome- Sandy invites SpongeBob over to the Treedome[a glass dome with an oak tree under it] where he experiences air for the first time.

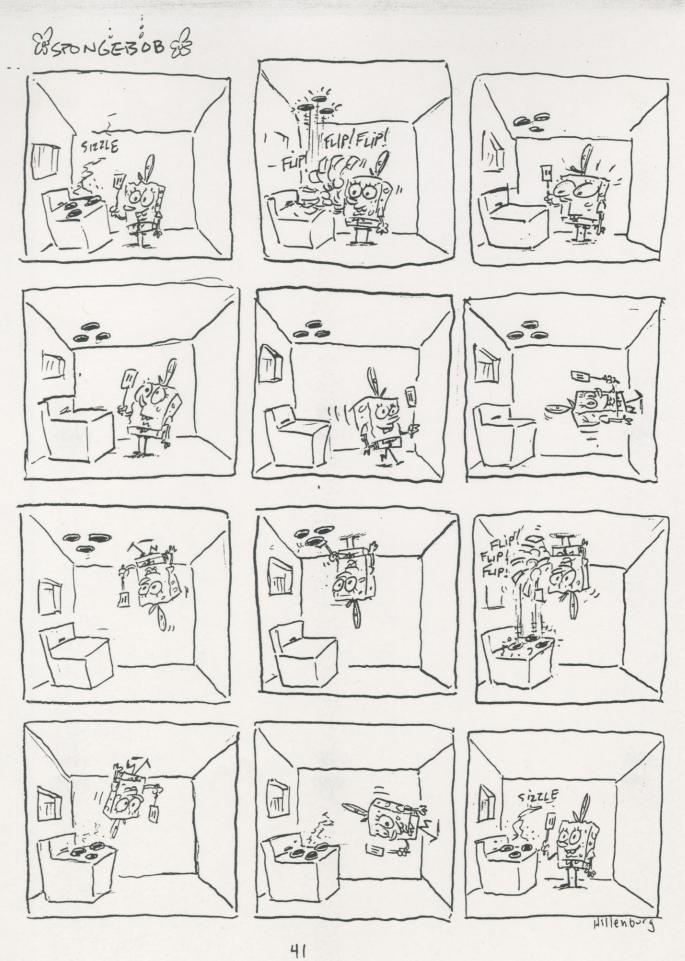
SpongeBob meets Sandy the surfer squirrel for the first time while jellyfishing. Up to this point the only squirrel he'd ever seen was in the pages of National Geographic. They hit it off fabulously and karate chop the afternoon away. When SpongeBob asks if he can come see the 'Tree Dome' she replies 'I thought sponges didn't like air'. SpongeBob tries to show off by saying it doesn't bother him. 'Super! Why don't ya'll come over tomorrow for tree climbing and acorn tea. responds Sandy. SpongeBob agrees. Excited, he runs immediately over to Patrick's and asks him what 'air' is. Pat believes that it means speaking in an British accent ['putting on airs']. SpongeBob shows up at Sandy's Treedome the next day not realizing that 'air' really means no water. This becomes a hard learned lesson as he fights to keep from drying up during Sandy's tea. Pride keeps him from explaining to Sandy that he needs liquids to stay animated. He resorts to pouring available liquids over his body when Sandys not looking and darting out the front door to get breaths of 'fresh water'. His efforts are in vain. Sandy screams when she looks down to see her guest has turned into a shriveled cube[a photo of a regular sink sponge is shown]. The last scene shows a happy SpongeBob[still in the Treedome] toasting his new friend while wearing a bubble helmet....full of water.

Bubble Stand- In order to make a little extra spending money, SpongeBob sets up a 'bubble stand'in front of the his Pineapple. Squidward becomes his most devoted customer.

One Sunday morning SpongeBob gets the idea to sell soap bubbles from a stand in front of his house at a quarter a pop. Squidward observes what his neighbor is up to as he practices his oboe. 'What chowderhead would pay to blow soap bubbles?' he scoffs. As if on cue Patrick saunters up to the stand and pays a quarter to blow a bubble. When Patrick has difficulty getting a bubble formed SpongeBob shows him his special technique which is essentially a ridiculous pose one must hold while blowing. Patrick is in awe as SpongeBob blows a fantastic array of bubbles each making a spectaular sound when they pop. A bubble the shape of a tug boat floats up near Squidward's practice room and explodes with the sound of a ship horn. Squidward is annoyed because he thinks the noise from the bubbles is coming out of his oboe. When he discovers that the sounds were really coming from his two 'friends'having a good time the annoyed octopus can't resist going down there and showing them how a real bubble is made. Of course when Squidward tries to make a bubble he fails. With each consecutive attempt he becomes more and more frustrated plus he refuses to listen to SpongeBob's advice. Finally Squidward, down to his last quarter, grudgingly pays up and assumes the ridiculous 'SpongeBob' pose. To even his surprise he blows a gigantic monster of a bubble. SpongeBob and Patrick applaud. The victorious Squid struts arrogantly into his Easter Island head and begins jaming on his oboe like never before.. unaware that his hovering creation is about to land on his house.

SpongeBob's Halloween- Its trick or treat time again and this year SpongeBob wants to truly scare someone.

Every year around Halloween its the same old thing. SpongeBob goes to the costumeshop, tries on all the costumes and the only thing that fits is a discarded cardboard box from out back [he is shaped like a cube, you know]. This year he's determined have a good costume. He wants to be scary. Despite the shop owners scepticism he chooses the classic ghost costume, a white sheet with two holes cut out for the eyes. 'You're heads too square kid you'll look like a mattress' warns the shopkeeper. SpongeBob runs home with his purchase and prepares for the evenings fun. Later Patrick comes over dressed as the legendary ghoul, 'the Flying Dutchman'. [He's wearing clogs, a dutchboy outfit, and angel wings]. The two join forces and run off to find an innocent victim to haunt. Unfortunately all their efforts end in disappointment. Everybody wants to know why SpongeBob is dressed as a matttress and whats so scary about a 'dutchboy'? Back in the front yard of the Pineapple SpongeBob blames their failures on his square head... he and his ghost costume just aren't compatible. Then SpongeBob has an inspirational idea: I'll just change the shape of my head!!! He runs into the Pineapple and begins rounding off the corners of his cuboidal cranium with a pair of electric shears. Meanwhile, as Pat sits out front doing his pathetic 'Dutchman'routine for Gary, the real 'Flying Dutchman' decends and he's really p.o.'d at the way Patrick has been portaying him all night. Will SpongeBob rise to the occasion and scare away the real deal in order to save his friend ????



SPONGE OVERBOARD Sponge Bob Story Premise Hill/Hillenburg

Sponge Bob and Patrick are goofing around in Sponge's front yard when Squidward comes out of his Easter Island Head. Squidward tells Sponge that in case he hadn't noticed, most people go to work on a day like this because most people have jobs. Sponge Bob thinks about this as Squidward mounts his bike and peddles off haughtily. Sponge Bob tells Patrick that maybe Squidward is right, maybe he should look for a job. Patrick shrugs. Sponge Bob goes on a job hunt, and ends up in front of a "help wanted" sign in the window of the Krusty Krab. Over zealous, bounces into the restaurant, slips and slides across the floor, and finally stumbles into Krabs himself. Squidward looks up from the counter and rolls his eyes. "Avast, there swabby," says Krabs. Sponge Bob blurts out that he's there for the job. Krabs laughs. "You barely got your sea legs, laddy." Sponge replies that his friend Squidward will vouch for him. Squidward, in an aside, tells Krabs that even though Sponge is a friend, he's a walking disaster. Sponge Bob stands there smiling expectantly. "Message received," says Krabs with a wink. Krabs tells Sponge Bob that they're going to try him out. He puts a Krusty hat on Sponge Bob's head. Sponge can barely contain his excitement, giving the "thumbs up" to Squidward. Krabs says, "I want you to go to the store and pick me up a telescoping hydro-dynamic spatula with port and starboard attachments coming up." Sponge Bob races out of the restaurant as Krabs and Squidward bursts out laughing. What a sucker! He'll be gone awhile. But in all their merriment Krabs and Squid fail to notice that some tour buses have pulled up outside the restaurant. The front door bursts open and a hungry crowd surges forward, shouting orders for food. In a panic, Krabs jumps into the kitchen while Squidward mans the register. But they can't keep up with the volume. The restaurant becomes the deck of a hapless ship, caught in a terrible storm besieged by waves of customers. Squidward and Mr. Krabs flounder. Just when things look their grimmest, the door flings open and Sponge Bob appears. He holds up a spatula with two smaller spatulas attached to it. "Ahoy!! I got it!!" Krabs and Squidward look up in disbelief. Sponge Bob sees they need to be rescued. To the sound of a trumpet fanfare, he assumes super hero stature, quickly swinging over the crown a la Erol Flynn on a piece of rigging and leaping into the kitchen. In an instant he is frying up and putting out barnacle burgers with the new spatula at a fantastic pace--he's Super Fry Cook!! Krabs is amazed. Squidward can't believe how wrong he was about this guy. Sponge Bob saves the day! As the last satisfied customer leaves, Krabs scolds Squidward for steering him wrong about the lad and docks his pay for it. Squidward seethes. Krabs leaves and Patrick comes sauntering in. He orders a burger. When Sponge Bob gets the order, he can't help approaching it like a super hero again. We hear the trumpet fanfare and Sponge is off to the races, cooking up a million burgers and tons of fries. We end with Squidward trying to stop the madness as Sponge Bob continues cooking up a storm.



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JELLY FISHING SpongeBob Story Premise Hill/Hillenburg

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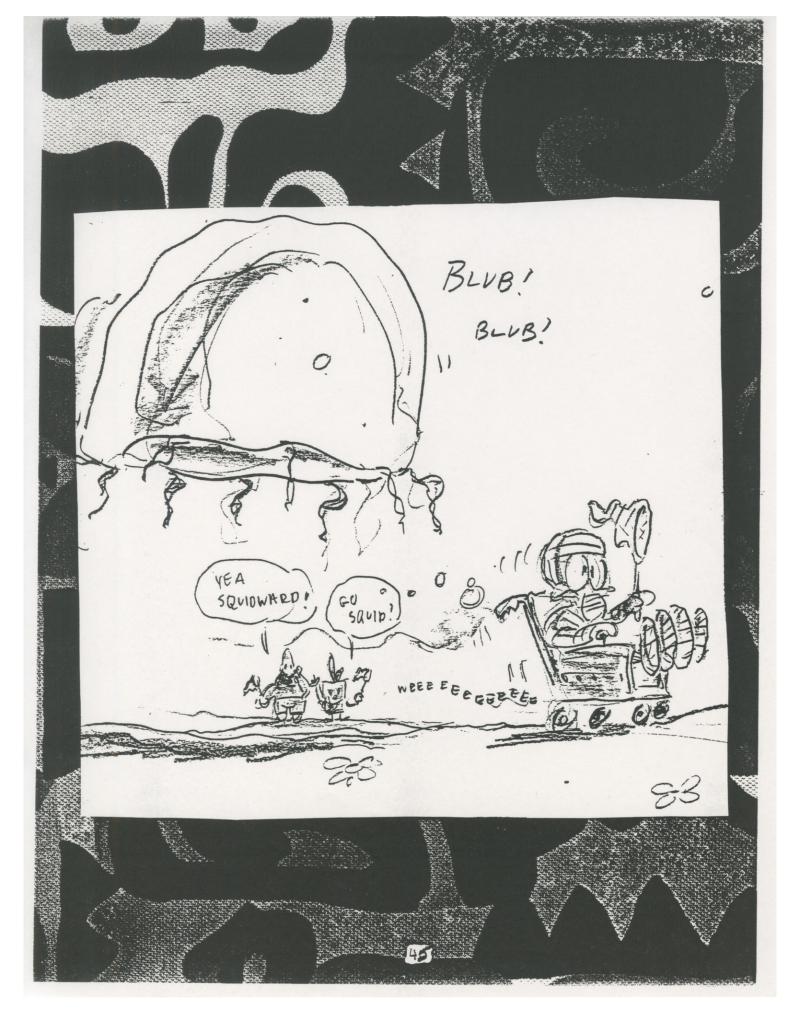
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One day, Patrick and SpongeBob are Jelly fishing. Jelly fishing consists of chasing after Jelly fish with a butterfly net, but being careful not get stung. In any case, they are pursuing the "one that got away," when it ducks behind a rock and they run past it not seeing it. Just then Squidward comes pedaling by on his bike and the jellyfish, a little miffed at being chased all day, begins to harass Squidward. It flies around his head like a bee as he tries to wave it off, beginning to wobble on his bike. Finally the jellyfish lands on Squid's head and stings him. He screams and loses control of his bike, steering into an oncoming boat mobile. A few days later Squidward arrives back at his house in a motorized wheel chair. His head is bandaged from head to toe and he can't even speak. Patrick and SpongeBob come over to try and cheer him up. They put his oboe in his lap but he can't do anything with it. They try several ways of brightening the Squid's mood, but nothing seems to work. That's when SpongeBob hits upon the idea of jellyfishing-Squid would love to come along with us! Squidward's emphatic though muffled protests are taken for signs of consent. So off they go on the hunt of jellyfish, the reluctant Squidward glaring out from under his bandages all the while, his butterfly net propped up limply in one tentacle. Every time he tries to motor his way back home, SpongeBob and Patrick steer him back to where the jellyfish are thickest. Finally, Squidward notices on jellyfish in particular. Something about the way it flutters about, something about it's coloring--could it be? Indeed it is. That's the little cur that stung him! Suddenly Squidward becomes the avid angler, bearing down on the singular jellyfish with an almost maniacal determination. SpongeBob and Patrick notice Squid's change of heart, and cheer him on. Suddenly from behind Squidward, like a rising sun, appears a giant, pulsating half dome of gelatinous danger--the mother of all jellyfish. She glides past Sponge and Patrick who drop their butterfly nets in awe. Meanwhile Squidward captures his old nemesis and puts it in a jar. He sits there examining the creature in the jar, contemplating the many tortures he will soon be inflicting upon it. Suddenly, he is darkened by a great shadow. He looks up and sees the huge, hovering jellyfish. He winces, and smiles an obsequious smile as he unscrews the lid to the jar, letting the little jellyfish free. As we fade to black we hear the arcing sound of a million kilowatts. When we fade up we find Patrick and SpongeBob jellyfishing in Sponge's back yard again. Sponge has caught on in a jar. Squidward comes home form the hospital, this time in a motorized gurney. His two friends congratulate him and fumble through some apologies. Squidward seizes their butterfly nets and snaps them violently. He snatches up the jar with the jellyfish in it and unscrews the lid in order to set the jellyfish free. But the jellyfish won't leave the jar. Squidward shakes the jar, smacks it and so on, all with muffled encouragement. Suddenly, the sky is darkened by a huge half domes shape. Patrick and Sponge take cover. we end with Squidward racing along in his gurney, the mother of all jellyfish in hot pursuit.





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REEF BLOWERS SpongeBob Premise Hill/Hillenburg

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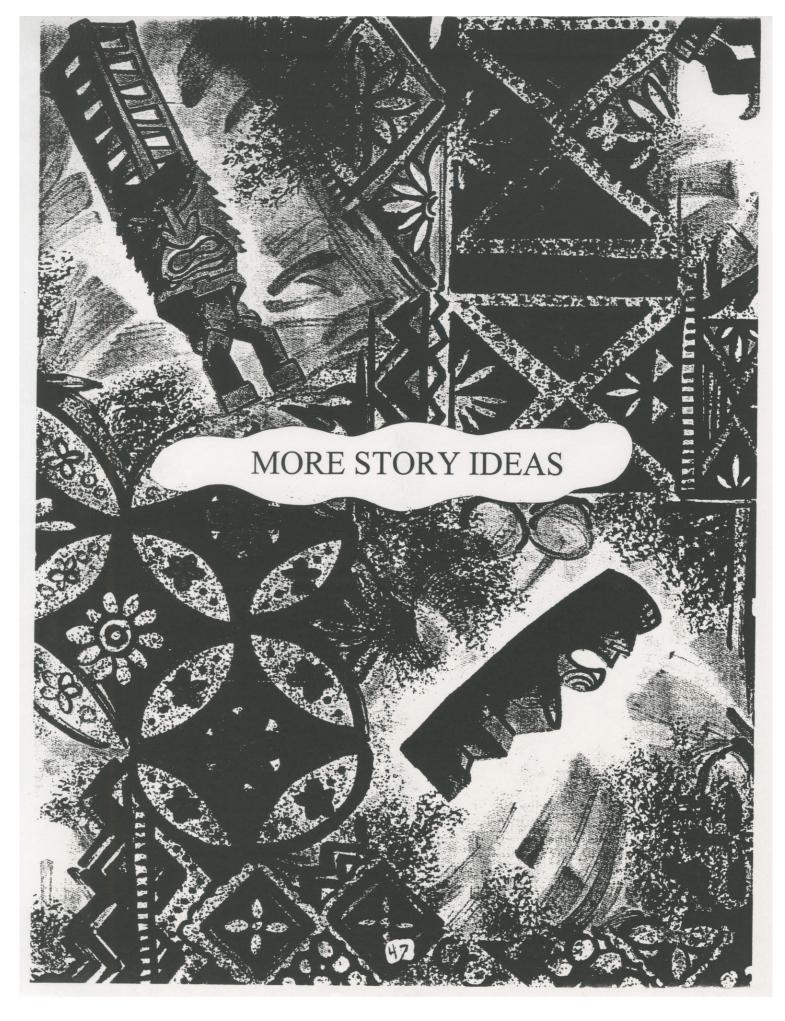
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SpongeBob and Patrick get new reef blowers (leaf blower-like devices), and can't wait to use them. The next morning is a weekend gardening day and we find Squidward in his yard meticulously raking up fallen clam shells into a pile. He is humming a theme by Vivaldi. Patrick's rock opens up and Patrick appears with a "reef blower" strapped to his body. SpongeBob comes out of his house with a reef blower attached to him. "Ready?" they shout, "Go!" Suddenly Sponge and Patrick buzz around all over the place, propelled by their reef blowers, creating a huge sand cloud. Squidward watches helplessly as he and his sad little rake are enveloped by a sand dune. When the dust settles, Squidward's house is half buried. Patrick and SpongeBob's yards look perfect. Squid pops up out of the dune, glaring at his neighbors, who look on with interest. "That does it," he says. Squidward wraps his tentacles around his Easter Island Head and pulls it out of the sand like a cork from a bottle. He marches off with it. SpongeBob and Patrick call after him, but he doesn't respond. What's wrong with Squidward? they wonder. Squidward moves off a safe distance and puts his Easter Island Head on the top of a little hill, where no pesky neighbors can disturb him. Meanwhile, Patrick and SpongeBob try to figure out what's wrong with him. They send him bubble cards, serenade him with Sponge's Ukulele, and so on, but he won't talk to them. One day, when standing in front of Squidward's lumpy, unattended lot, SpongeBob figure it out: Squidward feels hurt because we have new reef blowers and we didn't offer to fix his yard up. How selfish we've been. Patrick looks as if he might cry, but Sponge says there's a way to rectify the situation. That night, while Squidward is in bed with headphones on, listening to Vivaldi, Patrick and SpongeBob sneak up to his Easter Island Head with their reef blowers and blow away all of the debris and brush. The next morning Squidward wakes up and walks over to the window. Suddenly the room lurches to one side. From the outside we see that the reef blowers, in the hands of Patrick and SpongeBob, have eroded the hill underneath Squidward's house so that it is teetering on a tiny pinnacle of sand. Suddenly the house topples over and rolls down the hill and along the ocean floor, finally landing upright, exactly between SpongeBob and Patrick's house, where it was before. Squidward comes out of his, very dizzy, where Patrick and SpongeBob greet him emphatically. Squidward! You're back!! Squidward looks dazed and confused. SpongeBob hand shim his own reef blower. Squidward, still groggy, turns it on and is immediately catapulted way, way off, finally hitting a sunken ship's funnel with a metallic thud, and falling into it.



MUSSEL BEACH SpongeBob Story Premise Hill/Hillenburg

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We find SpongeBob in his pineapple, getting ready for a date. He stands in front of his mirror practicing his charm and wit on an imaginary girl. Suddenly he breaks into a Karate sequence, slicing and kicking at the air. Then he bows ceremoniously. He gets in the Sponge Mobile and drives over to Sandy Cheek's house, an acorn tree encased in a dome. He rings the doorbell and is admitted. Sandy Cheeks greets him and he tries out a few rehearsed lines. She laughs at his clumsy manner. sponge jumps into his karate stance. Sandy does the same. What's that on your shirt, SpongeBob? He looks down and she immediately decks him with a couple of round houses and a few well placed punches. SpongeBob lies there in a blissful state, sighing a lover's sigh. "Shall we go to the beach?" asks Sandy. SpongeBob revives instantly and together they drive off to Mussel Beach. At Mussel Beach SpongeBob does his best to impress his date. The place is teaming with macho sharks and lobsters who strut around proudly. Sponge tries to assimilate, puffing up and looking painfully silly. Sandy is a bundle of energy and he does his best to keep up with her, trying his hand at surfing, weight lifting, Frisbee tossing, and all other manners of stunts and beach athleticism. It isn't long before Sandy attracts a SpongeBob rival, Larry the Lobster who threatens Sponge. SpongeBob still mimicking the macho beach dudes, kicks sand in the bully's face and then runs for his life. The enraged Larry chases SpongeBob around. Sponge runs through a beach gallery of sand sculptures--a castle, a mermaid, a treasure chest, a ship--finally hiding behind an anchor. Larry comes along and kicks over every sculpture, looking for Sponge. When he gets to the anchor he loads up and gives it a great kick, but the anchor is sold. the sand shakes loose revealing a real anchor. Larry howls from the pain and hops around. sandy comes along and tells the lobster she's looking for SpongeBob. The lobster says he's looking for him too, and both of them walk off together. SpongeBob comes out of the castle and sees them walking off together. He is crushed. He pulls out his Ukulele and sings a sad song about love lost. The strains of his melancholy tune reach Larry's ears, and he is immediately taken with it. He runs back to SpongeBob and adoringly weeps at the yellow, square crooner's feet. He is an instant SpongeBob fan. By the end of the song, all of Mussel Beach has altered its looks, embracing SpongeBob's fashion--thick glasses, high-riding shorts, etc.--and singing along. Sandy applauds wildly, though she has no idea it was all for her. in the car, on the way back to her place, Sponge tells her that he likes her. Larry the lobster pops up in the back seat and begins to cry again. when Sponge walks Sandy to the door, she admits that she likes him too. She bows ceremoniously and summarily knocks him on his back. SpongeBob lies there in ecstasy: Good night, Sandy, says Sponge. Good night Sponge, says Sandy. Good night everybody, blubbers Larry.

THE SQUEAKY BOOTS SpongeBob Premise Hill/Hillenburg

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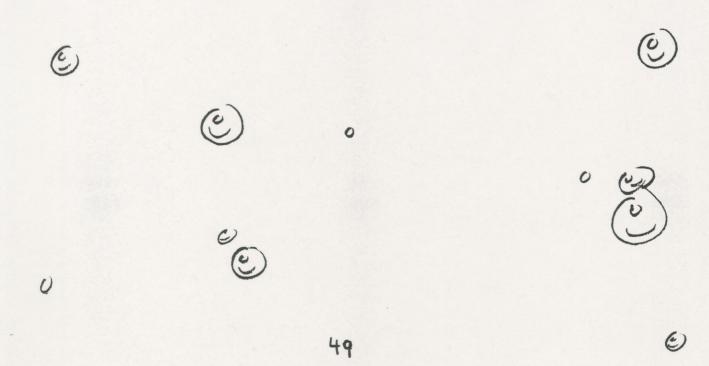
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Mr. Krabs buys his daughter a pair of rubber fisherman's boots on sale for her birthday. He presents them by saying how he really wanted to get her something special. It's a dorky gift and she refuses to wear them, demanding something better and far more expensive. this irks Krabs because, since the boots were on sale, they cannot be returned for a refund. Now he is out more money than he ever bargained for. what can he do to recoup his loss? He hits upon the idea of presenting them to SpongeBob in lieu of the lad's weekly paycheck. The crafty Krabs offers Sponge the boots in such a heart-felt manner-saying how he really wanted to get him something special--that Sponge is overwhelmed with emotion. He not only accepts them but looks upon them with reverence., Krabs is delighted with himself and at the way he tricked the little sponge. But all is not as it first appears. SpongeBob absolutely loves these boots. He stomps about in them everywhere--through puddles, up walls, onto ceilings. They are totally fun, and he believes Krabs must truly think the world of him to get him such a great gift. Meanwhile, the boots themselves make a funny squeaking sound when ever SpongeBob walks in them. You can hear him coming for miles off. And now that SpongeBob thinks he and Krabs are kindred spirits, he spends a lot of time following the Krusty pirate around squeaking all the while. This is beginning to drive Krabs crazy. That noise! It's getting on his nerves! Pretty soon Krabs hears squeaking even when SpongeBob is talking, or otherwise not moving. Like in the "The Telltale Heart," Krabs's guilt is manifesting itself in a squeaky nightmare. In the end, Krabs begs for SpongeBob to give him the boots back. He ends up paying an exorbitant fee for them, at least enough for SpongeBob to go out and buy himself a brand new pair.



BUBBLES SpongeBob Story Premise Hill/Hillenburg

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One Sunday morning, SpongeBob gets the enterprising idea to sell soap bubbles from a stand in front of his house at a quarter a pop. Meanwhile, Squidward is practicing his oboe in his Easter Island head when he notices SpongeBob setting up the stand. "What idiot would pay to blow soap bubbles?" he scoffs. As if on cue, Patrick saunters up to the stand and borrows a quarter from SpongeBob so that he can pay to blow a bubble. But he is unable to manage one. SpongeBob shows him how, using the special SpongeBob method which consists of a ridiculous pose Sponge blows a fabulous bubble in the shape of a tugboat which floats up to Squidward, window, where Squidward has resumed torturing his oboe. The bubble pops, but instead of making a popping sound it makes the sound of a tugboat blasting its horn. Squidward thinks the noise is coming from his oboe and he checks the instrument for flaws. this happens several times as SpongeBob and the now bubble-savvy Patrick blow bubble after bubble in the shapes of things that make noise. Finally, Squidward realizes that all this time he thought the problem was with his oboe, when it was really Sponge and Patrick. Angry, and a little embarrassed, he marches out of his house and grabs the bubble blower out of Patrick's hand. Sponge welcomes him and asks for a quarter. squid pays up and tries to blow a bubble. He fails. SpongeBob tells him about the SpongeBob method but he won't listen. he pays another quarter and tries again. Nope. This is repeated several times until finally Squidward is down to his last quarter. He pays up and grudgingly uses the SpongeBob method, assuming the ridiculous pose. Squidward blows a huge bubble which floats upward heavily. SpongeBob and Patrick applaud. Squidward is amazed at himself, and what a good feeling it is. Illuminated, he gets a brief glimpse into SpongeBob's attitude. Squidward can't help but crow a little bit about what a great bubble it was, even though, like his oboe playing it was merely big, not artful. He goes back into his house, only now, when he picks up the oboe and begins playing, he has discovered a whole new soulful style. All of a sudden he's really good. Outside his house, SpongeBob and Patrick watch as the huge bubble that Squidward blew returns, slowly and ominously. It settles on Squidward's house, absorbing and enveloping it. The bubble floats upward carrying the Easter Island head and Squidward with it. Sponge and Patrick run after the bubble shouting to Squidward, but the squid is too lost in his new musical discoveries, blowing his instrument like never before. Eventually the bubble pops with a huge explosion. The smoldering Easter Island Head floats back down, landing with a muffled thud and then listing to one side. As SpongeBob and Patrick look on, we hear the return of the tortured oboe strains from the beginning. SpongeBob hangs a "closed" sign on his stand. Patrick walks home.

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Employee of the Month Sponge Bob Story Premise Hill/Hillenburg

Sponge Bob makes Squidward go to work with him really early (they car pool) because it's the day Mr. Krabs hands out the Employee-of the-month award, along with free Krusty Krab Combo. Sponge Bob is convinced that this month the award is his. Squidward, on the other hand, is amazed at Sponge Bob's gullibility. Hasn't he noticed that every month the award is not handed out because it's a tie between him and Squidward? That Krabs is just using the award as a ploy to get them to work harder? That he has no intention of giving away a free Krusty Combo? How stupid can Sponge be? Sponge Bob sees Squidward's cynicism as a crafty ploy to throw him off the scent. No way he's falling for that old trick--he's going for the gold today! Squidward tells him to suit himself, but not to blame him when it ends up in a tie again. Sponge Bob begins to clean furiously, putting a shine on everything that isn't nailed down. Squidward snores behind the counter. Krabs comes in and reprimands Squidward--awards are rarely given to loafers. Squidward tells him to just give the award to Sponge Bob so they can all get some peace around here. Sponge Bob appears in the kitchen window and salutes Krabs with a hardy "ahoy." Krabs tells Squidward that he'd like to give it to the lad but since this month he's giving away an oboe along with the award, he thought maybe Squidward would at least like to be considered. Krabs produces an oboe and toots on it. Squidward's eyes pop out. An oboe? That's his favorite instrument. Suddenly, Squidward is fixated on the award. Mr. Krabs goes around the restaurant with a white glove, pointing out specs of dirt and greasy menus and occasionally producing a squawk from the oboe. Sponge and Squid vie for position as the dive for a chance to do Krabs' bidding. When Krabs sits down for lunch he is treated like a king, with Squidward usually getting the short end of the stick. When Krabs orders a burger, thick and juicy, Sponge takes it to heart and cooks up the biggest, thickest burger ever. It dwarfs the grill and towers above its yellow, square-shaped creator. He needs a fork lift to serve it. Breaking through the kitchen wall, he triumphantly passes Squidward waving to him as if to say, "better luck next month," but not really taking into account that he's destroying the entire restaurant. When Sponge Bob serves the mondo burger to Krabs it crushes him and the oboe before he can escape its mass. Later, in the hospital and in traction, Krabs declares another tie. But he also allows that they can both have a free Krusty Combo on him, before turning in their name tags. Sponge Bob shakes Squidward's hand emphatically. "Well, better luck next time, pal."



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EVEN MORE STORY IDEAS

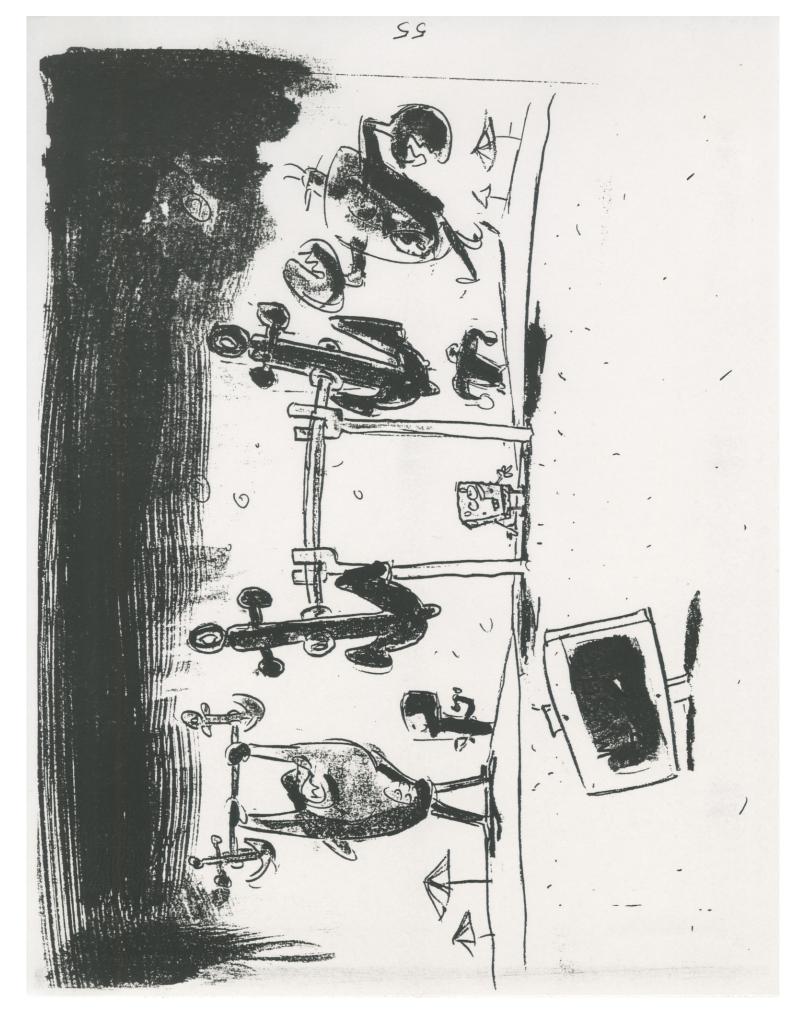
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Envious of Sponge Bob and Squidward's uniforms, Patrick tries to get a job at the Krusty Krab. But Krabs tells him that they're aren't any openings right now for a guy with his qualifications. Patrick feels bad about this. He wanted to be part of the Krusty team and wear the Krusty garb with pride. This scene is witnessed by the prying periscope of Plankton, always on the look-out to improve the chances of his own restaurant, "The Chum Bucket." Plankton offers Patrick a job at his place, promising a brilliant future in fast food, and an even uniform. Secretly, Plankton plans to use Patrick as a way of getting information about the Krusty Krabs secret burger ingredient. Aware of Patrick's friendship with Sponge Bob and Squidward, the evil Plankton figures to simply plant himself in the star fish's Chum Bucket hat and reconnoiter to his heart's content. But the suspicious Krabs counter moves, and forbids his employees to speak to Patrick even outside of work. Sponge Bob's and Patrick's friendship is threatened by the rivalry between their bosses, and the friendship eventually prevails.

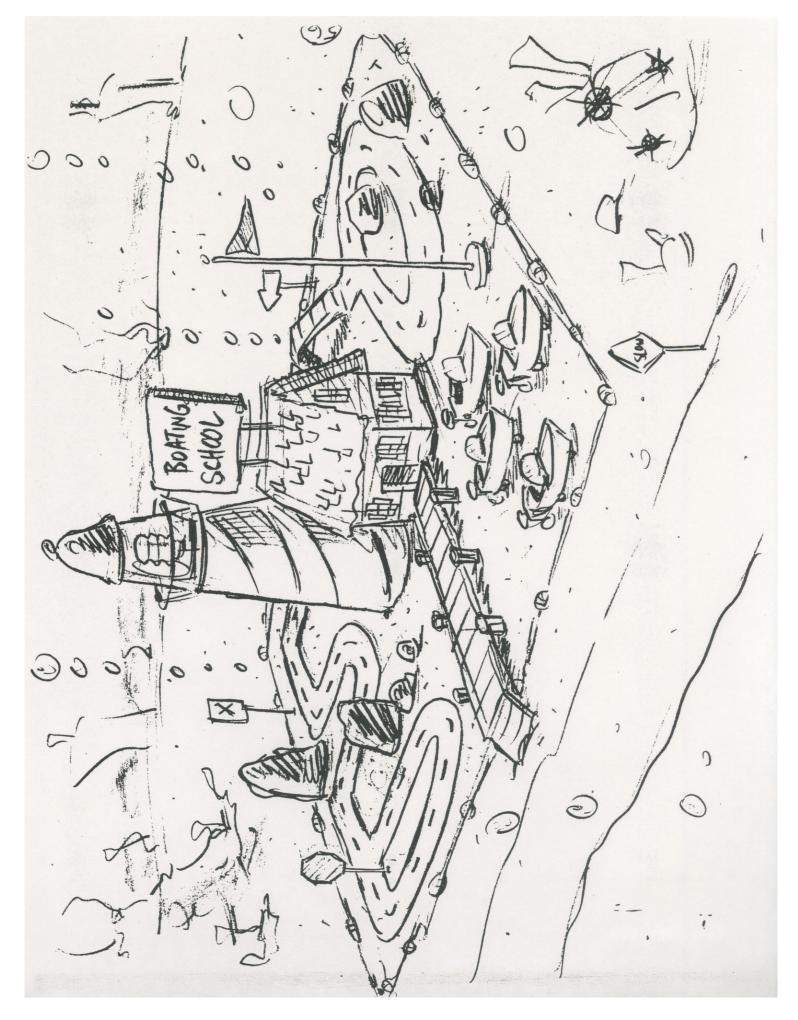
Krabs gets a marketing brain storm and turns the Krusty Krab into a mobile restaurant ship-like vessel, complete with cannons that fire barnacle burgers. Sponge Bob, Squidward and Patrick come along for the ride as Krabs pilots the thing all around town and eventually cross country, advertising those famous Krusty meals wherever they go. The crew encounter many challenges on their road trip, but none more daunting than Plankton's own marketing engine--a fearsome "Chum Bucket" submarine with Plankton himself at the helm. Plankton is out to sink the Krusty Mobile and the whole Krusty campaign. A sea battle ensues with both vessels sustaining heavy damage from the food cannons. In the end, Plankton surrenders, having run out of chum.



Sponge Bob loses his name tag, the most cherished part of his "Krusty Krab" uniform. He and Patrick tear his house apart looking for it. Patrick keeps insisting he saw the name tag somewhere. Sponge Bob finally goes to work, but he feels naked without his name tag. To add insult to injury a customer says to him, "Hey you, what'syour-name, got any napkins?" Sponge Bob runs home, so humiliated that he packs to leave town. As he's walking out the pineapple house, Patrick suddenly sees the name tag! On Sponge Bob! He had his shirt on backwards the whole time. Mr. Krabs talks Sponge Bob into taking the four a.m. shift at the Krusty Krab. Embracing the Krusty challenge, he accepts. That night he sets his alarm for three, but he's so excited that he can't sleep. He tries everything from taping his eyelids shut to counting sea horses, but nothing works. Suddenly he is struck with divine inspiration--He'll blow off sleep, get to work early, and implement his plan of restoring a booming late night business to the Krusty Krab. We see a montage of Sponge Bob serving up a storm at a jammed packed Krusty Krab. Mr. Krabs is dancing to the cha ching! sound of an overworked cash register. We dissolve to Sponge Bob snoring away in his bed, having never left. His late night of triumph was all a dream. 0 It's a rainy day in Bikini Bottom, and business is slow at the Krusty Krab. Mr. Krabs goes home leaving Sponge Bob and Squidward in charge, reminding them to restock the fridge with salty sodas and not to drink any. While Squidward is in the bathroom washing his hands, Sponge Bob fills the fridge, but he can't help having a salty soda for himself. Being salty, one soda leads to another and pretty soon, like a true sponge, Sponge Bob becomes really bloated. Squidward returns and to his amazement, Sponge Bob is floating around the restaurant, breaking off light fixtures and ripping down posters. Squidward finally ties his leg to the cash register just as Mr. Krabs is coming in with his daughter--he's taking her to lunch! Now Squidward and Sponge Bob try to hide (6) Sponge Bob's buoyancy problem while serving up barnacle burgers. A wayward Krusty delivery becomes a quest for survival when Sponge Bob, a 0 stale pizza, and a very dissatisfied Squidward become stranded in the middle of the "undersea desert." With only their wits to guide them, and no supplies (Sponge Bob won't sacrifice the pizza) the two battle the elements. As Squidward bemoans their fate 0 and pines away for the civilized world, Sponge Bob worries only about getting the customer his Krusty pie. 0

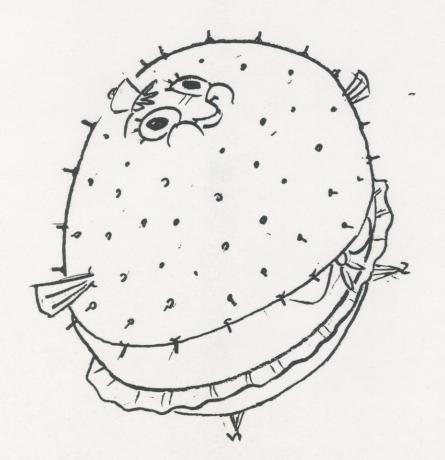


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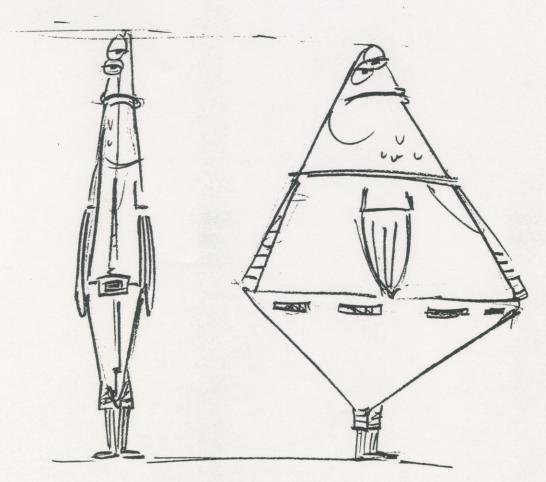


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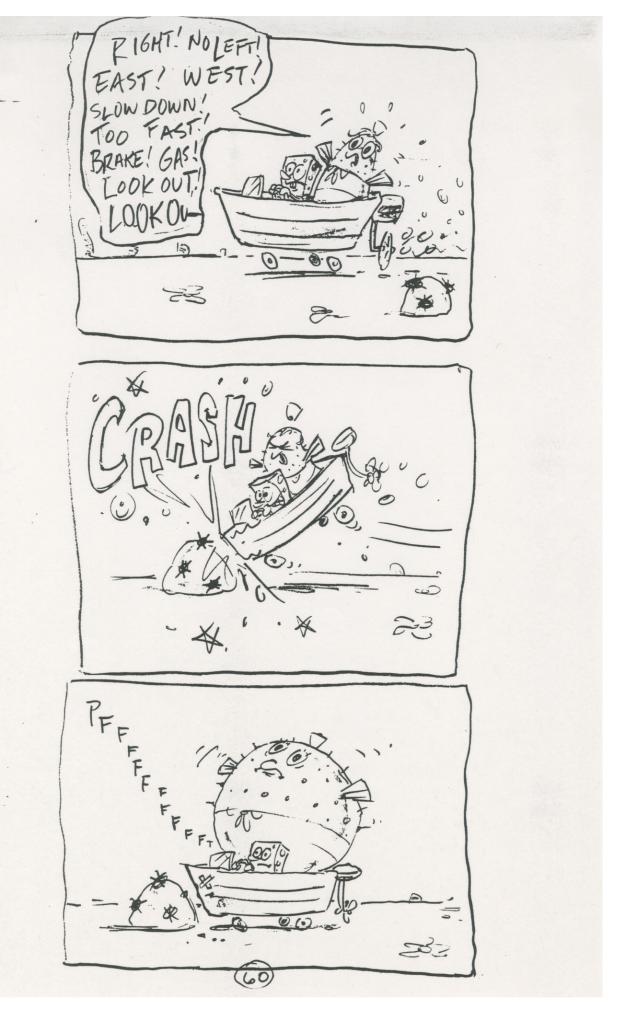


MRS PUFF IS PUFFED.

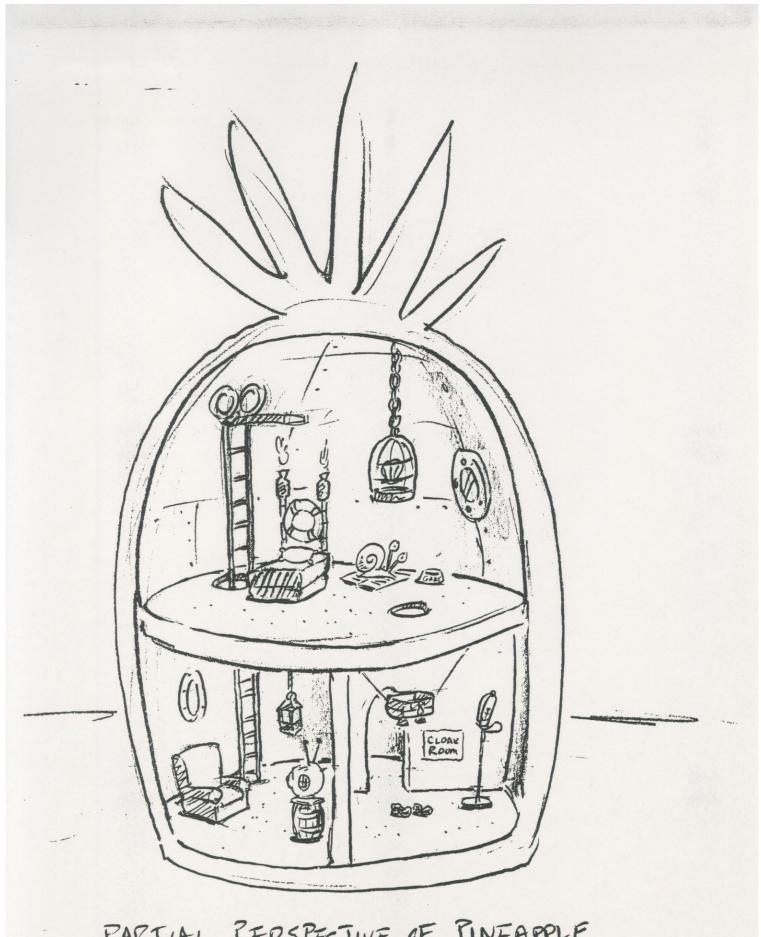


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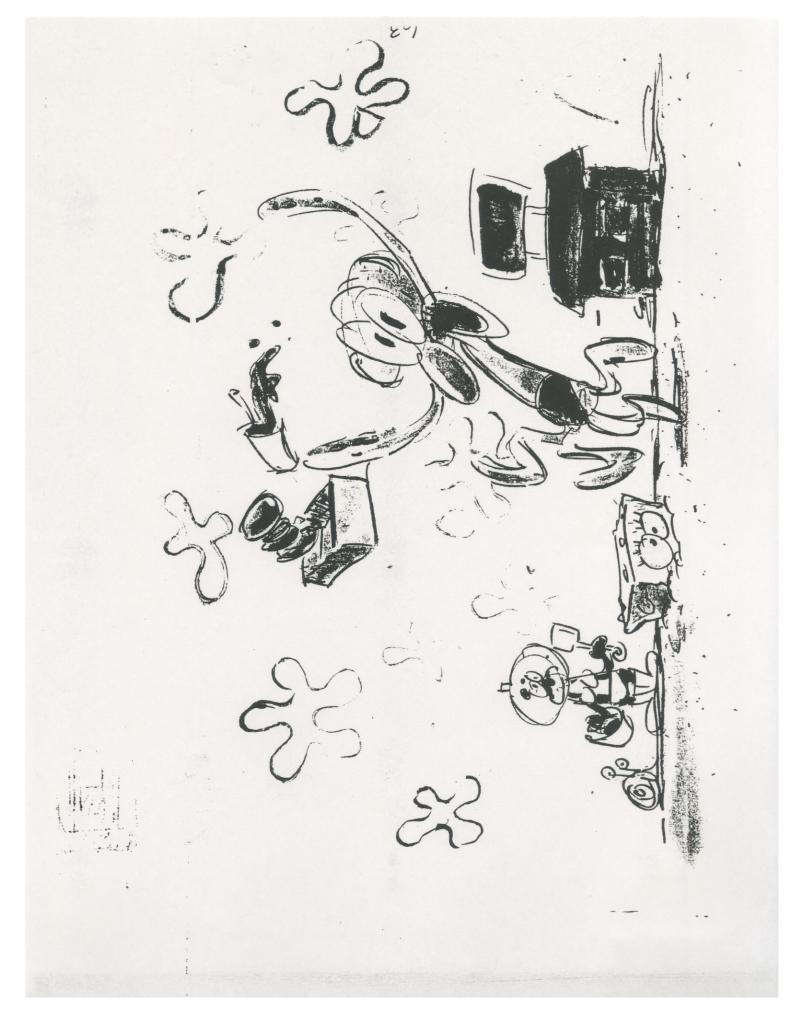
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PARTIAL PERSPECTIVE OF PINEAPPLE



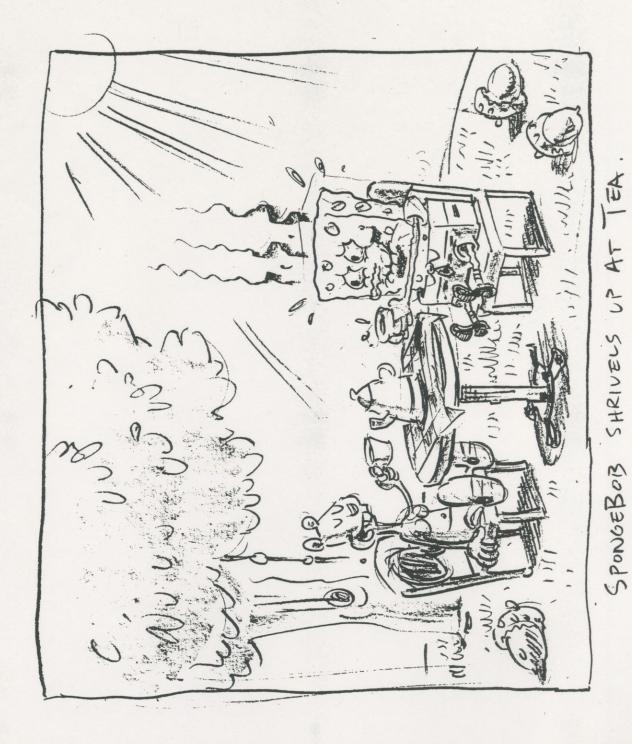
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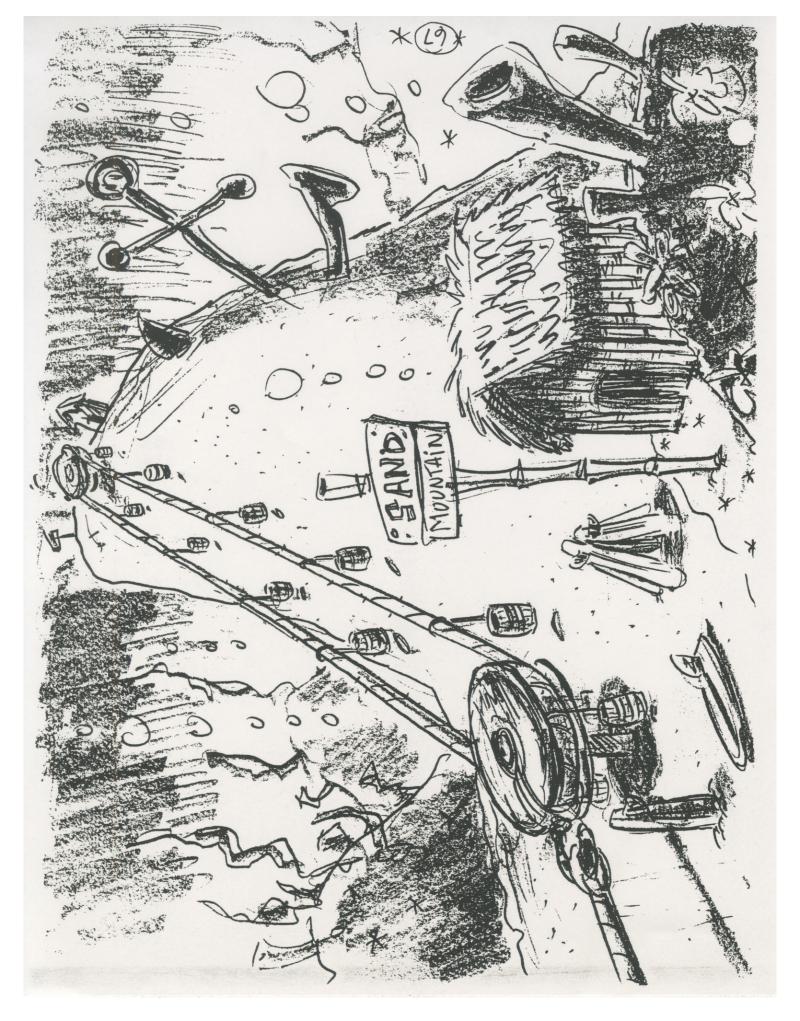




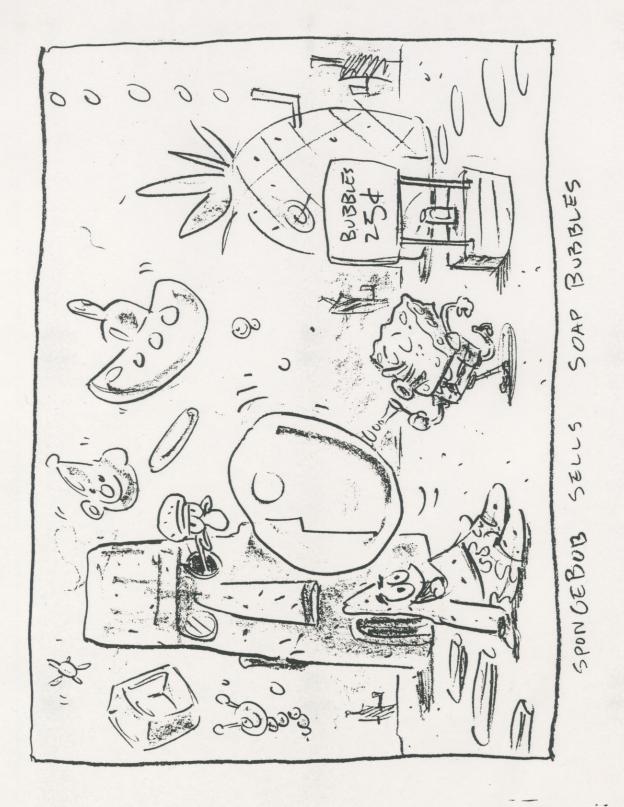




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WHY SPONGEBOB'?

Sponge Bob is the show that refreshes! It's a Hawaiian holiday, an escape to a watery wonderland with a tiki twist. Here, our audience will be treated to the comic trials and tribulations of the ocean floor's favorite sponge! They will see our hero as an undersea underdog, implacably good-natured, big-hearted, but a little short on ballast. He lives in a world which mirror's our own, only there's sand everywhere and most of the characters go good with tarter sauce. It's a tropical fantasy. It's maritime madness! It's Don Ho's tackiest shirt! It's Sponge Bob!





Animator, Stephen Hillenburg is currently the creative director of Nickelodeon's hit animated series, "Rocko's Modern Life." He is also the author of the award winning independent films, "The Green Beret," and "Wormholes," as well as the co-creator of the "Frozen Walt Doll." He is shown above wearing a pair of sponge glasses of his own design.