

= The Rural Juror =

" The Rural Juror " is the tenth episode of the first season of 30 Rock . It was written by Matt Hubbard and was directed by Beth McCarthy . The episode first aired on January 11 , 2007 , on the NBC network in the United States and December 13 , 2007 , on Five in the United Kingdom . Guest stars in the episode include Lonny Ross , Keith Powell , Maulik Pancholy , Kevin Brown , Grizz Chapman , Chris Parnell , Rachel Dratch , Whoopi Goldberg , Charlie Grandy , Bob Wiltfong , Matt Oberg , Vickie Schmitt and Eric Engleman .

The episode focuses on the release of Jenna Maroney 's ( Jane Krakowski ) long @-@ anticipated indie film , The Rural Juror , the tongue @-@ twisting title of which Liz Lemon ( Tina Fey ) and the writers of TGS with Tracy Jordan cannot understand . Meanwhile , Tracy Jordan ( Tracy Morgan ) , desperate for some financial help , heeds Jack Donaghy 's ( Alec Baldwin ) advice and creates his own celebrity product to endorse .

= = Plot = =

Jenna anticipates the opening of her new film , The Rural Juror . The film , based on a " Kevin Grisham novel " ( John Grisham 's brother ) , revolves around a Southern ? born lawyer named Constance Justice . Jenna wants Liz to give her an honest opinion of the film , as she is nervous about how it will be received by the public . Liz sees the film in private , and her reaction is very negative , but she hesitates to tell Jenna the truth . When Jenna finds out that Liz hated the film , the two start fighting and accusing each other of not being truthful . Meanwhile , ignoring Liz 's warnings , Josh Girard ( Lonny Ross ) manages to break into Liz 's office to steal the film , which he watches with the rest of the TGS with Tracy Jordan writing staff . Much to Liz 's shock , the staff say they liked the film . As the argument between Liz and Jenna escalates , Jack intervenes and persuades them to work things out . Liz admits that she was jealous of Jenna 's success , and they forgive one another .

Jack is on the phone with Maureen Dowd when Tracy shows up to ask him for \$ 100 @,@ 000 . Jack tells him that this is impossible but says that he has a better idea : use his celebrity image to endorse a product . After Tracy agrees , he comes up with " The Tracy Jordan Meat Machine " . Armed with an " endorsement " from Dr. Spaceman ( Chris Parnell ) and hook @-@ ups from Jack , the product is finally ready for sale . Soon after , a series of product defects prompts Tracy to tell Jack that he no longer wishes to endorse the product . Jack finds a way to make it work : by rebranding it as a Whoopi Goldberg @-@ endorsed product targeted for the Ukraine .

= = Production = =

" The Rural Juror " was filmed in early November 2006 . Regarding the episode 's title , Tina Fey explained that " it came out of a discussion in the writers ' room " when she asked , " you know what two words I cannot pronounce properly ? " After a few abortive efforts by Fey 's co @-@ writers , who also made " rural juror " sound akin to " ruhrr @-@ juhrr , " everyone was so pleased that " [ they ] wanted to hurry up and get it on the air before someone else did . " Jenna 's film , The Rural Juror , was first mentioned three episodes earlier , in " Tracy Does Conan " , and referenced several times later . A running joke throughout the series was the difficulty in pronouncing the film 's title , so that everyone thought it was called something different . Throughout the episode , the film was called " Roar Her , Gem Her " by Liz ; and also " Oral Germ Whore " and " Roaring Junior " by Pete . This episode also features the first mention of Mitch Lemon ( Andy Richter ) , Liz 's brother . Mitch has a form of amnesia , named Trauma Induced Niveaphasia , due to a skiing accident in December 1985 .

= = Character development = =

Several critics praised this episode for its character development , something that they said was

missing in the previous episodes . Robert Canning of IGN said that although there was still plenty of room for growth , the episode gave a better understanding of Liz and Jenna 's friendship . He felt that prior to the episode , nothing was known about Liz and Jenna 's longtime friendship , and that there was no depth to it . Canning said that Liz 's admission of being somewhat jealous of Jenna 's success was a much needed storyline for the show , and one that gave the audience something deeper to latch onto . However , Canning pointed out that small hints of what their friendship was like in the past were played for laughs as opposed to establishing any sort of history . Canning found that their verbal sparring really " solidified their bond " , and that by the end of the episode the audience had seen their " human side " and the " characters had become people " .

Matt Webb Mitovich of TV Guide said that he was finally starting to understand Jenna , and how she fits into the show . He said that even though she was supposed to come off as flighty and disillusioned at times , he realized that in reality she was not completely flighty and disillusioned . He also noted the development in Liz and Jenna 's friendship , learning that they go " way back " as friends and as a comedy team . Julia Ward of AOL 's TV Squad disagreed , however . She felt that the show had too many storylines and that this episode made it seem as if the show was about the relationship between Liz and Jenna , rather than the storylines introduced in the pilot . She said that having several ongoing storylines is possible , but the show needs some kind of center .

= = Reception = =

According to the Nielsen ratings system , " The Rural Juror " was viewed by an average of 6 @. @ 10 million American viewers . The episode achieved a rating of 2 @. @ 9 in the key adults 18 ? 49 demographic , which refers to 2 @. @ 9 % of all 18- to 49 @- @ year @- @ olds in the U.S. The episode was ranked sixty @- @ third in Nielsen 's prime @- @ time television rankings for the week . Upon its original broadcast in the United Kingdom , this episode was viewed by 200 @, @ 000 viewers , which was 2 % of the viewing audience at the time of the broadcast .

Robert Canning of IGN said the episode " was a well @- @ crafted half @- @ hour with a solid main storyline " . He said that the episode took 30 Rock in the " right direction " with a good story structure and a " successful effort at developing its characters " . Canning rated the episode 8 out of 10 . Julia Ward of AOL 's TV Squad started her review by saying if Alec Baldwin did not win the Golden Globe for his performance , she would have no choice but to resign from her post at the Hollywood Foreign Press Association , which he did at the 64th Golden Globe Awards for Best Performance by an Actor in a Television Series - Comedy or Musical . She enjoyed Tina Fey 's performance and liked Tracy 's meat machine endorsement , Liz 's " singles yoga " and " scalp pain " Google searches and Dr. Leo Spaceman 's " reds , yellows , purples " . She criticized several guest appearances , saying Goldberg 's guest appearance was " underwhelming , " and felt that Jane Krakowski was still " an odd fit for the show " . Matt Webb Mitovich of TV Guide also gave a positive review , saying the episode " moved so dang fast and was so crackling " that it was very entertaining .