



DJ Copy Points

October 4 – October 7 and October 10-11 (7pm cut-off on the 11th)

- **KEY OBJECTIVE/BACKGROUND:** Tim Allen is the *Last Man Standing* premiering October 11th 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 11th 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.

