

= Klaus and Greta =

" Klaus and Greta " is the ninth episode of the fourth season of the American television comedy series 30 Rock . It was written by co @-@ showrunner and executive producer Robert Carlock and directed by Gail Mancuso . The episode originally aired on the National Broadcasting Company (NBC) network in the United States on January 14 , 2010 . Guest stars in this episode include James Franco , Matt Lauer , and Jeffery Self . " Klaus and Greta " aired out of its usual timeslot with " Black Light Attack ! " following it in the regular timeslot .

Following a crazy New Year 's Eve party , Jack Donaghy (Alec Baldwin) leaves a message on his high school sweetheart 's answering machine and decides to break into her home with Kenneth Parcell (Jack McBrayer) , while she is on vacation . At the same time , Jenna Maroney (Jane Krakowski) starts up a fake relationship with actor James Franco in order to counteract rumors that he is in love with a Japanese body pillow . Meanwhile , Liz Lemon (Tina Fey) accidentally outs her cousin (Self) at her New Year 's Eve party , so he decides to live with her in New York .

" Klaus and Greta " was generally , though not universally , well received among television critics . According to the Nielsen Media Research , the episode was watched by 5 @.@ 122 million households during its original broadcast , and received a 2 @.@ 3 rating / 6 share among viewers in the 18 ? 49 demographic . " Klaus and Greta " won the award for Outstanding Individual Episode (in a series without a regular gay character) at the 22nd GLAAD Media Awards .

= = Plot = =

After a crazy New Year 's Eve , Jack Donaghy (Alec Baldwin) realizes that while under the influence of alcohol , he left a message on the answering machine of Nancy Donovan (Julianne Moore) , his high school sweetheart . He and NBC page Kenneth Parcell (Jack McBrayer) immediately travel to Massachusetts and break into Nancy 's home while she is on vacation , hoping to erase the message . While Kenneth fumbles with the computer , Jack examines the house and finds evidence that Nancy 's marriage is reaching its end . They eventually play the message , after Jack finds the voicemail code , in which Jack reminisces about their times in high school German class . In that class , Jack had the name " Klaus " and Nancy had the name " Greta " ? and Jack says that he took the class to be with her . Jack decides not to erase the message , but Kenneth does so anyway . When they return to New York , Kenneth realizes that Nancy 's voicemail code (55287) stands for " Klaus " , which means that Nancy does have feelings for Jack .

Meanwhile , Liz Lemon (Tina Fey) accidentally outs her cousin , Randy (Jeffery Self) to his family at a New Year 's Eve party , so he comes to live with her in New York . At the same time , Jenna Maroney (Jane Krakowski) enters a fake relationship with actor James Franco , in order to counteract rumors that he is in love with a Japanese body pillow . Jenna feels slighted when she realizes that she wants a real relationship , and encourages James to follow his own passions , resulting in Jenna ending things with him . Later , Liz and Randy go to a nightclub , where Liz runs into James and his pillow . The two get drunk and end up sleeping together . The next morning , at Liz 's apartment , Randy is shocked to see James coming out of Liz 's bedroom with his body pillow , and because of this decides to go back home to Pennsylvania .

Meanwhile , Tracy Jordan gets his wife , Angie Jordan (Sherri Shepherd) , pregnant and , realizing his continued hostility to women , tells Grizz Griswold (Grizz Chapman) , " Dot Com " Slattery (Kevin Brown) , and Kenneth that he has decided to add a woman to their entourage .

= = Production = =

" Klaus and Greta " was written by co @-@ showrunner and executive producer Robert Carlock , making it his fourteenth writing credit overall . The episode was directed by Gail Mancuso , making it her eighth for the series . " Klaus and Greta " originally aired in the United States on January 14 , 2010 , on NBC as the ninth episode of the show 's fourth season .

In November 2009 , it was announced that actor James Franco would guest star on 30 Rock as

himself , and would carry on a fake romance with Jenna Maroney (Krakowski) , in a scheme concocted by their respective agents . Two months earlier , series creator , executive producer and lead actress Tina Fey revealed Jenna 's plot to Entertainment Weekly , but did not divulge Franco 's name . In an April 2010 interview with Zap2it , Carlock revealed that " one of the things " the staff looked forward to in the fourth season was Jenna 's storyline here , and said her " emotional realization " that she wants more than a fake relationship with Franco was " a cool turn for that character after three years of thinking that all she wants is to have her picture in the paper and have her hair look good . "

In this episode , Matt Lauer , a co @-@ host of The Today Show , guest starred as himself for the second time first appearing in " Generalissimo " that aired on February 5 , 2009 , during the show 's third season . In " Klaus and Greta " , the staff writers of the fictitious sketch comedy show The Girlie Show with Tracy Jordan play a shot game to The Today Show 's travel tips given by Lauer .

Despite not appearing in the episode , the show made reference of Jack Donaghy 's romantic interest in high school sweetheart , Nancy Donovan , portrayed by actress Julianne Moore . Moore was announced as a love interest for Alec Baldwin 's Jack in November 2009 , and made her debut as the Nancy character in the previous episode " Secret Santa " . This episode of 30 Rock was filmed on November 6 , 2009 .

= = Cultural references = =

Jenna reveals that James Franco 's manager came to her first to start a fake relationship with Franco , before asking former reality show participant Ayilia Elizarraras from The Real World : Cancun . Randy tells Liz that a man offered to drive him to her apartment if he helps him move a couch into a van , but she tells him he is a serial killer . This is a reference to the 1991 thriller film The Silence of the Lambs in which serial killer " Buffalo Bill " kidnaps his victims by asking them for help loading something heavy into his van , and then knocking them out in a surprise attack from behind . Jenna tells Liz that as a result of her relationship with Franco , gossip blogs have dubbed them " James " , a combination of Jenna and James . Jack has Cerie Xerox (Katrina Bowden) check Nancy 's status on the social @-@ networking site YouFace which shows she is on vacation . YouFace is similar to MySpace and Facebook .

Randy tells Liz that growing up in a small town of Pennsylvania was difficult as a closeted gay man , and reveals that the local television station in the state edited Will & Grace down so much that it was just called Karen . Will & Grace , a former NBC program , revolved around a gay man (Will) and his best friend (Grace) , and Karen was Will and Grace 's friend . In " Klaus and Greta " , Franco starts a fraudulent romance with Jenna in order to dismiss rumors that he is in love with a Japanese body pillow . According to a CNN report , following the broadcast , the subplot of Franco in love with a body pillow came straight from an article from The New York Times Magazine , published in July 2009 , in which the article , deemed controversial , focused on a man in his mid @-@ thirties who carries around a body pillow printed with an animated Japanese female character .

= = Reception = =

In its original American broadcast , " Klaus and Greta " was watched by 5 @.@ 122 million households , according to the Nielsen Media Research . It received a 2 @.@ 3 rating / 6 share among viewers in the 18 ? 49 demographic , that is 2 @.@ 3 % of all people in that group , and 6 % of all people from that group watching television at the time , watched the episode . This was a decrease from the December 10 , 2009 , episode " Secret Santa " , which was watched by 7 @.@ 54 million American viewers . In the 9 : 00 p.m. timeslot on January 14 , in which this episode aired out of its usual timeslot , 30 Rock was outperformed by CBS ' crime drama series CSI : Crime Scene Investigation , ABC 's medical drama Grey 's Anatomy , and Fox 's science fiction series Fringe . " Klaus and Greta " outperformed a repeat of the paranormal drama television series Supernatural on The CW , which drew 1 @.@ 364 million viewers . This episode of 30 Rock won the award for Outstanding Individual Episode (in a series without a regular gay character) at the 22nd

GLAAD Media Awards .

Television columnist Alan Sepinwall for The Star @-@ Ledger said that the episode and " Black Light Attack ! " were filled with " enough good gags that , together , they made for a very satisfying hour of comedy . " Robert Canning of IGN gave this episode a 9 @.@ 5 out of 10 rating , observing that " ... it will be a long time before we see anything funnier from 30 Rock " . Canning said that despite the Tracy character not having too much screen time here " his bits were funny , and his idea to add a woman to his entourage had a lot of potential " , and noted that Liz / Randy 's plot ended " brilliantly " when the story crossed over to Jenna / James Franco 's storyline . Bob Sassone of AOL 's TV Squad gave it a positive review writing it was a " good episode " , and " [n] ot one of the best but it still had enough funny situations " , and thanked NBC for broadcasting two episodes . Entertainment Weekly 's Margaret Lyons remarked that the two episodes were terrific , and what stood out from both airings " was how much serialized plot [s] these two eps covered ... For a show that 's usually so episodic , it was an interesting ? totally successful ? change of pace . "

The A.V. Club 's Todd VanDerWerff was positive , but noted that " there was stuff that didn 't work here " , citing the long scene with Jack and Kenneth in Nancy 's home , reasoning it was " weirdly boring " . VanDerWerff was complimentary towards James Franco 's appearance , and commented that the idea that Franco was in love with a Japanese body pillow was " just comic gold and a half . " Not being a fan of Jane Krakowski 's Jenna , VanDerWerff noted that " Klaus and Greta " gave the character " one of her best storylines in ages ... [and] everything here about how she slowly grew more and more oblivious was well @-@ done . " Sean Gandert for Paste reported that it featured " all sorts of funny " but felt that the main plot fell " pretty flat . " Gandert was favorable to the other stories featured here . Time contributor James Poniewozik opined Franco threw himself into the role " willing to appear ridiculous and a little crazy " . Poniewozik said it was a " pleasure " to see a " desperate @-@ Jenna plot " that seemed " fresh . " Nick Catucci , a contributor of New York magazine , deemed this episode of 30 Rock " terrific " .