

= Corporate Crush =

" Corporate Crush " is the nineteenth episode of the first season of the American television series 30 Rock . It was written by co @-@ executive producer John Riggi and directed by Don Scardino . The episode originally aired on the National Broadcasting Company ( NBC ) in the United States on April 12 , 2007 . Guest stars in this episode include Kevin Brown , Grizz Chapman , John Lutz , Emily Mortimer , Maulik Pancholy , Jason Sudeikis , Rip Torn and Akira Yamaguchi .

In this episode , Liz Lemon ( Tina Fey ) , who is now in a happy relationship with Floyd DeBarber ( Sudeikis ) , becomes annoyed when Jack Donaghy ( Alec Baldwin ) seemingly becomes obsessed with Floyd . Jack begins a relationship with Phoebe ( Mortimer ) , after being demoted . Meanwhile , Tracy Jordan ( Tracy Morgan ) pitches his movie , Jefferson , to General Electric CEO Don Geiss ( Torn ) .

" Corporate Crush " received generally positive reviews from television critics , with Robert Canning of IGN describing it as " solid " . According to the Nielsen ratings system , the episode was watched by 5 @.@ 1 million households during its original broadcast . Griffin Richardson , the episode 's sound mixer , received a Creative Arts Emmy Award nomination in the category for Outstanding Sound Mixing for a Comedy or Drama Series ( Half @-@ Hour ) and Animation .

= = Plot = =

Liz ( Tina Fey ) has become very happy since dating Floyd ( Jason Sudeikis ) , and their relationship together is going strong . Don Geiss ( Rip Torn ) , the CEO of General Electric , speaks to Jack ( Alec Baldwin ) about his career , and points out that Jack is the only executive at his level to be unmarried . Geiss takes away Jack 's role as the head of the Microwave Oven division , which makes Jack become extremely depressed . Liz decides that she wants Jack to meet Floyd at dinner , although Jack becomes obsessed with Floyd and becomes a third wheel in Liz and Floyd 's relationship . Liz , extremely bothered by Jack 's obsession , tells Jack to leave Floyd alone . Jack agrees , and he tells Liz that he has begun a relationship with Phoebe ( Emily Mortimer ) , a Christie 's auction house art dealer who has Avian Bone Syndrome and on their third meeting still greets Liz with " Hi , I 'm Phoebe , I don 't know if you remember me ... " Jack asks Liz 's approval in his relationship with Phoebe , and when Liz grants it , he immediately proposes to Phoebe .

Meanwhile , Tracy ( Tracy Morgan ) tries to get Don Geiss to finance his film , Jefferson , which is based on Thomas Jefferson 's life . However , Geiss is not interested in Tracy 's \$ 35 million project , even after Tracy uses NBC page Kenneth Parcell ( Jack McBrayer ) , Grizz Griswold ( Grizz Chapman ) and " Dot Com " Slattery ( Kevin Brown ) to put together a trailer for the film . After failing to convince Geiss , who would rather see him do a sequel to one of Tracy 's previous films , Fat Bitch , Tracy decides that he will make Jefferson on his own .

= = Production = =

" Corporate Crush " was written by co @-@ executive producer John Riggi and directed by Don Scardino . This was Riggi 's third writing credit , having written the episodes " Blind Date " and " The Head and the Hair " , and was Scardino 's fifth directed episode . " Corporate Crush " originally aired on NBC in the United States on April 12 , 2007 as the nineteenth episode of the show 's first season and overall of the series .

Comedian actor Jason Sudeikis , who played Floyd DeBarber in this episode , has appeared in the main cast of Saturday Night Live ( SNL ) , a weekly sketch comedy series which airs on NBC in the United States . Series creator , executive producer and lead actress Tina Fey was the head writer on SNL from 1999 until 2006 . This episode was Sudeikis ' fifth appearance on 30 Rock . This was actress Emily Mortimer 's first appearance as the character Phoebe . She would later guest star in the episodes " Cleveland " and " Hiatus " , the latter being her final guest spot . In regards to her appearance on the show , Mortimer told The Philadelphia Inquirer , " It was amazing doing telly . I 'd never done a sitcom before and it was so fast . You 're given dialogue as you 're walking onto the

set and it 's kind of hairy . There are 10 people standing around watching the monitor and if they don 't laugh ? then instead of having another chance to do it ? someone writes another line . " Actor Rip Torn made his second appearance as GE CEO Don Geiss in " Corporate Crush " . Torn previously appeared in the February 15 , 2007 , episode " The C Word " .

= = Reception = =

In its original American broadcast , " Corporate Crush " was watched by an average of 5 @. @ 1 million households , according to the Nielsen ratings system . This was a decrease from the previous episode , " Fireworks " , which was watched by 5 @. @ 4 million American viewers . " Corporate Crush " achieved a 2 @. @ 6 / 7 in the key 18- to 49 @- @ year @- @ old demographic . The 2 @. @ 6 refers to 2 @. @ 6 % of all people of ages 18 ? 49 years old in the United States , and the 7 refers to 7 % of all people of ages 18 ? 49 years old watching television at the time of the broadcast in the United States . Since airing , the episode has received generally positive reviews .

IGN contributor Robert Canning wrote that " Corporate Crush " was a " solid episode " , and that 30 Rock seemed " to have hit its storytelling stride " . He added that " as we near the season finale , we 're happy to see that 30 Rock has begun their drive towards a big finish . " Canning rated this episode an 8 out of 10 . TV Guide 's Matt Webb Mitovich opined that " though the ' My guy friend is dating my boyfriend ' gag has been done to death on TV sitcoms , 30 Rock is to be forgiven if only because the same episode gave us a preview of , no , not The Real Wedding Crashers [ Groan ] , but Jefferson , starring ... Tracy Jordan . " Julia Ward of TV Squad awarded this episode with 5 out of 7 , and said that Jenna Maroney 's ( Jane Krakowski ) absence was upside to the episode , explaining , " I actually like Jane Krakowski , but I can 't say that I 've missed her " . Regarding Jack and Liz 's relationship in the episode , Ward thought it was an " uneasy mutual respect thing " , which she thought let " Alec Baldwin exercise his thespian prowess " . However , Ward said that she did not watch 30 Rock for the continuing storylines , rather , she watched the series for the " wacky "

Griffin Richardson , the series ' sound mixer , was nominated for a Creative Arts Primetime Emmy in the category for Outstanding Sound Mixing for a Comedy or Drama Series ( half @- @ hour ) and Animation . Richardson , however , lost to Steve Morantz of Entourage , and Joe Foglia of Scrubs .