

= Generalissimo ( 30 Rock ) =

" Generalissimo " is the tenth episode of the third season of the American television comedy series 30 Rock . It was written by executive producer Robert Carlock and directed by Todd Holland . The episode originally aired on the National Broadcasting Company ( NBC ) in the United States on February 5 , 2009 . Guest stars in " Generalissimo " include Jon Hamm , Salma Hayek , Patrick Heusinger , Matt Lauer , Doug Mand , Greg Tuculescu , and Teresa Yenque .

In the episode , Liz Lemon ( Tina Fey ) begins receiving mail intended for her new neighbor , Dr. Drew Baird ( Hamm ) , and after going through it she decides she would like to meet him . Meanwhile , Jack Donaghy ( Alec Baldwin ) resembles a Spanish @-@ language soap opera villain , " The Generalissimo " , which prompts the grandmother ( Yenque ) of Jack 's girlfriend , Elisa ( Hayek ) , to disapprove of their relationship . Back at 30 Rock , the new The Girlie Show with Tracy Jordan ( TGS ) interns ( Heusinger , Tuculescu , and Mand ) invite Tracy Jordan ( Tracy Morgan ) out for a night of partying .

" Generalissimo " received generally positive reviews . According to the Nielsen ratings system , it was watched by 6 @.@ 4 million households during its original broadcast . Todd Holland received a Primetime Emmy Award nomination for Outstanding Directing for a Comedy Series for " Generalissimo " . This episode was submitted for consideration on the behalf of Baldwin for Outstanding Lead Actor in a Comedy Series .

= = Plot = =

Liz Lemon ( Tina Fey ) receives the mail of her new neighbor , Dr. Drew Baird ( Jon Hamm ) . After going through it , she believes he is the perfect man for her . To try and woo him , she follows the actions of an evil Spanish soap character called " The Generalissimo " from Los Amantes Clandestinos , despite the warnings of Jenna Maroney ( Jane Krakowski ) and Elisa ( Salma Hayek ) . She invites Drew to a nonexistent party , and , when he arrives expecting a party , she informs him that the party is scheduled for the following evening , but nevertheless invites him in . While this plan initially appears to work , things go wrong when Liz accidentally gives Drew Rohypnol and he finds some of his opened mail in her handbag . The next day Drew receives some of Liz 's mail and reads it . He says that based on her mail he probably would have wanted to meet Liz , in the same vein as she had wanted to meet him . They decide to start with a clean slate and go on a real date .

Jack Donaghy ( Alec Baldwin ) meets his girlfriend Elisa 's grandmother ( Teresa Yenque ) . The grandmother does not like Jack because he reminds her of the Generalissimo , the antagonist from her favorite Mexican telenovela Los Amantes Clandestinos . Jack buys Los Amantes Clandestinos and tries to kill the Generalissimo off , but the actors on the show refuse to cooperate . Jack then meets Hector Moreda ( also played by Baldwin ) , the actor who plays the Generalissimo , and asks why he will not follow the script . According to Hector , his role as the Generalissimo allows him to cut in line at Disney World , among other perks . Jack shows him a picture of Elisa , explaining that he wants to kill off the character for her . Understanding Jack 's feelings , Hector agrees to help Jack by making the character fall in love with an elderly Hispanic woman , thereby winning the affection of Elisa 's grandmother . The grandmother subsequently accepts Jack as Elisa 's boyfriend , but makes one more request of him : to make NBC News less depressing . Jack responds by airing a montage of pictures of Puerto Rican babies to the music of Tito Puente on The Today Show , much to the displeasure of Matt Lauer .

Meanwhile , NBC has hired recently laid off brokers ( Patrick Heusinger , Greg Tuculescu , and Doug Mand ) from Lehman Brothers as interns on TGS with Tracy Jordan . Tracy Jordan ( Tracy Morgan ) is invited to go out on the town with them , but finds that he is incapable of keeping up with their lifestyle . Tracy fears that if the public were to learn that he no longer lives a fast lifestyle , his image would be severely compromised and he would be forced to change from a comedic actor to a dramatic actor . Tracy refuses to allow this to happen , so he buys out Lehman Brothers and sends the interns back to their old jobs on Wall Street .

= = Production = =

" Generalissimo " was written by executive producer Robert Carlock and directed by Todd Holland . This was the tenth episode written by Carlock and was Holland 's first directed episode . Holland was hired to direct this episode on the recommendation of his agent , who also represents series creator , executive producer and lead actress Tina Fey . " Generalissimo " originally aired in the United States on February 5 , 2009 , on NBC .

In October 2008 , when actor Jon Hamm hosted the sketch comedy show Saturday Night Live ( SNL ) , negotiations took place with the show 's producers for him to guest star on 30 Rock . Two months later , it was confirmed Hamm would appear as a love interest for Fey 's character , Liz Lemon . It was also announced by NBC that Hamm would star in a three @-@ episode arc ; he made his debut in this episode , made his second appearance in " St. Valentine 's Day " , and made his final guest spot in the show 's third @-@ season episode " The Bubble " . Hamm later appeared in the season four episodes " Anna Howard Shaw Day " and " Emanuelle Goes to Dinosaur Land " and the season five episode " Live Show . "

In an interview with Entertainment Weekly , Fey said when the writing staff is developing a script , " We 'll have an actor in mind and we 'll keep referring to them . Like for this we said , ' Then Hamm comes in , blah blah blah . ' " She believed that there was no possibility of getting Hamm , though " we were lucky with the timing because Mad Men was on hiatus and he was hosting SNL . So I called over there and asked them [ whispering ] , ' Hey , is that guy funny ? Tell me the truth . ' And they were like , ' Yes , he 's really funny . ' By Saturday I knew they were right . "

This episode was actress Salma Hayek 's third appearance on 30 Rock . She first appeared in the episode " Señor Macho Solo " as a nurse for Jack Donaghy 's mother and love interest for Jack . Hayek 's second appearance came in " Flu Shot " .

= = Critical reception = =

According to the Nielsen ratings system , " Generalissimo " was watched by 6 @.@ 4 million households , the same as the previous week 's episode " Retreat to Move Forward " , in its original American broadcast . It earned a 3 @.@ 1 rating / 7 share in the 18 ? 49 demographic . This means that it was seen by 3 @.@ 1 % of all 18- to 49 @-@ year @-@ olds , and 7 % of all 18- to 49 @-@ year @-@ olds watching television at the time of the broadcast . The episode was the eleventh highest @-@ rated show on the NBC network that week . Todd Holland , director of this episode , received a Primetime Emmy Award nomination for Outstanding Directing For a Comedy Series at the 61st Primetime Emmy Awards . This episode was submitted for consideration on the behalf of Alec Baldwin for Outstanding Lead Actor in a Comedy Series at the same awards show .

Bob Sassone of TV Squad admitted in his review that after seeing the promos for " Generalissimo " audibly groaned , and believed the story about a fictitious soap character resembling Baldwin 's Jack would not work . He wrote that all of the " over @-@ the @-@ top surreal subplots " featured in the season would make this episode " the worst one of all . " After watching the episode , however , Sassone said all the elements worked . Annie Barrett for Entertainment Weekly reported that the two stories , involving Liz and Drew and Jack and Elisa , respectively , were sublime . Barrett said that Baldwin 's performance " alone " would have made the episode great . Jeremy Medina of Paste praised this episode , along with " St. Valentine 's Day " , concluding , " There 's no possible way to mention every funny joke or one @-@ liner in the past two episodes . The show is just too lightning @-@ quick for that . " Writing for The Monterey County Herald Marc Cabrera noted Jack 's interactions with Elisa 's grandmother amongst his favorite moments of season 3 . The Guardian 's Will Dean wrote that " Generalissimo " was the " best episode " of the series . Staci Gold of North by Northwestern wrote that this episode was majorly improved by Baldwin 's " hilarious imitation of a Spanish accent . " IGN writer Robert Canning said that Baldwin stole the show in this episode , and rated it a 9 @.@ 4 out of 10 .

Time contributor James Poniewozik was complimentary towards the casting of Jon Hamm as Tina Fey 's love interest , but hoped that Hamm get " fleshed out beyond the central @-@ casting

dreamboat " in the series . Further in his review , Poniewozik said that he most enjoyed episodes in which Liz shows her " evil side " because the show " does an excellent job of showing how much work it is for her to be assertive and slightly evil , how she 's excited yet made nervous by the idea at the same time . " As with Poniewozik , Nathan Rabin of The A.V. Club complimented 30 Rock as they " pulled it off with aplomb " in regards to Liz 's actions in this episode . He said that Liz and Drew " are so damned delightful that it 's hard not to root for them even if Liz 's antics increasingly border on deranged and criminal . " Rabin said that the Rohypnol incident was funny " but also sweet and more than a little romantic . " Sassone enjoyed Liz and Drew 's scenes , writing that when Fey and Hamm work together they are quite good . Gold said that Liz 's unsuccessful attempts of seduction were " hilarious effects " . Canning wrote that Liz 's " scam " started weakly but that her storyline " grew at a great pace . "

Not all reviews were positive . Television columnist Alan Sepinwall of The Star @-@ Ledger said that past 30 Rock episodes took " old sitcom cliches " and were able to find a " demented " new take on them . In his review , Sepinwall wrote that " Generalissimo " felt like the staff " came up with the cliches they wanted to mock ? goofy / evil twins , a character spinning a ridiculous web of lies to land a new crush ? and never moved to the next step . "