

= SeinfeldVision =

" SeinfeldVision " is the first episode of the second season of 30 Rock and the twenty @-@ second episode of the series . It was written by the series ' creator , executive producer and lead actress , Tina Fey and directed by producer Don Scardino . The episode first aired on October 4 , 2007 on the NBC network in the United States .

This episode takes place in the fall of 2007 , as TGS with Tracy Jordan , a fictitious sketch comedy series , is about to air its season premiere . Liz Lemon (played by Fey) is seeking closure after breaking up with her boyfriend , Floyd (Jason Sudeikis) , while Jack Donaghy (Alec Baldwin) is planning to launch a month of programming called SeinfeldVision . Jenna Maroney (Jane Krakowski) has to deal with her obesity , which she developed over the summer . Kenneth Parcell (Jack McBrayer) becomes Tracy Jordan 's (Tracy Morgan) " office wife " and Cerie (Katrina Bowden) continues to prepare for her wedding to Aris . The episode received generally positive reviews from critics and fans .

= = Plot = =

As Liz is returning to studio 6H , the TGS with Tracy Jordan studio , she meets Jack . In his office , he tells her about a promotion he is planning to launch called SeinfeldVision , a month of programming starring Jerry Seinfeld made possible with footage from his sitcom , Seinfeld , being edited into programs . After hearing of Jack 's plan , Jerry Seinfeld arrives at 30 Rock to confront Jack . Jack and Jerry agree to shorten the promotion to just one night .

Liz is seeking closure after breaking up with her boyfriend Floyd during the summer and a chance encounter with Seinfeld gives her the advice she needs , so she calls Floyd only for another woman to pick up the phone . While dealing with her problems , Liz and Jenna are invited to be Cerie 's maids of honour . They accept the invitation . Cerie takes them shopping for her wedding dress , and when asked to try one on , Liz decides to buy one .

After performing in Mystic Pizza : The Musical , Jenna has become fat and is trying to distract people from noticing it , to no avail . Tracy has separated from his wife , Angie Jordan (Sherri Shepherd) and is living in his dressing room having Kenneth as his " office wife , " to take care of the non @-@ sexual acts that Tracy 's wife would normally perform .

= = Production = =

It was announced , by Fey and executive producer Lorne Michaels , at the annual Television Critics Association tour in July 2007 that Jerry Seinfeld would be appearing in the season premiere of 30 Rock . Seinfeld had only appeared in two television acting roles since his own sitcom ended in 1998 . Those roles were in Mad About You and Newsradio .

The scenes featuring Jerry Seinfeld were filmed on August 20 , 2007 . Seinfeld wore a wig in the episode to make him look more like the character version of Jerry Seinfeld . Upon first wearing the wig , Seinfeld said " This looks weird , " but his wife assured him that " That 's what [he] looked like [in Seinfeld] . " This episode effectively ended the story arc of Liz 's relationship with Floyd , which began mid @-@ way through season one . There was a joke in this episode in which Cerie 's surname was revealed as Xerox , but the joke was cut . This is the first episode in which Katrina Bowden (as Cerie) , Keith Powell (James " Toofer " Spurlock) and Lonny Ross (Josh Girard) receive star billing .

= = Reception = =

" SeinfeldVision " brought in an average of 7 @.@ 33 million American viewers , making 30 Rock the sixtieth most watched series of the week . When it first aired , this episode was the second highest @-@ rated episode of the series , after " Pilot " , which garnered 8 @.@ 13 million viewers . This episode achieved a 3 @.@ 4 / 9 in the key 18 ? 49 demographic , a series high in that category

. The 3 @. @ 4 refers to 3 @. @ 4 % of all 18- to 49 @- @ year @- @ olds in the U.S. and the 9 refers to 9 % of all 18- to 49 @- @ year @- @ olds watching television at the time of the broadcast , in the U.S.

Jeff Labrecque of Entertainment Weekly wrote that " SeinfeldVision was a clever and ironic way to incorporate Seinfeld . " Matt Webb Mitovich of TV Guide said that " [' SeinfeldVision '] was a solid start to the new , fought @- @ for season " and that it did have " some great , great moments . " Despite this praise , Webb Mitovich criticised Kenneth and Tracy 's " office wife " storyline saying that " we 've seen this shtick before on countless other sitcoms , so it was a bit empty and filled with ' easy ' jokes . " Criticism was also received regarding the " striped outfit ... it didn 't work . No , " referring to a joke involving Jenna trying to distract the TGS writers from her newly gained weight . Lisa Schmeiser of Television Without Pity graded this episode as a " B + . " Rick Porter of Zap2it thought that this episode " started off [30 Rock 's] second season on a pretty strong note . " Porter said that this episode wasn 't the best episode of 30 Rock but it was still " one of the sharpest and wittiest comedies on television . " Bob Sassone of AOL 's TV Squad wrote that " SeinfeldVision " " was a really funny beginning to the second season . " Sassone also notes that the appearance of Seinfeld did not feel like stunt casting . He also said that the joke about Jerry being able to buy NBC for \$ 4 million was " one of the many reasons [he , Sassone , loves] this show . " Rob Owen of the Pittsburgh Post @- @ Gazette wrote that this episode " proves the low @- @ rated show 's best comedy Emmy win was no undeserved fluke . " Alan Sepinwall of The Star @- @ Ledger described this episode as " really funny " and thought that " everyone is played in a style that 's believable within [the series] . " Linda Stasi of The New York Post said that " the on @- @ going story of the regulars that had me laughing so hard I almost fell out of bed . " Jake Brooks of The New York Observer thought that this episode was " a rather poor 22 minutes of television (well , only [Jerry Seinfeld 's] portion of it , the rest was pretty great) . " Robert Canning of IGN said that " 30 Rock delivers a fantastic episode to open the season . Let 's hope they can also deliver an audience to keep this great show on the air . " Canning also awarded this episode a rating of 9 @. @ 4 out of 10 . Brian Lowry of Variety said that it " neatly highlights this series ' strengths and weaknesses , elevated by moments of inspiration and Alec Baldwin 's brilliance and leavened by considerably @- @ less @- @ flattering silliness . " Alessandra Stanley of The New York Times thought that " SeinfeldVision " " is mostly a reminder that even the most talented actors and writers sometimes slip under pressure . " Seinfeld was criticized as using his appearance in this episode as a plug for his upcoming feature film Bee Movie . Seinfeld , NBC and General Electric stated that this was done as metahumor .