



## DJ Copy Points

**October 4 – October 7 and October 10-11** (7pm cut-off on the 11<sup>th</sup>)

- **KEY OBJECTIVE/BACKGROUND:** Tim Allen is the *Last Man Standing* premiering October 11<sup>th</sup> at 8/7c on ABC. The primary objective of this program is to promote the premiere of *Last Man Standing*. The secondary objective is to create buzz and awareness of the ABC's *Last Man Standing* National Twitter Promotion (#lastmanstanding).

### **COPY POINTS FOR ALL DJ ENDORSEMENTS:**

- Tim Allen returns ABC. Watch the premiere of ABC's *Last Man Standing* on October 11<sup>th</sup> at 8/7c
- Tim Allen returns to TV as Mike Baxter, a man's man in a household full of women.
- Mike is king of the hill at work, but he's the odd man out at home dominated by women -- his wife, Vanessa, and their three daughters.
- Men have built civilizations, invented the locomotive, the car and the bacon cheeseburger but are about to find out it's not a man's world anymore!
- This fun, multi-generational family comedy strikes a chord with any man who, when it comes to females, has got a few things to learn.
- Today it's a woman's world, and this man's man is on a mission to get men back to their rightful place in society.
- Starring Tim Allen as Mike Baxter, a marketing director for Outdoor Man, Nancy Travis as his wife Vanessa, Hector Elizondo, as Ed, Mike's boss.

And right now WXYZ-FM wants to hear your "Man Among Women" stories! Tweet #lastmanstanding/Call-in your story for a chance to win great prizes! **(DJs can weave their own personal stories while asking listeners to submit their own of what it's like to be a guy trying to survive in a family of women.)**

- Your "Man Among Women" story should be lighthearted and fun. For example:
  - Mike Baxter (Tim Allen's character) is forced to console his crying daughter when her boyfriend calls her favorite show "dumb"
  - Mike Baxter (Tim Allen's character) wants to take his truck to the store but is forced to drive the minivan instead.
  - Maybe you're a guy who just wants to watch football while your wife controls the remote to watch a Barbara Walters special.





**ABC's Last Man Standing  
Promo Script :30**

TUESDAY, OCTOBER 11<sup>TH</sup>, TIM ALLEN RETURNS TO ABC IN A NEW COMEDY – LAST MAN STANDING. YOU KNOW, MEN HAVE BUILT CIVILIZATIONS, INVENTED THE LOCOMOTIVE AND THE BACON CHEESEBURGER BUT TIM ALLEN IS ABOUT TO FIND OUT IT'S NOT A MAN'S WORLD ANYMORE! HIS WIFE MAKES HIM DRIVE THE MINI-VAN INSTEAD OF THE TRUCK, HIS THREE YOUNG DAUGHTERS SEEM TO SPEAK A TOTALLY DIFFERENT LANGUAGE. DOES THIS SOUND FAMILIAR TO YOU? IF YOU FEEL LIKE YOU'RE THE LAST MAN STANDING IN YOUR WORLD, PLUS, LOG ON TO <**STATION WEBSITE**>, TWEET YOUR "MAN AMONG WOMEN" STORIES WITH #LASTMANSTANDING TO TELL US YOUR LAST MAN STANDING EXPERIENCES, AND YOU COULD WIN GREAT PRIZES! AND DON'T FORGET TO WATCH TIM ALLEN IN THE SERIES PREMIERE OF LAST MAN STANDING – TUESDAY, OCTOBER 11<sup>TH</sup> 8/7 CENTRAL ON ABC.

