

= The Ones (30 Rock) =

" The Ones " is the nineteenth episode of the third season of the American television comedy series 30 Rock . It was written by co @-@ executive producer Jack Burditt , and directed by Beth McCarthy . The episode aired in the United States on April 23 , 2009 , on the National Broadcasting Company (NBC) . Guest stars in this episode include Josh Casaubon , Salma Hayek , and Brian Williams .

In the episode , Jack Donaghy (Alec Baldwin) goes shopping with Liz Lemon (Tina Fey) for an engagement ring for Elisa (Hayek) . Jack grows worried about whether he and Elisa 's potential marriage could survive in the real world , but Tracy Jordan (Tracy Morgan) counsels him on married life . Meanwhile , Elisa tells Liz that she is keeping a secret from Jack . A prank results in an injury back at TGS and Jenna Maroney (Jane Krakowski) falls in love with an attractive emergency medical technician (Casaubon) who comes to help .

" The Ones " received generally mixed reception . According to the Nielsen ratings system , it was watched by 6 @.@ 3 million households during its original broadcast , and received a 3 @.@ 9 rating / 6 share among viewers in the 18 ? 49 demographic . For her performance in this episode , Krakowski received a Primetime Emmy Award nomination in the category for Outstanding Supporting Actress in a Comedy Series .

= = Plot = =

Jack Donaghy (Alec Baldwin) is planning to marry his girlfriend Elisa (Salma Hayek) as he believes she is " the one " , but Elisa tells Liz Lemon (Tina Fey) she has a secret . After asking Liz to tell Jack of her reluctance to get married , Elisa kisses Liz and walks away . Liz simply says " I see why he (Jack) likes it " . She confesses to Jack and Liz that she killed her first husband in a crime of passion after he cheated on her , and did not go to prison because she could not get an impartial jury due to her consequent notoriety . Jack considers marrying her anyway , saying that love requires one to overlook another 's flaws , but worries about what would happen if he would ever be unfaithful . Tracy Jordan (Tracy Morgan) tells Jack that he has never cheated on his wife , Angie (Sherri Shepherd) , which makes Jack think that he too can be faithful . However , when Elisa grows too suspicious of Jack 's relationship with Liz , he calls off the engagement .

Meanwhile , at the 30 Rock studios , Frank Rossitano (Judah Friedlander) and James " Toofer " Spurlock (Keith Powell) decide to play a prank on J. D. Lutz (John Lutz) , which results in Lutz getting hurt , after a flat @-@ screen monitor falls on top of him . Jenna Maroney (Jane Krakowski) becomes romantically interested in one of the paramedics (Josh Casaubon) , but unsure of how to contact him , tries to bring him to the studio by giving the show 's page , Kenneth Parcell (Jack McBrayer) , strawberries , which triggers his allergies . Kenneth willingly consumes some , after Jenna tells him that the paramedic might be " the one " , only for Jenna to decide against having a relationship with the paramedic because he has a son .

= = Production = =

" The Ones " was written by co @-@ executive producer Jack Burditt , and directed by Beth McCarthy , a long @-@ time television director who worked with series creator Tina Fey on the sketch comedy show Saturday Night Live . This was Burditt 's tenth writing credit , and was McCarthy 's sixth directed episode . " The Ones " originally aired on NBC in the United States on April 23 , 2009 .

At the beginning of the episode , Jack and Liz are at a jewelry store , as Jack is searching for an engagement ring for Elisa . They shot that scene in a Cartier store in New York 's Fifth Avenue , which was filmed on February 22 , 2009 . A scene featuring Sue LaRoche @-@ Van der Hout (Sue Galloway) as the Grim Reaper , in which Jenna is led to believe Kenneth has gone into shock because of the strawberries , was cut from the airing . According to Jane Krakowski , in the DVD commentary for this episode , there were alternate scenes with Jenna letting Kenneth know about

the tampering she did to Kenneth 's items , his chickpea , water bottle , and harmonica .

" The Ones " was actress Salma Hayek 's final guest appearance on 30 Rock . Her first appearance on the show was in the episode " Señor Macho Solo " , as a nurse for Jack 's mother and love interest for him . She next guest @-@ starred in the episodes " Flu Shot " , " Generalissimo " , " St. Valentine 's Day " , and " Larry King " .

News anchor Brian Williams , of NBC Nightly News , guest @-@ starred as himself in this episode . In a scene with Tracy and Jack at a club , Tracy reveals to Jack that he has been giving out his phone number to different women , though it is not his real number , which results in Williams receiving the calls .

= = Cultural references = =

Kenneth revealing that his real name is " Dick Whitman " is a reference to the main character Don Draper of *Mad Men* (played by Jon Hamm , who had a recurring role on 30 Rock earlier in the season) . " Earn this " , spoken by Kenneth as Jenna has poisoned him again , references the 1998 film *Saving Private Ryan* when actor Tom Hanks says the same words to actor Matt Damon 's title character . When she is told that Kenneth has gone into a severe allergic shock and needs to have his hands cut off , Jenna apologizes to him for what she has done , telling him " I 'm just a girl sitting in front of a boy she poisoned so this other guy would go to town on her " , which Jenna misquotes from actress Julia Roberts ' character from the romantic comedy *Notting Hill* (1999) . After Kenneth drinks his strawberry water , as he risked his life so that Jenna can meet the paramedic again , Jenna says to Kenneth " You magnificent sonofabitch ! " , a line quoted by actor George C. Scott in the American biographical war film *Patton* (1970) . Kenneth blows white smoke out while referencing bringing back something from " the other side " (death) echoes the same look when actor Haley Joel Osment remarked " I see dead people " in the movie *The Sixth Sense* (1999) .

The final three clips in the montage of Tracy taking off his shirt are real clips from Tracy Morgan interviews . Also , Elisa wears a " What the Frak ? ! " *Battlestar Galactica* t @-@ shirt , as she admits her secret to Jack and Liz . " It 's not product placement ? I just like it ! " , says Liz to Jack , after he storms into her office and she is wearing a Slanket , a sleeved blanket with sleeves usually made of fleece material .

= = Reception = =

In its original American broadcast , " The Ones " was watched by 6 @.@ 3 million households , according to the Nielsen ratings system . It earned a 3 @.@ 9 rating / 6 share in the 18 ? 49 demographic . This means that it was seen by 3 @.@ 9 % of all 18- to 49 @-@ year @-@ olds , and 6 % of all 18- to 49 @-@ year @-@ olds watching television at the time of the broadcast . It was the eighth highest @-@ rated show on the NBC network that week , while it finished in 19th place ? tied with episodes of *Brothers & Sisters* , *The Celebrity Apprentice* , and *Heroes* ? in the weekly ratings for the week of April 20 ? 26 , 2009 . Jane Krakowski received a Primetime Emmy Award nomination for Outstanding Supporting Actress in a Comedy Series at the 61st Primetime Emmy Awards for her work in this episode , but lost it to actress Kristin Chenoweth .

Since airing , the episode has received mixed reviews from television critics . IGN contributor Robert Canning rated the episode an 8 out of 10 , saying it " gave all the main characters an opportunity to shine " and that the episode " delivered some great laughs and elevated some standard sit @-@ com plots to a much funnier level . " He argued that Liz helped make the episode good . Though , Canning found Elisa 's secret disappointing and felt that Salma Hayek 's exit from the show too much like a conventional sitcom . *Entertainment Weekly* 's Aly Semigran wrote that the episode gave good character revelations about Tracy , Jenna , and Kenneth , but that episode did not exceed expectations from the previous week 's episode , " Jackie Jormp @-@ Jomp " . Writing for *The Star @-@ Ledger* Alan Sepinwall reported that despite the episode not being a 30 Rock classic it " had more than enough funny things in it to keep me satisfied . " *The A.V. Club* 's Nathan Rabin wrote that " The Ones " felt " a little stock " but that it was " just pretty good . " He further

added that " the one " gag featured in this episode " was mildly amusing but a little obvious . " He felt that Elisa 's secret felt more like a Soap opera secret than a 30 Rock one . Nonetheless , Rabin gave " The Ones " a B- . David Bauder of the Guelph Mercury , however , was complimentary towards Hayek 's guest appearances throughout season 3 , noting , that they are " the best this absurdist comedy has to offer . Hayek throws herself into her role with gusto , matching Tina Fey and Alec Baldwin step for silly step " .

Jenna 's storyline in the episode received mixed reception . Canning enjoyed her subplot but found it predictable and stereotypical , while Sepinwall reported it did not work , and wrote that Jenna 's stories need to have Liz or Jack featured prominently or that she be put with Scott Adsit 's 30 Rock character , Pete Hornberger , as in this episode , " as her insanity 's only amusing when contrasted against a relatively normal character . As with Sepinwall , Bob Sassone of AOL 's TV Squad believed Jenna 's subplot was fair , observing it was great in parts but " it just went on too long and got tedious and silly . " He believed it would be a good idea to have Jenna dating or perhaps marrying a recurring character , but opined " The Ones " did not choose that path . Tom O 'Neil from the Los Angeles Times , in an August 2009 article , was thrilled for Krakowski receiving an Emmy nomination for her work on 30 Rock , but felt that " The Ones " would not be the episode for which she 'd win the Outstanding Supporting Actress award .