

= The Collection ( 30 Rock ) =

" The Collection " is the third episode of NBC 's second season of 30 Rock , and the twenty @-@ fourth episode overall . It was written by producer Matt Hubbard and directed by producer Don Scardino , and first aired on October 18 , 2007 in the United States . In the episode , Jack Donaghy ( Alec Baldwin ) hires a private detective , Len ( Steve Buscemi ) , to investigate his past ; Angie Jordan ( Sherri Shepherd ) asks Liz Lemon ( Tina Fey ) to help her watch Tracy Jordan ( Tracy Morgan ) ; and Kenneth Parcell ( Jack McBrayer ) attempts to help Jenna Maroney ( Jane Krakowski ) gain weight by insulting her .

The episode features a reference to Studio 60 on the Sunset Strip , which was compared to 30 Rock because of their similar premise . This is a recurring element in the series , as well as references to other aspects of popular culture . " The Collection " received generally positive reviews , however several critics expressed their concern over the misuse of guest stars , especially in the case of Buscemi . Despite their reactions , Buscemi was nominated for a Primetime Emmy Award for his acting .

= = Plot = =

After their separation , Tracy and his wife Angie get back together on the condition that Tracy must never leave her sight . Liz is surprised to find Tracy on time in his dressing room , although Angie confesses that she cannot take care of Tracy alone , and asks for Liz 's help . Angie leaves to take care of personal issues , trusting Liz to watch over him . Busy with her own work , Liz forgets about her promise and Tracy leaves for a strip club . When Angie returns , Liz lies about his whereabouts and tries to cover her mistake , however Angie realizes that Tracy has been to a strip club , and blames the situation on Liz . Angie demands that all decisions regarding sketch ideas be run through her first , and rejects all of Liz 's ideas . To solve the problem , Liz offers Angie " consultant " credit , but she declines the offer . Liz decides to fight Angie , but Tracy scolds the women for their immature behavior and he reconciles with Angie .

Jack hires Len to investigate his past when he learns that he is a possible candidate for the position of president at G.E .. Knowing that the company is looking for anything that could possibly embarrass them , Jack hires Len to find anything incriminating before the company does . When Len discovers that Jack has a collection of cookie jars , he advises him to get rid of them . Jack cannot bear to destroy his cookie jars , and when he realizes Kenneth has a similar enjoyment , he gives him the collection .

Jenna has become more famous after gaining weight , and sorts through large amounts of fan mail . Jack congratulates her on her weight , and Jenna enjoys her new friendship with him . While talking to Liz , Jenna begins to worry about losing weight , and fears her popularity will decline . Upset that Jenna is losing weight , Jack sends Kenneth to follow her around and make sure she keeps her weight on . Liz tells Kenneth to insult Jenna if he wants her to eat more , and writes down a list of things to say to Jenna to hurt her . Jenna takes the insults as compliments , and tries to seduce Kenneth .

= = Production = =

30 Rock and Studio 60 on the Sunset Strip , both of which debuted on 2006 ? 07 NBC lineup , revolved around the off @-@ camera happenings on a sketch comedy series . Evidence of the overlapping subject matter between the shows , as well as the conflict between them , arose when Aaron Sorkin , the creator of Studio 60 on the Sunset Strip , asked Lorne Michaels to allow him to observe Saturday Night Live for a week , a request Michaels denied . Despite this , Sorkin sent Fey flowers after NBC announced it would pick up both series , and wished her luck with 30 Rock . Fey wound up " winning " over Sorkin when Studio 60 on the Sunset Strip was cancelled after one season and 30 Rock was renewed for a second . Although 30 Rock 's first season ratings proved lackluster and were lower than those of Studio 60 on the Sunset Strip , the latter was more

expensive to produce . The first season episode " Jack the Writer " contained a self @-@ referencing walk and talk sequence , which was commonly used on Studio 60 on the Sunset Strip and Sorkin 's previous series . In this episode , the walk and talk sequence is referenced when Liz asks Kenneth , " can you walk and talk ? " , to which Kenneth replies , " usually , but now you 've got me thinking about it " .

= = Reception = =

" The Collection " brought in an average of 6 @.@ 2 million American viewers . This episode achieved a 2 @.@ 6 / 7 in the key 18 ? 49 demographic ; the 2 @.@ 6 refers to 2 @.@ 6 % of all 18- to 49 @-@ year @-@ olds in the U.S. , and the 7 refers to 7 % of all 18- to 49 @-@ year @-@ olds watching television at the time of the broadcast , in the U.S. This was a decrease from the previous episode , which was watched by an average of 6 @.@ 6 million American viewers . The episode retained 96 % of the audience from its lead @-@ in , My Name is Earl , in adults 18 @-@ 49 , and increased by 14 % in adults 18 @-@ 34 and by 22 % among men 18 @-@ 34 .

Bob Sassone of TV Squad said that the lack of the writing staff in the second season was " disappointing " . He " love [ d ] how this show is about NBC and really set at NBC " , but was worried about the misuse of guest stars . Robert Canning of IGN said that for the first time , Jenna 's storyline was the " most entertaining of the night " . He felt that first half of the episode was " tightly written and very funny " , but the second half " waned a bit , with less than stellar conclusions to the stories and far less funny bits " . Canning said that Jack 's storyline was the " most disappointing " , and hoped that future guest stars were used properly , rather than for the sake of having a name guest star . George Freitag of BuddyTV said that although Tracy was " not as strong as the previous two episodes " , he was " still terrific and the nod to his old SNL skit was a nice touch " . He felt that the lack of focus on the personal life of Liz seemed to give the series " a lack of focus " . Freitag hoped that her private issues would be further explored , as " her approachable yet successful persona was one of the main draws to the series in the first place " . Matt Webb Mitovich of TV Guide felt that the episode " fell a bit flat " , and that the season lacked the other TGSers , Lonny , Frank , Twofer [ sic ] and " director guy " . He did not enjoy Jack 's storyline , but said that Jenna 's storyline " ultimately won a thumbs @-@ up from me for her getting turned on by Kenneth 's rudeness " .

Steve Buscemi was nominated for the Primetime Emmy Award for Outstanding Guest Actor in a Comedy Series for this episode .