

THE KNOW-IT-ALL GUIDE TO CHICKEN
CMJ Productions for Blue Ant Media

RUNNING ORDER

PIX LOCK NOTES – APRIL 26, 2017

	ACT 1	
	VISUALS	AUDIO
0'40	<p>Cold open</p> <p>VIZ & sound up/clips – highlights of the episode</p>	<p>VO: On tonight's episode of The Know-it-all Guide, we're going to play a tasty game of chicken.</p> <p><i>Oh I love the wings</i></p> <p>VO: Discover who decided to turn this:</p> <p>VO: Into this...</p> <p><i>I love chicken, chicken chicken chicken...</i></p> <p>VO: Get a handle on a hack that makes wing night a snap...</p> <p>VO: We'll fly you to North Carolina – where we'll blow the lid on the best kept secret the locals don't want you to know...</p> <p><i>I could probably eat 3 or 4 more of these and be very happy</i></p> <p>VO: And we'll reveal the secret sauce to this insanely popular wings brand...</p> <p>VO: So shake your tail feather – we've got all this and more in tonight's episode of The Know-it-all Guide to...Chicken.</p>
0'10	<p>Title Page</p> <p>Animated graphic</p>	

	<p>SEGMENT 1 World View</p> <p>Graphics – bubble graphics top left, top right and bottom left, and full page graphics. Include different fonts and colours to add energy and buzz to the segment</p> <p>GFX – make usual map showing Oceania and Americas, with pounds eaten in text over the top and chickens.</p>	<p>The chicken is a popular bird from the fowl family – bred for its meat and eggs.</p> <p>SFX: Mmmmm</p> <p>It's the most popular meat in the world – because it's affordable and totally flexible.</p> <p>There are over 100 different breeds of chicken...but believe it or not, we in North America don't eat the most in the world.</p> <p>REVISED: That honor goes to the region of Oceania that includes Australia, New Zealand and nearby islands.</p> <p>They eat a whopping 92 pounds per person, per year.</p> <p>Here in the Americas, we come in a healthy second place, with 85 pounds per person.</p> <p>In the States alone, we eat 8 billion chickens a year!</p> <p>TOS: 8 Billion</p> <p>SFX: CLUCK</p> <p>But what do you really know about our fine-feathered friend?</p>
1'15	GFX SEGMENT:	

	<p>FUN FACTS</p> <p>REVISION AT 01:35</p> <p>ADD SPACE FOR THIS TOS</p>	<p>Poultry is divided into two categories –layers are bred for their eggs.</p> <p>...and broilers or roasters are bred for their meat.</p> <p>Chicken packs a healthy wallop.</p> <p>We can get 30 nutritional goodies from a standard three-ounce chicken breast.</p> <p>SFX – Mmmm...vitamins!</p> <p>Hands up who thinks England’s top take-out dish is fish and chips?</p> <p>SFX: Buzzer!</p> <p>Surprise! It’s chicken – Indian style!</p> <p>Chicken Tikka Masala, a mild curry dish, ranks number one.</p> <p>In the US - 95 per cent of take-out restaurants have chicken on their menu.</p> <p>And the number one dish flying out the door? Chicken wings!</p> <p>SFX: ROOSTER CROW</p>
0’20	<p>FOOD HACK #1</p> <p><i>No Bones About It</i></p> <p>Studio shots and GFX Or Archive</p> <p>TOS ALONGSIDE VIZ : Americans ate</p>	<p>Here’s a tip to make them even easier to eat!</p> <p>Eating the drumette part of the chicken wing is a no brainer...</p> <p>(GFX TO INDICATE DRUMETTE)</p> <p>While the little bones in the flat - make it tough to get to the meat.</p> <p>(GFX TO INDICATE FLAT)</p>

	<p>1.33 billion chicken wings over 2016 Super Bowl weekend.</p>	<p>The solution? Give it a twist!</p> <p>Locate the fatter end of the wing and feel for the skinnier bone.</p> <p>With a little wiggle and twist, pull it right out.</p> <p>Next take hold of the larger bone and wiggle that one out. Sloooooowly....</p> <p>SFX: Squawk</p> <p>You got it! ADD: Now you're ready to dip!</p> <p>SFX: SQUISH SOUND WITH DIPPING SFX: SPORTS crowd cheers</p> <p>ADD: I've got chicken wings on the brain now...You too?</p>
4'00	SEGMENT 2 INSIDE SCOOP	<p>Buckle up then - because there's more!</p> <p>This is Perdue Farms – one of America's largest producers of chickens and poultry retail products. They have <i>wings a-plenty</i> .</p> <p>They start by raising their own birds -- 665 million every year.</p> <p>SFX: WOW!</p> <p>CLINTON ROWE: That is a lot of chickens.</p> <p>One of Perdue's top sellers is their frozen Buffalo wings.</p> <p>CLINTON ROWE: What makes our Purdue Buffalo wings so special</p>

	<p>is not only the formulation but the fact that they came from chickens that were raised with no antibiotics ever as well as an all vegetarian diet</p> <p>The process starts by tumbling fresh chicken wings in a special marinade.</p> <p>But what exactly makes them buffalo?</p> <p>SFX: WHA?</p> <p>Don't let the name fool you – there's no actual buffalos involved.</p> <p>The name comes from <i>this</i> Buffalo...a city in New York State where the spicy wing recipe was created by a local restaurant owner.</p> <p>CLINTON ROWE: One of the key constituents of that marinade is a butter flavor, which really is unique to the buffalo sauce...</p> <p>Did you say butter?</p> <p>COURTNEY STEELE Fantastic !</p> <p>NARRATOR: It sure is!</p> <p>The wings have a buttery bath for 30 minutes and then they're transferred to the fryer.</p> <p>CLINTON ROWE: So we fry the wings to add a little bit of color to the wing, as well as crisp up the skin. That crisping process renders out the fat which makes it easier to eat.</p> <p>After 30 seconds in the fryer...the wings fly down to the ovens where they're fully baked for 10 minutes.</p> <p>And now it's time to get saucy! Buffalo saucy.</p>
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	<p>What's in the stuff Clinton? Lay it on me.</p> <p>CLINTON ROWE: So the buffalo sauce predominantly made up of aged cayenne peppers as well as vinegar, which really gives unique flavor of a buffalo sauce. You get that acidic punch up front followed by heat with the sauce.</p> <p>Courtney Steele, Yield Master I love the wings...especially the seasoned wings. The flavor gets inside the meat, down to the bone and the sauce is like awesome.</p> <p>Oh yeah baby!</p> <p>The Buffalo Wings are now ready for the deep freeze.</p> <p>CLINTON ROWE: After approximately forty-five minutes these wings will be completely frozen all the way to the core down to approximately zero degrees before they are bagged.</p> <p>Then they're sent to be weighed and bagged. But this is no ordinary scale...</p> <p>CLINTON ROWE: To make sure that every bag gets five pounds of wings is truly amazing.</p> <p>It takes 2-and-half hours for a batch of BUFFALO wings to be cooked, bagged and ready for shipping. But what about a little taste test...?</p> <p>CLINTON ROWE Perfect time to eat wings is all the time.</p> <p><i>Perdue Wings are fantastic!</i></p>
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0'10	TEASE TRUE OR FALSE? Studio shots and GFX Or Archive	Coming up, our resident Rooster - the Headless Chef - will show you an ancient Chinese trick to seal in the juices... GFX: GONG BUT FIRST... Were chickens originally domesticated: A: For their feathers? B: For their eggs? OR: C: For their street fighting skills? SFX: HIYAHHHH!
6'35	COMMERCIAL BREAK	

	ACT 2	
1'00	SEGMENT 3 History Of... Archive Studio shots GFX **DID FACT CHECK - CHANGED	<p>The Know-it-all Guide to Chicken is flying out of the factory and into the jungle!</p> <p>Time to find out why chickens became domesticated</p> <p>Let's get ready to rumble!</p> <p>REVISED: Around five thousand years ago in Asia – wild jungle chickens were pretty punchy about their territory, so people took the birds and put them in the ring.</p> <p>So the chicken was domesticated for the purpose of cockfighting – not as food.</p> <p>(GANGSTER ACCENT) Who you calling chicken – now?</p> <p>SFX: Cheep - any noise from a baby chick</p> <p>Besides their fighting prowess, chickens were also once prized for their fortune-telling skills.</p> <p>In ancient Rome, sacred chickens, raised by priests, were used for predicting the future – like whether a battle was going to be won or lost....</p> <p>GFX: Sorry doesn't look good... SFX: RASPBERRY</p> <p>But who in the world hatched the idea of the chicken nugget?</p>

<p>GFX PORTRAIT OF Robert C. Baker as a CHICKEN with white hair, wearing glasses, white lab coat and a tie. ADD Bubble pops up “Chicken is my life”.</p> <p>AT 07:45 – ADD FOLLOW UP FACTOID: ...but they didn’t catch on with consumers.</p>	<p>We owe it all to a Cornell University Poultry Science professor named Robert C. Baker.</p> <p>SFX: Applause</p> <p>During World War II, chicken was in high demand to feed the troops. But after the war – demand declined.</p> <p>In the 1960s, whole chickens were all you could buy at the market.</p> <p>Working moms didn’t have time to do a roast except on weekends.</p> <p>Cue Professor Baker. In 1964 he came up with a way to boost the poultry market – the Chicken Crispie.</p> <p>NEW: He developed a process to debone whole chickens, grind the meat and form it into nugget shapes that cooked quickly with little mess.</p> <p>His technique to get the ground chicken to stay in a nugget form?</p> <p>Freezing!</p> <p>He shaped the raw chicken mixture and popped it in the freezer.</p> <p>Then he coated it with egg batter and cornflake crumbs. And froze the meat a second time.</p> <p>SFX: BRR!</p> <p>He published his technique but not a peep came out of the food industry until 20 years later, when a certain fast food chain added the chicken nugget to their menu.</p>
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		<p>And America hasn't stopped eating chicken nuggets ever since.</p> <p>SFX: Rooster crowing</p>
0'45	<p>FOOD HACK #2</p> <p><i>Rock The Spatchcock</i></p> <p>Studio shots and GFX Or Archive</p>	<p>Gotta hot date with a tasty bird but you don't want to wait for it to bake?</p> <p>Then Spatchcock it!</p> <p>SFX: Why I never?!</p> <p>Relax – it's just an old-fashioned way of saying splitting open the chicken for cooking.</p> <p>It'll cut 15 minutes off your cooking time.</p> <p>Start with the chicken breast side up on cutting board. Slice down either side of the backbone...</p> <p>Flip the bird over and continue cutting along one side of the backbone and then the other.</p> <p>Pull out the backbone and cut out the ribs.</p> <p>Season the bird and it's ready to roast.</p> <p>45 minutes at 375 degrees will do it!</p> <p>Now I call that properly Spatch-cocked!</p> <p>SFX: WOLF WHISTLE</p>
3'40	<p>SEGMENT 4 How to Cook</p> <p>Studio kitchen – locked off mid shot of the Headless Chef in the studio kitchen. Cut with food porn close ups of the process.</p> <p>CHICKEN BAKED IN A CRUST</p>	<p>We're going from one bird...to another.</p> <p>Welcome to the coop of our resident rooster...The Headless Chef.</p> <p>He's strutting his stuff with a little bird known as</p>

	<p>the Cornish Game Hen.</p> <p>Restaurants like them because they're the perfect size for single servings.</p> <p>Diners like them because they're leaner and contain fewer calories than the average broiler chicken.</p> <p>We're cooking this hen with a dough crust. It's an Ancient Chinese method – that will make the common complaint about chicken...</p> <p>GFX: TOO DRY!</p> <p>SFX: It's too dry (Italian accent)</p> <p>...a thing of the past!</p> <p>We're starting with the dough. Combine flour, egg whites and water in a large bowl until a dough forms.</p> <p>Knead it and cover with plastic and let it rest for 2 hours.</p> <p>While the dough rests, crush the garlic with the side of your knife and dice the carrots, celery and onion.</p> <p>Add four sprigs of chopped rosemary and thyme to the vegetables.</p> <p>Stuff the hen with the citrus and herbs. Truss him or her up...And season with salt and pepper.</p> <p>Time to get sizzling. In a pan heat olive oil and sear the stuffed hen on all sides. And set it aside.</p> <p>In the same pan, add the vegetables and cook until golden.</p> <p>Add one cup of white wine and a quarter cup of</p>
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TOS ADJACENT: ADJUST WORDING
A LID LETS STEAM AND JUICES
ESCAPE. DOUGH IS AIR TIGHT TO
GUARANTEE A JUICY HEN.

		<p>maple syrup.</p> <p>Transfer the hen and vegetables to a pot and now our Headless Chef is ready to seal the deal!</p> <p>Roll out the dough on a lightly floured surface...</p> <p>Whip up an egg...</p> <p>Using the egg wash to brush the sides of the pot.</p> <p>Lay your dough on top of the pot and apply some pinch action to seal the dough tight.</p> <p>Brush all over with egg wash.</p> <p>Pop the bird in the oven for 45 minutes until the crust is golden.</p> <p>Use a knife to break open the dough crust.</p> <p>The dough has done its job. Sealed in the moisture and the natural flavors have seeped into the hen.</p> <p>But don't eat the crust – it's too hard and tasteless</p> <p>Juicy, succulent and fall off the bone...</p> <p>Serve it with crusty bread or mashed potatoes.</p> <p>Thanks Chef!</p>
0'10	TEASE TRUE OR FALSE? Studio shots and GFX Or Archive	<p>Coming up after the break, we reveal where to find the best fried chicken in the South. Hint? It's not Tennessee...</p> <p>PLUS</p> <p>Is it true or false that in Japan raw chicken is a delicacy?</p>

5'35	COMMERCIAL BREAK	
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	ACT 3	
1'30	<p>At 11:49 ADD "F" TO FACTOID: Kill bacteria by cooking chicken to internal temperature of 165 °F</p>	<p>We're back with The Know It All Guide to Chicken!</p> <p>Eating raw chicken is usually a no-no because it could be contaminated with bacteria, which can lead to salmonella.</p> <p>VIZ NOTE: at 11:35 – remove landscape shot of Japan. REPLACE WITH Samurai duelling. CLIP #ID AE4281D1.</p> <p>(SAMURAI DUELING) But in Japan raw chicken is considered a delicacy...</p> <p>SFX: HUH?</p> <p>Torisashi – is sliced raw chicken served sashimi style.</p> <p>GFX: Torisashi</p> <p>Toriwasa is lightly seared chicken breast while the inside remains raw.</p> <p>GFX: Toriwasa</p> <p>GFX: Warning SFX: Buzzer</p> <p>Don't try this at home!</p> <p>Chicken Sashimi is only available in special eateries that guarantee the freshest meat and meet government standards.</p> <p>If you think eating raw chicken is unusual...then how about blue chicken?</p> <p>The Silkie is named for its silky, fluffy plumage and has blue skin and dark blue meat and bones. They have five toes on each foot where most</p>

		<p>chickens only have four.</p> <p>They're eaten in Asia while Americans prefer to keep them as pets.</p> <p>SFX: Rooster crow</p> <p>Chicken ranks as the most popular meat in the US and Canada. Coming in second place is turkey.</p> <p>Native to the Americas, turkey has historically been a favourite at holidays because it can feed large groups and has a big breast.</p> <p>SFX: SILLY GIGGLE</p> <p>In Asia – duck is the most eaten bird after chicken. It was a staple before chickens were even domesticated.</p> <p>SFX: DUCK CALL</p> <p>The chicken may look cute but scientists have analyzed fossils and discovered that birds – especially chickens – are actually related to the ferocious T-Rex!</p> <p>SFX: dinosaur roar</p> <p>They're closer to the dinos than any other modern-day species.</p>
0'20	<p>FOOD HACK #3</p> <p><i>Wipe Dat Bird</i></p> <p>Studio shots and GFX Or Archive</p> <p>Chicken in sink</p>	<p>It used to be a common practice for people to wash their chickens before cooking.</p> <p>But current science says don't!</p> <p>SFX: buzzer</p> <p>Splashing water from washing chicken is a surefire way to spread salmonella and other bacteria onto your hands, work surfaces and</p>

		<p>cooking equipment.</p> <p>Instead of rinsing, just pat your chicken down with a paper towel...and wash your hands with soap and water after handling raw meat.</p> <p>And always cook your chicken to an internal temperature of 165 Fahrenheit.</p> <p>ADD SFX: SIZZLING</p> <p>SFX: Timer going off</p>
4'00	<p>SEGMENT 6 Best in Show</p> <p>Shot on location in a restaurant/food truck/café etc.</p> <p>On screen GFX for the narrator lead factoids.</p>	<p>Just about every part of the world has a take on fried chicken...</p> <p>But before we peck our way to Charlotte, North Carolina for a fancy version...</p> <p>...we're heading to Tennessee.</p> <p>Not Memphis where chicken has a big rep – but Nashville for a taste of hot chicken.</p> <p>SFX: Flames snapping</p> <p>NARRATOR: Not that kind of hot...</p> <p>SFX: Buzzer</p> <p>This kind.</p> <p>This is Prince's Hot Chicken Shack.</p> <p>The story goes in the 1930s, owner Thornton Prince had a jealous girlfriend who thought he was cheating on her.</p> <p>To get her revenge, she served him up some insanely spicy chicken.</p> <p>SFX: Train whistle...</p> <p>But the move completely backfired!</p>

		<p>Not only did he love the super hot chicken – he got the recipe and started serving it at his restaurant.</p> <p>No word on whether Thornton and his lady friend stayed together but the restaurant is still alive and kicking!</p> <p>Today, it's run by his great-niece Andre Prince Jeffries - who's seeing things just as hot.</p> <p>Prince's Hot Chicken is made with vegetable oil flavored with:</p> <p>brown sugar chili powder garlic powder paprika cayenne</p> <p>Obviously it's not for the chicken-hearted! But it is for the thrifty.</p> <p>GFX: \$6.00</p> <p>SFX: Whoo hoo! (Something like James Brown's scream)</p>
		<p>But for a new spin on fried chicken that isn't going to burrrrrrrnnnnnn...and will set you back a meaty \$12.00, then let's hit the road to Charlotte, North Carolina to visit Chef Larry Schreiber at Good Food on Montford.</p> <p>It's famously known as one of the best restaurants in Charlotte.</p> <p>LARRY SCHREIBER: Saturday nights we can literally start on a wait. It'll be, you know , a two-hour wait—three-hour wait and people wait. That remains a mystery why. (Laughing)</p>

	<p>Hey Chef Larry! It's not a mystery to us.</p> <p>Good Food serves tapas-style dishes using local, organic ingredients sourced in season.</p> <p>NARRATOR: But the most popular is Chef Larry's signature dish - good ole southern fried chicken.</p> <p>CHEF LARRY You know Southern people come here to get our fried chicken...I must be doing it right, you know? Their palette is trained for—to taste fried chicken and they like ours, so it makes you feel good.</p> <p>So how does a native New Yorker ensure <i>his</i> version stands out?</p> <p>LARRY SCHREIBER: I think the secret to our fried chicken is there's two sides of the coin; there's people that brine, and there's people that buttermilk. So, we combine both and I think that's what makes it that much better.</p> <p>And doubles up the juicy goodness!</p> <p>LARRY: I start out with bone in, skin on chicken thighs.</p> <p>LARRY: So after I have my chicken butchered I'll place it in the brine. Cover that and refrigerate it over night.</p> <p>GFX: time lapse SFX: magic wand</p> <p>CHEF LARRY: So we've pulled our chicken out of saline brine...and the second step is to buttermilk brine it.</p> <p>LARRY- Mix it up and I'm going to cover it up and then we'll refrigerate it.</p> <p>LARRY SCHREIBER: I know when I was in school, chicken—you</p>
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	<p>cooked chicken every day...you have to respect the chicken and do what it wants. If you try and bastardize the chicken, it's just gonna taste terrible.</p> <p>VO: Hear that chicken? Chef Larry respects you...And we respect him... especially now that the main event is almost here....</p> <p>LARRY: Love is put into every piece...rather than just a big batch of stuff. We source the products as locally as possible. And use the best products we can.</p> <p>LARRY: This chicken is starting to look good. And we have our beautiful crispy fried chicken.</p> <p>LARRY: It's time to plate and eat it. I start out with my beans and greens. And our red eye gravy...beautiful fried chicken. That's it...Let's eat it.</p> <p>AT 17:56 ADD TOS ADJACENT AS HE PLATE THE SIDE DISHES: LET'S MAKE SURE WE SEE MORE SHOTS (PERHAPS OF OVERHEAD & CU) OF THE BEANS AND THE GRAVY:</p> <p>ADD TOS: Lima beans sautéed with vegetables, herbs and kale.</p> <p>ADD TOS: Red-eye gravy is butter, flour, chicken stock, country ham and espresso.</p>	<p>VO: Hear that chicken? Chef Larry respects you...And we respect him... especially now that the main event is almost here....</p> <p>LARRY: Love is put into every piece...rather than just a big batch of stuff. We source the products as locally as possible. And use the best products we can.</p> <p>LARRY: This chicken is starting to look good. And we have our beautiful crispy fried chicken.</p> <p>LARRY: It's time to plate and eat it. I start out with my beans and greens. And our red eye gravy...beautiful fried chicken. That's it...Let's eat it.</p> <p>SFX: A crunching sound amplified</p> <p>LARRY: You can really hear the crunch from the chicken. It came out perfect. The entire dish works together. And I don't think I've had better fried chicken</p> <p>SFX: HURRAYYY!</p> <p>Thank you Chef, but don't you think we should leave it up to your paying customers to decide this one?</p>
		<p>Dig in...you first</p> <p>BRUNETTE WOMAN: mmmm...sooo good It's delicious.</p>

		<p>BLOND WOMAN - Around here you have to have pretty strong fried chicken game, so it's up there...</p> <p>It's really good.</p> <p>BEARDED MAN: And this particular dish that they have here...I would put it up against any place in, fried chicken place ...in North Carolina...probably in the South. And that's big for me. I could probably eat 3 or 4 more of these and be very happy</p> <p>BLOND WOMAN It was super crispy and juicy, it's amazing when you have a crust like that...that you can hear crunch...that doesn't happen all the time</p> <p>TOS: Website info</p>
0'10	TEASE TRUE OR FALSE? Studio shots and GFX Or Archive	<p>When we come back...we'll show you a hack that guarantees your roast chicken will be juicy instead of a dried out dud...</p> <p>AND:</p> <p>True or false? when it comes to chicken - most people prefer white meat to dark?</p> <p>SFX: Crowd says hmmmm (like they're thinking...)</p>
6'00	COMMERCIAL BREAK	

	ACT 4	
1'15	SEGMENT 7 The Big Question Shot on location	<p>NARRATOR:</p> <p>Without a doubt, chicken is America's favorite meat but there's one question that gets everyone clucking...</p> <p>White meat or dark?</p> <p>Glasses Guy: having eaten white parts of the chicken for many years, I've come to realize how flavorful the dark meat is.</p> <p>Clinton Rowe: I feel like thighs really deliver a lot of flavor from the chicken and really make a great meal.</p> <p>Woman-short hair: I'd eat the whole dang thing!</p> <p>Guy with Tie: Both. The same way I like my women.</p> <p>Red Shirt guy: Definitely white meat, dark meat grosses me out.</p> <p>Woman: Next question.</p> <p>Checked shirt guy: Dark meat, it's more tender it's juicy and when it's fried, it just feels great in your mouth.</p> <p>Courtney: I like the white meat...you get more meat on it.</p> <p>Glasses guy: White meat it just tastes better you know?</p> <p>We asked 100 chicken lovers what they prefer...But what about you?</p> <p>Make your choice – NOOOOOOOW!</p>

		<p>We learned just about all there is to know about the marvelous chicken.</p> <p>It's almost time to fly the coop...but first riddle me this:</p> <p>Why did the chicken cross the road?</p> <p>SFX: Uproarious laughter</p> <p>**LET THE LAUGHTER GO FOR A BEAT LONGER AND THEN BRING IN THE NEXT VO SECTION:</p> <p>It's a question that's been tickling our ribs since 1847. And the answer?</p> <p>TAKE A BEAT MORE – THEN BRING IN VO:</p> <p>Well, we've done some groundbreaking research - so we can say...the chicken crossed the road to... (TAKE A BEAT HERE) wait for next time when we reveal everything about another classic ingredient.</p> <p>**LET THE CHICKEN FINISH CROSSING THE ROAD (SHORTEN THE SHOT IF NEED BE) AND THEN BRING IN THE VIZ OF THE OTHER INGREDIENTS.</p>
0'30	CREDITS	
2'50	TOTAL ACT 4	
21'00	TOTAL SHOW RUN TIME	