

Conflict Tune-up for a 30 Rock B-story

This story's lead character is Jack Donaghy

His goal is to increase NBC's 'urban demographic' by getting to know how black people think

He is in conflict with the black people he meets at a Harlem basketball game
because Jack is a white corporate elitist

Two obstacles are 1) Jack's white CEO mentality 2) He knows little about basketball

By mid story, he is in conflict with Spike Lee
because he wants Spike Lee to like him

By late story, he is in conflict with the Referee at a Knick game
because the Ref thinks Jack tripped him on purpose

Later, he is in conflict with Spike Lee and MSG Security Guards
because Jack got him ejected from Madison Sq Garden forever

Later, he is in conflict with Spike Lee
because Spike ended their bromance

The conflict resolves when Jack replaces Spike with Jimmy Fallon