

= Rosemary 's Baby ( 30 Rock ) =

" Rosemary 's Baby " is the fourth episode of the second season of 30 Rock , and the twenty @-@ fifth episode overall . It was written by Jack Burditt and was directed by Michael Engler . The episode first aired on October 25 , 2007 on the NBC network in the United States . Guest stars in this episode include Elijah Cook , Carrie Fisher , Marcella Roy , Paul Scheer , Megan Blake Stevenson , Jean Villepique and Stuart Zagnit .

The episode focuses on Liz Lemon 's ( Tina Fey ) escapade with her idol , Rosemary Howard ( Carrie Fisher ) ; Tracy Jordan 's ( Tracy Morgan ) family problems ; and Jenna Maroney 's ( Jane Krakowski ) attempt to replace Kenneth Parcell 's ( Jack McBrayer ) burnt page jacket . The episode was praised by critics , with Alec Baldwin winning the Primetime Emmy Award for Outstanding Lead Actor in a Comedy Series .

= = Plotlines = =

Jack Donaghy ( Alec Baldwin ) announces that Liz Lemon is the winner of the " G.E. Fellowship Award " , a prize awarded to the G.E. employee who best exemplifies a follower , which also includes \$ 10 @,@ 000 . Liz takes Pete Hornberger ( Scott Adsit ) to a book signing to meet Rosemary Howard ( Carrie Fisher ) , her idol when she was a girl , and invites her to be a guest writer on " The Girlie Show " . Rosemary pitches several controversial ideas to Jack , who orders Liz to fire her , but when Liz refuses , Jack fires them both . Liz goes to Rosemary 's house , and once she realizes that Rosemary is crazy , she flees . Liz goes back to Jack 's office and begs for her job back , and he happily rehires her . Jack promises to help Liz invest her prize money , and she swears that she will send Rosemary \$ 400 a month for the rest of her life .

When Tracy causes a stir at a public event , Jack assures him that as a movie star , he can do anything he wants , except for dog fighting . Jack finds Tracy disobeying his order , but Tracy shouts that Jack is not his dad . Jack and Tracy meet with an NBC shrink , and Jack role @-@ plays Tracy 's father , Tracy , and Tracy 's mom , among several other people from Tracy 's childhood , conveying the message that even though Tracy 's parents may have divorced , they still loved him . This comforts Tracy , and affirms that while he loves his family , they are crazy , and he needs to stay away from them . Tracy hugs Jack , and tells him that he is the only family he needs .

Jenna accidentally burns Kenneth 's page jacket on a hot plate , and Kenneth worries that head page Donny Lawson ( Paul Scheer ) will punish him . Jenna finds Donny backstage at the studio , who is ecstatic that he finally has a reason to send Kenneth to CNBC in New Jersey . Donny offers Kenneth a choice : go to New Jersey , or compete in a " page off " , a contest of physical stamina and NBC trivia ; Jenna agrees to the page off . Before the event starts , Pete comes in and yells at the pages to get back to work . He forces Donny to give Kenneth a new jacket , but Donny swears to Jenna and Kenneth that he will get back at them .

= = Production = =

" Rosemary 's Baby " was mainly filmed on September 11 , 2007 , while Fisher 's scenes were filmed the next day on September 12 , 2007 . Star Wars is frequently referenced in 30 Rock , beginning with the pilot episode where Tracy Jordan is seen shouting that he is a Jedi . Liz Lemon admits to being a huge fan of Star Wars , saying that she had watched it many times with Pete Hornberger , and dressed up as the Star Wars character Princess Leia during four recent Halloweens . Star Wars is also referenced when Tracy Jordan takes on the identity of the character Chewbacca . Fey , a fan of Star Wars herself , said that the weekly Star Wars joke or reference " started happening organically " when the crew realized that they had a Star Wars reference " in almost every show " . Fey said that from then on " it became a thing where [ they ] tried to keep it going " , and that even though they could not include one in every episode , they still had a " pretty high batting average " . Fey attributed most of the references to Robert Carlock , who she described as " the resident expert " . Prior to the airing of the episode , fans were " raving " about the much

awaited guest appearance of Fisher . Fisher 's last line in the episode , " Help me , Liz Lemon ! You 're my only hope ! " , was a spoof of the line " Help me Obi @-@ Wan Kenobi , you 're my only hope ! " from her past role in the original Star Wars trilogy , in which she played Princess Leia .

= = Reception = =

According to the Nielsen ratings system , " Rosemary 's Baby " was viewed by an average of 6 @. @ 5 million American viewers . The episode achieved a 3 @. @ 1 / 8 in key 18 ? 49 demographic . The 3 @. @ 1 rating refers to 3 @. @ 1 % of all 18- to 49 @-@ year @-@ olds in the U.S. , and the 8 share refers to 8 % of all 18- to 49 @-@ year @-@ olds watching television at the time of the broadcast . In the U.S. , " Rosemary 's Baby " was up by 19 % in the rating demographic compared to the previous episode , " The Collection , " receiving its highest result since the second season premiere episode , " SeinfeldVision , " on October 4 , 2007 .

" Rosemary 's Baby " was named as one of the " Top 11 TV Episodes of 2007 " by UGO , and ranked thirteenth on The Futon Critic 's list of " the 50 Best Episodes of 2007 " ; both citing the Baldwin and Morgan therapy scene as the reason . Matt Webb Mitovich of TV Guide declared it as " one of 30 Rock 's best episodes ever . " Webb Mitovich praised Carrie Fisher 's guest appearance , but felt that Baldwin 's role @-@ playing during Morgan 's therapy session stole the show . Bob Sassone of TV Squad felt that even though the plot was " insane " , the episode still managed " to have a heart at its core " . Sassone called the therapy scene " one of the funniest scenes ... on TV this season " . Robert Canning of IGN felt that the episode has " great storylines to great guest stars " , making it " one of the best the series has produced so far " . Canning called the therapy scene " the best moment of the episode " . Entertainment Weekly put it on its end @-@ of @-@ the @-@ decade , " best @-@ of " list , saying , " Between Carrie Fisher 's delightfully bonkers guest role and Jack Donaghy 's hijacking of Tracy Jordan 's therapy session , this 2007 episode was so wrong . And so good . "

Michael Engler , the director of this episode , was nominated for the Directors Guild of America Award for Outstanding Directing ? Comedy Series . This episode also earned Carrie Fisher a Primetime Emmy Award nomination for Outstanding Guest Actress in a Comedy Series and earned Jack Burditt a nomination for Outstanding Writing for a Comedy Series .