

= Greenzo =

" Greenzo " is the fifth episode of NBC 's second season of 30 Rock and twenty @-@ sixth episode overall . It was written by Jon Pollack and directed by series producer Don Scardino . It aired on November 8 , 2007 in the United States . Guest stars in this episode include Kevin Brown , Grizz Chapman , Al Gore , John Lutz , Madison McKinley Garton , Maulik Pancholy , Paula Pell , Dion Sapp , David Schwimmer and Meredith Vieira .

The episode focuses on Jack Donaghy 's (played by Alec Baldwin) success , and later disaster , with Greenzo (David Schwimmer) , " America 's first non @-@ judgmental , business @-@ friendly environmental advocate . " Kenneth Parcell (Jack McBrayer) decides to throw a party , but , knowing that nobody will attend , Liz Lemon (Tina Fey) and Tracy Jordan (Tracy Morgan) plot to make the party a success . Jenna Maroney (Jane Krakowski) and Liz suspect that Pete Hornberger (Scott Adsit) is having an affair .

= = Plot = =

Don Geiss , the chairman of General Electric (GE) , challenges Jack and his rivals to come up with an idea to make money " from this environmentalism trend . " This leads to him casting an actor called Jared to play Greenzo , NBC 's environmental mascot . Initially , Greenzo is a success , making a well received appearance on The Today Show with Meredith Vieira . Eventually , he becomes more and more self @-@ absorbed and starts insulting the TGS staff and criticizing the staff 's environmentally unfriendly habits . This is until he conducts a second interview , when he begins ranting negatively about " big companies and their two @-@ faced , fat cat executives , " referring to GE and Jack . Angered , Jack fires Jared and tries tricking Al Gore into replacing him to no avail . Also , a drunken Greenzo shows up and tries to continue only to mess things up even more .

Meanwhile , Kenneth is planning a party . Knowing this , Liz recounts past parties of Kenneth 's to Tracy , telling him that she was the only other person who attended those parties . Feeling pity for Kenneth , Tracy tells the biggest gossips on TGS with Tracy Jordan , Grizz and Dot Com (Grizz Chapman and Kevin Brown) , that T.I. will be attending . They persuade other people to attend by telling various other lies . The resulting party is so outrageous that Kenneth decides never to throw a party again .

When Liz finds another woman 's lipstick in her apartment , she and Jenna begin to suspect that Pete , who is separated from his wife , is having an affair . Liz later discovers , much to her horror , that Pete is having an " affair " with his own wife , Paula Hornberger (Paula Pell) . Later , Pete asks if he can still stay with Liz because for the first time , they have been able to date .

= = Production = =

" Greenzo " is the first episode of 30 Rock written by Jon Pollack . Pollack was added to the writing staff of 30 Rock at the beginning of the second season . The episode is the ninth episode of 30 Rock directed by Don Scardino . This episode aired as part of Green Week , an initiative introduced by NBC 's Chief Executive Jeff Zucker which included having every primetime program which aired between November 4 , 2007 and November 10 , 2007 contain some sort of positive environmental theme . This was also the first episode of 30 Rock to air after the start of the 2007 ? 2008 Writers Guild of America strike . The strike began on November 5 , 2007 and ended on February 12 , 2008 . This episode was filmed on September 27 and September 28 , 2007 .

= = Reception = =

" Greenzo " brought in an average of 6 @.@ 6 million viewers , the highest amount of viewers since the second season premiere , " SeinfeldVision " . The episode also achieved a 3 @.@ 1 / 8 in the key 18- to 49 @-@ year @-@ old demographic , matching the series ' highest rating in that

demographic . The 3 @. @ 1 refers to 3 @. @ 1 % of all 18- to 49 @- @ year @- @ olds in the U.S. and the 8 refers to 8 % of all 18- to 49 @- @ year @- @ olds watching television at the time of the broadcast , in the U.S. This episode also ranked in first place in the men 18 ? 34 demographic , against programs airing on other networks in the same timeslot .

Matt Webb Mitovich of TV Guide praised " David Schwimmer for throwing himself into this role " as Jared , " this rather unlikable lout . " Webb Mitovich also wrote that " [Kenneth 's] party in and of itself has to be one of 30 Rock 's finest and most manic moments . " Bob Sassone of AOL 's TV Squad thought that " [David] Schwimmer was good as Greenzo " and that " the subplots were some of the most bizarre this season . " Robert Canning of IGN thought that the " cameo from Al Gore at the end of the show added little to the episode . It was a fine bit , but it wasn 't helped by the fact that nearly the entire scene had already aired in the promos leading up to the episode " and that " seeing [Schwimmer] desperately take on the role of Greenzo and then get carried away with the whole concept could have been hysterically self @- @ referential [to his work on the situation comedy Friends] . Instead we got Jerrod [sic] as Greenzo and the whole thing just felt flat and forced . " Canning rated the episode " 8 out of 10 " Pittsburgh Post @- @ Gazette 's Rob Owen also felt that Al Gore 's appearance had been " already given away in [NBC 's] promos " . He praised the episode 's dialogue , saying that Baldwin 's line , " you could put on a silly hat and tell the kids how outsourcing means cheaper toys for Christmas " was the sort of dialogue that " makes 30 Rock rock . Hard . " Jeff Labrecque of Entertainment Weekly wrote that this episode " was one of the best of season 2 " and that " Schwimmer 's performance reminded [him] of his most bizarre episodes as Friends ' Ross Geller , like ' The One With Ross 's Sandwich ' . " The episode of Friends referred to includes Schwimmer 's character , Ross , shouting at his boss for eating his special Thanksgiving leftover sandwich .