



**PRODUCT** KFC Original Recipe Chicken  
**MARKET** Boston, MA  
**PROGRAM** News  
**CODE #** 031008316  
**TITLE** Starting Today They're Eating Better

**LENGTH** 30  
**STATION** WBZ  
**DATE** 10/27/2003  
**TIME** 05:57 AM



(SFX: TV/BALL GAME)



MAN: Hey, honey. WOMAN: Hey. Remember how we talked about eating better?



(SFX)



Well, it starts today.



(SFX PAUSES) (MUSIC IN) MALE ANNCR: The secret's out,



two Original Recipe Chicken breasts have



less fat than a BK Whopper. Or go skinless for just



three grams of fat per piece.



And now, get a 12-piece bucket of kitchen fresh chicken for just 9.99. (MUSIC PAUSES)



(SFX RESUMES) MAN: You know, I'm doing this for you.



WOMAN: Hmm. (SFX OUT) (MUSIC RESUMES) ANNCR: For a fresh way to eat better,



you've gotta KFC what's cookin'. (MUSIC OUT)

**ALSO AVAILABLE ON VIDEO CASSETTE**



**PRODUCT** KFC Original Recipe Chicken  
**MARKET** Boston, MA  
**PROGRAM** News  
**CODE #** 031008294  
**TITLE** Jack's Been Eating Chicken

**LENGTH** 30  
**STATION** WHDH  
**DATE** 10/27/2003  
**TIME** 06:23 AM



(SFX: BIRDS IN) MAN: Jack,



is that you?



Man, you look fantastic. What the heck you've been doing?



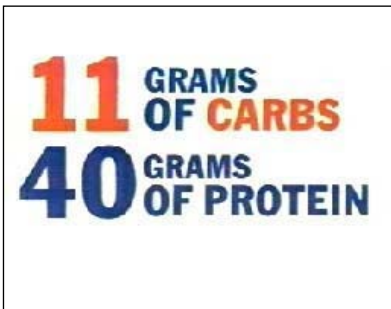
JACK: Eating chicken. (MUSIC IN)



MALE ANNCR: The secret's out.



One Original Recipe Chicken Breast



has just 11 grams of carbs and packs 40 grams of protein.



So, if you're watching carbs and going high protein, go KFC.



And now, get a 12-piece bucket of kitchen-fresh chicken for just 9.99.



MAN: Chicken?



JACK: Chicken.



ANNCR: For a fresh way to eat better, you gotta KFC What's Cookin'. (MUSIC/OUT)

**ALSO AVAILABLE ON VIDEO CASSETTE**

Material supplied by VMS may be used for internal review, analysis or research only. Any editing, reproduction, publication, re-broadcasting, public showing or display for profit is forbidden and may violate copyright law.

330 West 42nd Street, New York, NY 10036 T 212 736 2010