

= The C Word =

" The C Word " is the fourteenth episode of the first season of the American television comedy series 30 Rock . It was written by series creator Tina Fey and directed by Adam Bernstein . The episode originally aired on the National Broadcasting Company (NBC) in the United States on February 15 , 2007 . Guest stars in this episode include Kevin Brown , Grizz Chapman , Rachel Dratch , John Lutz , Keith Powell , Lonny Ross , Rip Torn , and Charlyne Yi .

In the episode , after being criticized for her working habits by her co @-@ workers , head writer Liz Lemon (Fey) decides to be more lenient with her writing staff . Meanwhile , Jack Donaghy (Alec Baldwin) brings Tracy Jordan (Tracy Morgan) to a major golf event to get closer to Don Geiss (Torn) , the CEO of General Electric (GE) , but his plan backfires when Tracy decides to drop " truth bombs " .

" The C Word " has received generally positive reviews from television critics . According to the Nielsen ratings system , the episode was watched by 5 @. @ 0 million households during its original broadcast , and received a 2 @. @ 5 rating / 6 share among viewers in the 18 ? 49 demographic .

= = Plot = =

Jack Donaghy (Alec Baldwin) , Vice President of East Coast Television and Microwave Oven Programming for General Electric (GE) , invites Tracy Jordan (Tracy Morgan) to a GE diabetes charity golf event . Jack hopes that bringing Tracy along can help him get close to GE CEO Don Geiss (Rip Torn) . At the event , Tracy becomes the hit of the party , but quickly begins to feel that the reason he was brought along was to be " the funny black man " . Tracy insults Geiss by accusing him of not hiring more black people , which results in Tracy and Jack not being invited to golf along with Geiss . Jack blames Tracy for this , but Tracy doesn 't care , as he tells Jack that he cannot help but drop " truth bombs " . Later , to make amends with both Jack and Geiss , Tracy gives a heartfelt speech about his daughter battling diabetes , which moves Geiss . This results in Geiss inviting Jack , Tracy , and Tracy 's daughter to the Vineyard . Tracy admits to Jack that he does not have a daughter , which prompts Jack to say , " Let 's have a casting session on Monday . "

Meanwhile , at the 30 Rock studios , TGS with Tracy Jordan head writer Liz Lemon (Tina Fey) and her writing staff are discussing potential topics to use in the show . J. D. Lutz (John Lutz) suggests one of his sketches , " Dancing with the Hobos " , which Liz criticizes , thus embarrassing him in front of everyone . Later , Liz talks to Greta Johansen (Rachel Dratch) , the show 's cat wrangler . At the same time , she overhears Lutz calling her the C word . Outraged by this , Liz tells Pete Hornberger (Scott Adsit) and Frank Rossitano (Judah Friedlander) about what Lutz called her and wants to fire him . Frank reveals that Lutz 's poor behavior is due to the passing of his grandmother . After it 's pointed out that she has been a terrible boss to the staff , Liz begins acting nice , but this backfires when they take advantage of her . Angered by this , Liz confronts the writers about their actions , and tells Lutz she knows what he called her . Liz warns all of them that if they call her that " horrible word " she will fire them .

At the same time , Kenneth Parcell (Jack McBrayer) struggles with his feelings for another page , Grace Park (Charlyne Yi) who demonstrates affection for him . Kenneth explains to Pete that he is afraid of " disgracing the peacock " by becoming romantically involved with her . Throughout the episode , it is shown to be sexually awkward for the two of them during their job , though towards the end , Kenneth confronts her with his feelings about her . Their kiss is interrupted by Kenneth 's work , which allows him to abruptly forget about her .

= = Production = =

" The C Word " was written by series creator , executive producer and lead actress Tina Fey , making it her seventh writing credit after the pilot episode , " The Aftermath " , " Tracy Does Conan " , " The Head and the Hair " , " Black Tie " , and " Up All Night " . The episode was directed by

supervising producer Adam Bernstein , making it his fifth for the series . " The C Word " originally aired on NBC in the United States on February 15 , 2007 , as the fourteenth episode of the show 's first season .

In an April 2007 interview with Entertainment Weekly , Fey revealed that she was once called " the c word " by one of her writers . In discussion of this , she said , " That C @-@ word thing actually did happen . I was furious , and I had this weird reaction where I kept saying , ' You can 't say that ! My parents love me ! ' " In another interview , she was asked whether the c @-@ word was based on experience , to which she said , " It was a little bit . It was a little bit based on the experience of having someone call you that and not knowing how to deal with it . " . In December 2015 Fey revealed that the writer who called her " the c word " was Colin Quinn .

Comedian actress Rachel Dratch , longtime comedy partner and fellow Saturday Night Live (SNL) alumna of Fey , the latter who was the head writer on SNL from 1999 until 2006 , was originally cast to portray the character Jenna Maroney . Dratch played the role in the show 's original pilot , but in August 2006 , actress Jane Krakowski was announced as Dratch 's replacement . Executive producer Lorne Michaels announced that while Dratch would not be playing a series regular , she would appear in various episodes in a different role . In the pilot , " The Baby Show " , and in this episode , she played Greta Johansen , The Girlie Show 's cat wrangler . " The C Word " was actor Rip Torn 's debut as GE CEO Don Geiss .

= = Reception = =

In its original American broadcast , " The C Word " was watched by 5 @.@ 0 million households , according to the Nielsen ratings system . It earned a 2 @.@ 5 rating / 6 share in the 18 ? 49 demographic . This means that it was seen by 2 @.@ 5 percent of all 18- to 49 @-@ year @-@ olds , and 6 percent of all 18- to 49 @-@ year @-@ olds watching television at the time of the broadcast . This was a decrease from the previous episode , " Up All Night " , which was watched by 5 @.@ 2 million American viewers .

IGN contributor Robert Canning , wrote , " Even in an episode like ' The ' C ' Word , ' where some of the ideas fall a bit short , there were still plenty of laugh @-@ out @-@ loud moments to talk about . [...] In the end , the great writing outweighed the slightly bothersome contrivances to make this yet another laugh @-@ filled episode of 30 Rock . " He said that the pairing of Jack and Tracy " gave us another opportunity to enjoy the pairing of the polar opposite personalities " . Canning reported that the Liz plot had " its funny moments " , but opined that it was hard to " get past the fact this wasn 't exactly the Liz we knew " , in regards to her being a " domineering boss that cares little about her employees . " Canning gave the episode a 7 @.@ 8 out of 10 rating . Julia Ward of AOL 's TV Squad wrote that putting Alec Baldwin and Rip Torn together " was a genius move . " She was complimentary towards Tina Fey , citing that it was " another great week " in her " continuing portrayal of what being a hard @-@ working gal is actually like . " Ward enjoyed Tracy 's speech , noting that it was " priceless " , and was glad to see him having " ample screen time ... which was a nice change of pace . " TV Guide 's Matt Mitovich wrote he enjoyed all of the episode 's storyline pairings , but much enjoyed Jack and Tracy . Further in his recap , Mitovich reported that Liz 's plot could have been better had the comedy show How I Met Your Mother " not gone there with the C @-@ word " in an episode . Though , he said that Liz 's story " had a fitting message ? that she is held to a different standard , yet shouldn 't be , as a female head writer . Plus , her story gave us that winning flurry of flashbacks to times when she was a ... not very nice lady . "