

= The Juice Is Loose =

" The Juice Is Loose " is the ninth episode of the seventh season of the animated television series Family Guy . It originally aired on March 15 , 2009 on Fox . In the episode , Peter cashes in an old raffle ticket from 1989 and wins a golf outing with O. J. Simpson . When he befriends Simpson and brings him home to meet the family , the residents of Quahog are not as welcoming of the infamous running back and try to force him out of town .

The episode was written by Andrew Goldberg and directed by Cyndi Tang . According to Nielsen ratings , the episode was viewed in 7 @. @ 21 million homes in its original airing . The episode received negative reviews for its use of a three @- @ minute long live @- @ action segment of Conway Twitty . Series regular Mike Henry provided the voice of O.J. Simpson , Cathy Cahlin Ryan guest starred as Fred Goldman 's wife in a cutaway , and Jeff Bergman guest starred as a parody of Homer Simpson .

= = Plot = =

According to an opening title card , this is one of several recently discovered " lost episodes " found in the Griffin family basement ; it takes place in March 2007 , prior to O. J. Simpson 's September 2007 arrest for armed robbery .

Lois goes to her book club and forces Peter to babysit Stewie . Instead , he invites Cleveland , Quagmire and Joe and they all play Truth or Dare , which results in a make out session between Cleveland and Joe . After a fiasco involving Stewie attempting to fix their satellite TV , Stewie ends up getting stuck on the roof , due to Peter 's lack of supervision . Brian tries to tell Peter but he does not listen and instead reads a magazine featuring Nick Jonas . After Peter starts a pillow fight that turns violent , Lois comes in , furious at Peter for leaving Stewie on the roof . Peter attempts to go fix the satellite himself , at which point he comes across a raffle ticket from 1989 that he had forgotten to cash in , winning him a chance to play golf with O. J. Simpson .

Unaware of Simpson 's accusation for the murders of his wife and his wife 's friend Ron , he grows fearful after Joe convinces him to walk around town with the song Dust in the Wind while thinking about the murders . Ultimately deciding to cash in the ticket , his friends suggest he spy on Simpson during the golf game and try to get him to confess to the murders . Hooking Peter to a wire , his cover is blown when the device shorts out . Simpson laments having lost a chance of escaping the accusation . Feeling guilty , Peter decides that Simpson is actually innocent , and decides to befriend him .

Peter brings Simpson home with him to meet the family , who are initially less tolerant of Simpson than Peter . Brian tries to tell Peter that he should not trust Simpson just because he idolized him as a kid but Peter refuses .

Deciding to let Simpson stay at their house , word soon gets out of Simpson 's presence in Quahog , causing Peter to decide to throw a house party and help everyone else get to know him better . Later that day , Peter and Simpson are met with an angry mob instead led by Mayor Adam West , intent on driving the latter out of town . Desperate for a place to live without being bothered by furious citizens , Simpson makes a heartfelt speech , professing that he is just as imperfect as everyone else , causing the residents of Quahog to apologize and embrace with him . A split second later , however , the tables turn to a surprise ending as Simpson takes out a knife and kills three people before running off . A furious mob goes on to chase after Simpson , as the Griffins look on , with Peter , wearing a guilty disappointed look , indifferently declaring , " I guess he did do it . "

= = Production = =

" The Juice Is Loose " was written by Andrew Goldberg and directed by Cyndi Tang . The writing process began when Goldberg was creator Seth MacFarlane 's assistant and was given a freelance episode . He wrote " Believe It or Not , Joe 's Walking on Air " , and executive producer David A. Goodman thought he did a " fantastic job " . Goldberg submitted a three @- @ page list of ideas for

his next episode , and MacFarlane especially liked the story for " The Juice Is Loose " . They had to add a title card in the beginning of the episode saying that it was a " lost episode " , as O.J. Simpson was sent to jail before the episode aired . The episode features a three @-@ minute long segment of an archive video of Conway Twitty performing " I See the Want To in Your Eyes " , and executive producer Chris Sheridan had to explain to the Fox executives why the segment should be featured in the episode .

Series regular Mike Henry provided the voice of O.J. Simpson in the episode , and Cathy Cahlin Ryan guest starred as Fred Goldman 's wife in a cutaway gag . In addition to Henry and Ryan , actors Reid Bruton , Jules Green , Augie Castagnola , Virenia Lind guest starred in the episode . Recurring voice actors Jeff Bergman , Max Burkholder , Ralph Garman , writer Danny Smith , writer Alec Sulkin , and writer John Viener made minor appearances in the episode .

= = Reception = =

In its original airing on March 15 , 2009 , " The Juice is Loose " was watched by 7 @.@ 21 million households and acquired a 3 @.@ 6 rating in the 18 ? 49 demographic . It was the most @-@ watched show in the " Animation Domination " block , surpassing The Simpsons , American Dad ! and King of the Hill . The episode received mixed reviews from television sources and critics . Ahsan Haque of IGN gave " The Juice Is Loose " 5 @.@ 5 / 10 , saying that the episode was " a largely forgettable episode with only a few moments of brilliance " . The review criticized the usage of a three @-@ minute long Conway Twitty live action singing clip which was received as an " effort to reduce the amount of animation [...] for the episode " . Alex Rocha of TV Guide said that he " did enjoy this episode " but called the Conway Twitty clip a " filler " and that he would have wanted to see a " blank screen or even commercials " instead . Steve Heisler of The A.V. Club stated that the episode " relied on an overabundance of pop culture riffs far too dated to elicit much more than a brief chuckle " , and also criticized the Conway Twitty clip . He graded " The Juice Is Loose " a C + .