

= The Source Awards (30 Rock) =

" The Source Awards " is the sixteenth episode of the first season of the American television comedy series 30 Rock . It was written by Robert Carlock and Daisy Gardner , and directed by one of the season 's supervising producers , Don Scardino . The episode originally aired on the National Broadcasting Company (NBC) in the United States on March 1 , 2007 . " The Source Awards " featured appearances by Wayne Brady , Kevin Brown , Grizz Chapman , Ghostface Killah , LL Cool J , and Jason Sudeikis .

In the episode , Jack Donaghy (Alec Baldwin) enlists a rap producer , Ridikolous (LL Cool J) , to unload his line of inferior champagne while Tracy Jordan (Tracy Morgan) reluctantly hosts the Source Awards . At the same time , Liz Lemon (Tina Fey) tries to sever ties with a black man (Brady) she dislikes without looking racist .

" The Source Awards " received mixed reception from television critics . According to the Nielsen ratings system , it was watched by 5 @.@ 7 million households during its original broadcast , and received a 2 @.@ 7 rating / 7 share among viewers in the 18 ? 49 demographic .

= = Plot = =

Liz Lemon (Tina Fey) has a date with Steven Black (Wayne Brady) , Tracy Jordan 's (Tracy Morgan) new business manager , whom she met in one of Tracy 's after @-@ parties . Many people around Liz make an issue of Steven being black , but Liz does not care about his race . On her date with Steven , Liz is surprised to find out certain things about him , and does not have a good time . Steven believes that Liz doesn 't like him because he is black , when really she does not like him as a person . She does not want to be thought of as racist , so she continues on the date . Later , Liz tries to break up with Steven and explain to him that she just does not like him as a person , not because of his race . To prove they are incompatible , she brings him as a guest to the Source Awards the following night .

Jack Donaghy (Alec Baldwin) , meanwhile , is producing his own wine , called Donaghy Estate Sparkling Wine . He and Liz taste it , and realize that it is practically undrinkable . This leaves Jack with the problem of disposing with the wine . He decides to market it to hip @-@ hop producer Ridikolous (LL Cool J) , and at the same time patch up things between Tracy and Ridikolous , who was not allowed into one of Tracy 's parties . Jack and Ridikolous have a meeting , resulting in the wine becoming the corporate sponsor of the Source Awards , which is being produced by Ridikolous . To further amend things with Tracy , Jack proposes to let Tracy host the award show . This backfires when Tracy refuses to host it in fear that he will get shot , but Jack still sees it as the only way to work things out with Ridikolous .

At the Source Awards , Tracy still does not want to host . Jack rhetorically asks him what Oprah would do , but Tracy misunderstands and starts acting like her . Backstage , Tracy shows Liz his gun , which she takes away from him . She fires it by accident and ends up shooting Steven in the buttocks . He thinks she shot him because he was going through her purse and calls her a racist . Following this , Ridikolous comes in and says that Jack has made a mockery of the award , adding : " Wait until I tell Tupac about this ! " . This leads to a short awkward moment , but Jack insists he did not hear anything .

= = Production = =

" The Source Awards " was written by executive producer Robert Carlock and Daisy Gardner , and directed by one of the season 's supervising producers Don Scardino . This was Carlock 's third writing credit , and was Gardner 's first written episode . This episode was Scardino 's fourth directed episode of 30 Rock . " The Source Awards " originally aired on March 1 , 2007 on NBC as the sixteenth episode of the show 's first season and overall of the series .

Rapper Ghostface Killah made his second appearance as himself on the show , having appeared in the episode " Jack @-@ Tor " , in which he and Jenna Maroney (Jane Krakowski) perform the

song " Muffin Top " . In one scene of " The Source Awards " , Ghostface Killah is drinking Donaghy Estate Sparkling Wine as a music video is shooting , but cannot stand drinking the wine , which makes him sick . This episode featured guest appearances from actors LL Cool J and Wayne Brady . Actor Jason Sudeikis had a brief appearance , in which Liz tells Jenna she ran into him , though not knowing his name yet refers to him as " Flower Guy " . This was Sudeikis ' second appearance , having first appeared in the February 8 , 2007 , episode " Up All Night " . Sudeikis 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 . Various other cast members of SNL have appeared on 30 Rock , including : Rachel Dratch , Fred Armisen , Kristen Wiig , Will Forte , Chris Parnell and Molly Shannon . Fey and Tracy Morgan have both been part of the main cast of SNL . Alec Baldwin , who plays Jack , has also hosted SNL sixteen times as of the end of the variety show 's 37th season , the highest amount of episodes of any host of the series .

Star Wars is frequently referenced in 30 Rock , beginning with the pilot episode in 2006 where Tracy is seen shouting that he is a Jedi . Liz admits to being a huge fan of Star Wars , saying that she had watched it many times with Pete Hornberger (Scott Adsit) , and dressed up as the Star Wars character Princess Leia during four recent Halloweens as revealed in " The Source Awards " . Star Wars is also referenced when Tracy takes on the identity of the character Chewbacca . Fey , a fan of Star Wars herself , said that the weekly Star Wars joke or reference " started happening organically " when the crew realized that they had a Star Wars reference " in almost every show " . Fey said that from then on " it became a thing where [they] tried to keep it going " , and that even though they could not include one in every episode , they still had a " pretty high batting average " . Fey attributed most of the references to Carlock , whom she described as " the resident expert " .

= = Reception = =

In its original American broadcast , " The Source Awards " was watched by 5 @. @ 7 million viewers , according to the Nielsen ratings system . It received a 2 @. @ 7 rating / 7 share among viewers in the 18 ? 49 demographic , meaning that 2 @. @ 7 percent of all people in that group , and 7 percent of all people from that group watching television at the time , watched the episode . Compared to the previous week , this episode was up 13 percent in the 18 ? 49 demographic and 25 percent in overall viewers . The previous episode , " Hard Ball " , was watched by 4 @. @ 6 million American viewers .

Julia Ward AOL 's TV Squad said that while the episode " delivered plenty of funny " it " seemed a bit off @-@ kilter . It had fewer laughs @-@ per @-@ minute than the past few episodes , and structurally , I think the writers couldn 't decide which story to foreground . " She complimented the series for having " an interesting take " on the hip @-@ hop satire that was featured in " The Source Awards " . " From where I sit , it 's got to be in the top five , if not three " , said TV Guide 's Matt Mitovich in regards to this episode . Mitovich noted , " ... I can only bow with great reverence to the effort that goes into 30 Rock , where in an episode like this week 's , every other line is funny and / or fantastically absurd . " IGN contributor Robert Canning opined than an episode like this one , with its guest stars and taking on the issue of race , got " some decent laughs " , though it " failed to produce a solid half hour . " Canning disliked LL Cool J 's guest spot , observing that it was " nothing more than a generic caricature put in the role of a sub @-@ par straight man " , but enjoyed Wayne Brady 's , as he was " a successful part of the episode 's best storyline . " Canning said that Tracy as Oprah was " more weird than funny , unfortunately " , but liked that Jason Sudeikis made a brief appearance as " Flower Guy " in the episode . In conclusion , Canning gave the episode a 7 @. @ 5 out of 10 rating . Mekeisha Madden Toby for The Detroit News found the episode a " side @-@ splitter " .