

EXCLUSIVE INTERVIEW

Every Day Is a Win: Martin Starr on Tulsa King Season 4, Stallone's Family Comfort, and the Candy That Makes People Happy

The Freaks and Geeks and Silicon Valley alum talks loss, new ventures, the intimidating legend who stayed in the room, and why finding what you love is the real Hail Mary.

Interview by Paul Salfen · AMFM Magazine



Martin Starr. Photo credit: public still / promotional.

THE WIN EVERY DAY

Martin Starr still sounds a little surprised that any of this is real. Sitting across from Paul Salfen on the eve of Tulsa King Season 4, the actor who has spent more than two decades turning awkward, brilliant, and deeply specific characters into household faces does not reach for the usual Hollywood humility. He reaches for the truth of the workday.

“There’s no better reminder of how fortunate I am than getting to go and hang out with a talented group like this and try my best to pull my weight,” Starr told Salfen. “I win every day.”

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Tulsa King returns to Paramount+ on October 16 with Season 4, and Starr’s Bodhi is still in the mix as Dwight Manfredi’s empire faces fresh pressure from politicians, new enemies, and personal loss. Starr keeps the spoilers light: loss, a new character, Gretchen Mol joining the cast, and new business ventures. “We get to explore new stuff every season,” he said. “This year it’s no different.”



Sylvester Stallone as Dwight Manfredi in *Tulsa King* Season 4. Photo credit: Steve Swisher/Paramount+.

A FAMILY AFFAIR

Salfen asked for a Stallone story. Starr's answer was not a punchline. It was about comfort. Jennifer has been a producer for a while. Stallone's daughter has been around since the beginning, and her character has grown. Having both of them on set, Starr said, "brings comfort to the whole experience. It feels like a family affair."

"Getting to listen to them and talk to them about just like family stuff is really fun," he continued. "They're such sweet people. They've all lived quite unique lives. And I think it adds to the quality of the show, to have him at his best because he's comfortable. And having Jennifer involved, I think she's very capable at helping to produce and keep Sly in a good place to do his best work."

THE HAIL MARY MOMENT

Salfen brought the signature question he co-hosts with Drew Pearson: the Hail Mary moment, the one where you had to go for it and it worked. Starr paused. He does not claim one dramatic leap. What he does claim is a lucky upbringing that put him in position.

"I grew up in L.A. My mother was an actress, is an actress, and I grew up around her and a lot of her very talented friends," he said. "I just took to it quickly, and it became second nature early on to have confidence playing with someone else's words and exploring improv and comedy. I was pretty shy until I found out that I could affect people up on stage."

The advice that followed is the one he offers anyone who wants the career: find something you love and give yourself the time to explore it. "Raising a family and work and whatever other obligations that you have... if you can find something that you love to do, the deeper you get into it, the more opportunity you give yourself to turn that into something that could be a job. But regardless of the financial side, acting as therapy. Finding anything that you love and getting to continue to get better at it... is therapy in life and makes you a better person."

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WHEN IT'S GO TIME

On set, Starr does not keep a mantra. "I just do it," he said. "Every time it's different. Every time we get out there, it's finding whatever isn't working and making it work, which I think is something that Sly is really good at."

Directors on a show like this, he explained, spend their days putting out fires so the company can make the day and go home. Stallone sometimes finds the issues that need focus. "It's exciting to get to kind of get through those moments together and watch the show grow from script to shooting it to the edit. And obviously he's very involved in all parts of that. But yeah, it's a fun process. I just love that I get to do this."

THE CANDY THAT MAKES PEOPLE HAPPY

Salfen got the plug in for the side hustle. Starr and the Potash Twins launched Sweet Stash roughly two years ago. “We’re in 350, 400 stores, but we’re really starting to kind of get our footing and expand. We want to be ubiquitous with candy. So we want to be everywhere that you’re capable of buying it. We want to be on that shelf.”

The business is different from acting. Starr stays on the creative side. “I’m very particular about the taste and the quality of the ingredients. And you know, what we have in that bag isn’t something that I wouldn’t put in my body. And that’s where we started. So it’s all natural, non-GMO, as many organic ingredients as we could source while keeping the price point low enough that we’re affordable.”

They are already working on new textures—a gummy with a sour crunch on the outside. Right now there is rock candy on the outside of some, sour versions, and regular gummies. “I can’t wait to make more of it. We’re talking about what we’re going to put out next. But I think we’d like to reach a point where we’re actually in the green. And I think that might be a little while. But if we get to keep doing this for the rest of my life, I’ll be very, very excited.”

Salfen noted the stylish look. Starr’s reply was pure him: “Well, if you can’t be good looking, you’re just try and look as good as you can. So I try and dressed well.” Salfen insisted he looked very cool. Starr, deadpan, appreciated it.

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DAY ONE

The defining Tulsa King moment, for Starr, is still the first day. He had spoken to Terence Winter before shooting. He had not met Stallone until he walked on set. “He’s a pretty strong figure. He’s an intimidating figure. So to get there and kind of recognize in his communication verbally and just his physical—like he stayed in the room when we were in between takes at one point—and I was like, okay.”

“Recognizing that he was there with me to work on this and that he wanted to be there. I think I was just like, oh, okay, this is cool. This legend wants to work with me in this process is all I could ask for. The fact that he kind of shows up and gives it everything he has every day is pretty freaking cool, because he definitely could sit back and coast and still turn in a great performance, I’m sure. But having him there, giving it everything he has, makes this show everything that it is.”

Salfen closed with congratulations. Starr thanked him and noted, with the same dry timing that has carried him from Bill Haverchuck to Gilfoyle to Bodhi, that Paul has his brother’s name. Or the other way around. It was the kind of small, human beat that makes the whole conversation feel like the family affair he described.

FIND MARTIN STARR

Stream Tulsa King Season 4 on Paramount+ beginning October 16, 2026. New episodes weekly.

Sweet Stash candy: sweetstash.com and select retailers nationwide (music-note gummies, natural ingredients, supporting arts education).

Instagram: [@martinstarr](https://www.instagram.com/martinstarr) · [@sweetstashcandy](https://www.instagram.com/sweetstashcandy)

Interview conducted by Paul Salfen for AMFM Magazine, October 2026.

Paul Salfen is Managing Editor of AMFM Magazine and a veteran interviewer of film, television, music, and sports figures. He is the author of Going For It!, a collection of Hail Mary moments from the artists and athletes he has spent two decades putting on the record.