

= Lee Marvin vs. Derek Jeter =

" Lee Marvin vs. Derek Jeter " is the seventeenth episode of the fourth season of the American television comedy series 30 Rock , and the 75th overall episode of the series . It was written by co @-@ producer Kay Cannon and series creator Tina Fey . The episode was directed by series producer Don Scardino . It originally aired on the National Broadcasting Company (NBC) network in the United States on April 22 , 2010 . Guest stars in this episode include Elizabeth Banks , Will Ferrell , Steve Hely , Julianne Moore , and Ariel Shafir .

In the episode , Liz Lemon (Fey) starts making an effort to date by attending singles events with her friend Jenna Maroney (Jane Krakowski) . At the same time , Jack Donaghy (Alec Baldwin) feels forced to choose between his high school sweetheart , Nancy Donovan (Moore) , and news anchor Avery Jessup (Banks) . Meanwhile , a racist comment sparks an office @-@ wide debate on affirmative action and leaves James " Toofer " Spurlock (Keith Powell) with a big decision to make regarding his future at the fictitious show The Grlie Show with Tracy Jordan (TGS) .

" Lee Marvin vs. Derek Jeter " received generally positive reviews from television critics . According to the Nielsen ratings system , the episode was watched by 4 @.@ 216 million households during its original broadcast , and received a 1 @.@ 9 rating / 6 share among viewers in the 18 ? 49 demographic . Kay Cannon and Tina Fey were nominated for a Primetime Emmy Award nomination in the category for Outstanding Writing in a Comedy Series for their work in this episode .

= = Plot = =

On the weekend of Jack Donaghy 's (Alec Baldwin) 51st birthday , his advances with CNBC host Avery Jessup (Elizabeth Banks) are called into question when he learns that his high school sweetheart , Nancy Donovan (Julianne Moore) , has finally been divorced from her husband . Jack spends evenings having dinner and wine with both , against Liz Lemon 's (Tina Fey) suggestion that it is a bad idea . He compares Nancy to actor Lee Marvin , after watching a movie marathon starring Marvin , and Avery to baseball player Derek Jeter , after he spends time with Avery at Jeter 's home . He is moved by the thoughtful birthday gifts both women give him . Jack is torn between the easygoing , middle @-@ class Nancy and his successful , wealthy counterpart Avery , and does not know whom to choose .

Meanwhile , Liz attends singles activities at the YMCA and her friend , Jenna Maroney (Jane Krakowski) , joins her as her wingman . Nancy accompanies Liz to one of the activities , and is concerned when Liz speaks critically of everyone there and rebuffs a man whom Nancy has drawn into conversation . Nancy encourages Liz to focus not on the negative , but on what she does want from a man . Liz tries to follow Nancy 's advice the next day at a dodgeball game , and she tells a man (Ariel Shafir) , whom she hit in the face during a previous dodgeball game , what traits she wants from a man . However , the man does not speak English , and a disappointed Liz hits him with another ball .

Finally , James " Toofer " Spurlock (Keith Powell) learns he may have been hired as a writer on TGS with Tracy Jordan because of affirmative action and quits . Liz ? the show 's head writer ? is reluctant to rehire him until TGS producer Pete Hornberger (Scott Adsit) reveals to Liz that she is also a beneficiary of affirmative action , having attended college on a Title IX scholarship and having her project The Grlie Show picked up as a mid @-@ season replacement for a misogynistic show that received complaints . When Toofer returns , he demands that no one call him " Toofer " anymore , but when everyone comes up with more insulting nicknames , he gives up .

= = Production = =

" Lee Marvin vs. Derek Jeter " was directed by series producer Don Scardino , and written by co @-@ producer Kay Cannon and series creator Tina Fey . This was Cannon and Fey 's fourth script collaboration , having written the episodes " Black Tie " , " Somebody to Love " , and " Christmas Special " , for season one , season two , and season three , respectively . " Lee Marvin vs. Derek

Jeter " originally aired on NBC in the United States on April 22 , 2010 , as the seventeenth episode of the show 's fourth season and the 75th overall episode of the series .

" Lee Marvin vs. Derek Jeter " was filmed on February 8 , 2010 . In November 2009 , it was announced that actress Julianne Moore would guest star on 30 Rock as a love interest for Alec Baldwin 's character , Jack Donaghy . She made her debut as the character Nancy Donovan in the December 10 , 2009 , episode " Secret Santa " , and later guest starred in the episode " Winter Madness " . In December 2009 , it was confirmed that actress Elizabeth Banks would guest star , and in the February 11 , 2010 , episode " Anna Howard Shaw Day " she made her debut as Avery Jessup , a CNBC correspondent . Banks later guest starred in the episode " Future Husband " . 30 Rock writer and producer Steve Hely appeared in this episode as a man who ignores Jenna Maroney . Keith Powell , who plays Toofer Spurlock , was asked about his reaction towards his storyline in the " Lee Marvin vs. Derek Jeter " script , in which he said " They kind of warned me about that one ? I thought it was a really fun thing because Affirmative Action has permeated corporate culture . It didn 't freak me out that much " .

Comedian actor Will Ferrell had a brief appearance in " Lee Marvin vs. Derek Jeter " . In a scene , Pete reveals to Liz that the only reason The Girlie Show ? before being renamed to TGS with Tracy Jordan ? was green @-@ lighted by NBC was due to criticism from women 's groups after the network aired the action drama Bitch Hunter . In a clip , Ferrell , as the character Shane Hunter , is seen with a gun , and entering a woman 's bathroom , and shouting " Happy birthday , bitches ! " . 30 Rock writer Jack Burditt and former co @-@ chairman of NBC Entertainment and Universal Media Studios Ben Silverman are credited as executive producers of Bitch Hunter . Ferrell has appeared in the main cast of Saturday Night Live (SNL) , a weekly sketch comedy series which airs on NBC in the United States . Fey was the head writer on SNL from 1999 until 2006 . Ferrell would later appear as Shane Hunter in the May 6 , 2010 , 30 Rock episode " The Moms " .

= = Cultural references = =

Jenna tells Liz that she wants to accompany her to her singles activities as her wingman since she is up for a role in National Lampoon 's Van Wilder 's Wingman , Incorporated , a reference to the National Lampoon 's Van Wilder film series . Avery and Jack attend a gala opening at a museum , and upon seeing the decorations and well dressed patrons , Avery remarks that " You always know you 're at the right party when it feels like the Riddler is about to attack " , the Riddler is a comic book villain who leaves behind riddles , puzzles , and word games so that they can be solved . While posing for pictures at the gala , a photographer mistakes Avery for stand @-@ up comedian Chelsea Handler , which has been based on real life experience for Elizabeth Banks , who portrays Avery , as she has been mistaken for Handler . When Liz tells Jack that he cannot date both Avery and Nancy at the same time , she says " Mrs. Doubtfire shimself could not do this " , a reference to actor Robin Williams ' role in the movie Mrs. Doubtfire , in which he plays two roles , one as a man and the other as a woman named Mrs. Doubtfire .

During their dinner , Avery tells Jack some day he will be as great as a man as former U.S. President Ronald Reagan , to which Jack replies " I do like jelly beans " , a reference to Reagan 's real @-@ life love of the candy . During one scene of " Lee Marvin vs. Derek Jeter " , Tracy Jordan (Tracy Morgan) tells the TGS with Tracy Jordan staff " I know you 're all secretly mad , because we finally have a black Disney princess " , which is a reference to the 2009 Disney animated film The Princess and the Frog in which the princess character , Tiana , is the first black princess in the Disney Princess franchise . In her speech , Liz says that she wants to be with a man who " will just shut their mouth " when watching the ABC show Lost .

= = Reception = =

In its original American broadcast , " Lee Marvin vs. Derek Jeter " was watched by 4 @.@ 216 million households , according to the Nielsen ratings system . It achieved a 1 @.@ 9 rating / 6 share in the key 18- to 49 @-@ year @-@ old demographic . This means that it was seen by 1 @.@ 9

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 , " Floyd " , which was watched by 6 @.@ 252 million American viewers . In the 8 : 30 p.m. timeslot on April 22 , in which this episode aired out of its usual timeslot , 30 Rock was outperformed by CBS ' reality show Survivor : Heroes vs. Villains , Fox 's crime drama Bones , and ABC 's FlashForward . Nonetheless , " Lee Marvin vs. Derek Jeter " outperformed The CW 's supernatural @-@ fantasy horror program The Vampire Diaries , which drew 3 @.@ 155 million viewers . Kay Cannon and Tina Fey received a Primetime Emmy Award nomination for Outstanding Writing in a Comedy Series for their work on " Lee Marvin vs. Derek Jeter " at the 62nd Primetime Emmy Awards , but lost it to Modern Family 's Steven Levitan and Christopher Lloyd for their work on the pilot episode . The episode received generally positive reviews from television critics .

IGN contributor Robert Canning reported that " Lee Marvin vs. Derek Jeter " was a " stellar episode that was hitting all the right beats " , and commented that " [e] ven the tired , formulaic structure of Jack 's two women scenario was given some great new lines " from Fey and Cannon , who developed the script . He opined that if the episode centered only around Jack 's two women dilemma it " would have been just fine . " Canning appreciated Elizabeth Banks ' and Julianne Moore 's appearances , writing that the two " exhibited the charms that have made them welcome additions to this season " . In conclusion , Canning gave the episode a 9 @.@ 2 out of 10 rating . Jane Boursaw of AOL 's TV Squad said that the Toofer story was " funny , without being (too) offensive . " The A.V. Club 's Nathan Rabin said that he enjoyed " just about every minute " of this episode , and praised Liz 's speech citing it as the " crowning moment " from " Lee Marvin vs. Derek Jeter " . Rabin also liked the Toofer quitting storyline writing that it " could easily have gone nowhere but the show made it both funny and surprisingly thoughtful by using it as a springboard to discuss Affirmative Action and our society 's defiantly uneven playing field . " Time contributor James Poniewozik noted that this episode was stronger than " Khonani " , which aired the same day of the week as this episode . Sean Gandert of Paste wrote that Toofer 's plot was not " given more than a few minutes of screen time [but] it also doesn 't wear out its welcome ... The show doesn 't address race , gender , or affirmative action in a particularly enlightened manner , but who cares , it 's funny . " TV Guide 's Adam Mersel wrote that he found the most enjoyment in Liz 's story , writing that he found it " endearing " . In regards to Jack 's plot , Mersel said that Jack is able to play off Nancy and Avery so well that " I am going back and forth on whether or not to scold the NBC boss or give him a pat on the back . Avery and Nancy both have their shining moments , but I feel that he must choose quite soon , or he will be losing [sic] both . "

Will Ferrell 's ten second cameo was well @-@ received , with Canning concluding , " ... the cherry on the top was discovering that The Girlie Show was only picked up to offset the complaints raised by the series Bitch Hunter . The ten @-@ second clip of this series , with a cameo from Will Ferrell , was phenomenal and I hope the web will soon produce more clips . "