

= Cougars (30 Rock) =

" Cougars " is the seventh episode of the second season of 30 Rock , and the twenty @-@ eighth episode overall . It was written by co @-@ executive producer John Riggi and directed by Michael Engler . Guest stars in this episode include Laura Berrios , Kevin Brown , Grizz Chapman , Val Emmich , Alan H. Green , Ian Hyland , John Lutz , Sean Moran , Maulik Pancholy , Ralph Peavy , Greg Scarnici , Blake Tyler Benitez and Mark Viera .

In this episode , Liz Lemon (played by Tina Fey) goes on a date with a young , twenty @-@ year @-@ old coffee delivery man named Jamie (Val Emmich) . The date gets awkward due to the seventeen @-@ year age difference between Liz and Jamie . This feeling escalates when Liz meets Jamie 's mother (Laura Berrios) . Jenna Maroney (Jane Krakowski) gets a younger boyfriend of her own . Frank Rossitano (Judah Friedlander) develops a crush on Jamie . Meanwhile , Jack Donaghy (Alec Baldwin) helps Tracy Jordan (Tracy Morgan) to coach a Little League Baseball team .

= = Plot = =

Liz develops a crush on Jamie , the new twenty @-@ year @-@ old coffee delivery man , and after some initial hesitation , she agrees to go on a date with him . Before the date , Liz gets cold feet , but she is encouraged to attend by Jenna , who declares Liz a cougar , a term describing " hot older ladies pouncing on their young prey " . Liz agrees and goes on a successful date with Jamie ; the pair agree to go on a second date . Prior to this second date , Liz goes to Jamie 's apartment only to discover that Jamie still lives with his mother , who looks exactly like Liz .

Frank begins to question his sexuality when he realizes that he has a crush on Jamie . He even tries to , unsuccessfully , rival Liz to go on a date with Jamie . Later , Frank realizes that the only man he is attracted to is Jamie and decides that he is in fact not gay .

In order to become a cougar herself , Jenna starts to date Aidan , a teenage freshmen at New York University . Jenna breaks up with Aidan when he starts to annoy her by wearing heelies and playing portable video games and acting like Jenna is his mother .

Tracy is ordered to do community service in the form of coaching the Knuckle Beach Little League Baseball Team . Knuckle Beach happens to be " the worst neighborhood in New York " . Hoping to inspire the team , Jack agrees to help Tracy and he donates uniforms to the team on behalf of the Sheinhardt Wig Company which is NBC 's fictitious parent company . Jack replaces Tracy with Kenneth Parcell (Jack McBrayer) because he realizes that even with the newfound inspiration from both Jack and Tracy , the team is still failing . The team begins to revolt when they find out that Tracy has been fired . To counter this , Jack forms a coalition with Tracy and they replace members of the team with Grizz and Dot Com (Grizz Chapman and Kevin Brown) .

= = Production = =

Scenes for this episodes were primarily filmed on October 5 , 2007 at Silvercup Studios in Long Island City , Queens , New York . During the commercial breaks in this episode , commercials for American Express were aired featuring 30 Rock cast members , who were in character . These commercials featured Kenneth giving out " Secret Rodney " Christmas gifts to various other 30 Rock characters . The commercials were aired in order to deter viewers , who were viewing the episode with Digital Video Recorders , from fast @-@ forwarding through the commercial break .

The title of this episode , " Cougars " , refers to a phrase from pop culture . The word cougar means an " older women who date younger men . " In the episode , Jenna calls both herself and Liz " cougars " due to them both dating younger men . While speaking about his appearance on 30 Rock , Val Emmich , who played Jamie in this episode , said that he was initially " intimidated by [Tina Fey] more than anyone else [he 'd] acted alongside . " When asked if acting with Fey on 30 Rock taught him anything , he replied that he learnt " that normal people can be in this business . " He described Fey as " witty , smart [and] sexy " .

= = Reception = =

" Cougars " was watched by 5 @. @ 8 million viewers and it received a 2 @. @ 5 rating and a 6 share in the 18 ? 49 demographic . The 2 @. @ 5 refers to 2 @. @ 5 % of all 18- to 49 @- @ year @- @ olds in the U.S. , and the 6 refers to 6 % of all 18- to 49 @- @ year @- @ olds watching television in the U.S. at the time of the broadcast . The episode ranked in first place , among men aged between 18 ? 34 , against all television being broadcast in the same timeslot . By comparison , CBS 's Survivor : China was watched by 13 @. @ 8 million viewers , a repeat of ABC 's Ugly Betty was viewed by 6 @. @ 5 million viewers and Fox 's Are You Smarter Than A 5th Grader ? was watched by 9 @. @ 0 million viewers .

Bob Sassone of TV Squad felt that the best storyline was the one featuring Tracy and Jack because of the " Bush / Iraq metaphors and the sight of Alec Baldwin dressed as General MacArthur , standing beneath a ' Fun Accomplished ' sign . " Robert Canning of IGN thought that the best storyline of the episode was centered on Liz and Jamie , and rated the episode 8 out of 10 . Matt Webb Mitovich of TV Guide wrote that this episode " had so many fun lines " , and found himself " giggling , chuckling and LOLing like a fool " . He liked " the ' cougars ' storyline " , saying it " was a lot of fun , because Liz is best when Liz is feeling awkward . " Jeff Labrecque of Entertainment Weekly wrote that " Jenna 's Amber Alert affair with the soda @- @ drinking , Heelys @- @ gliding teenager " was " priceless " . He also compared the interplay between Frank and Jamie to the relationship between Michael Scott (Steve Carell) and Ryan Howard (B. J. Novak) of The Office .