



## FACT SHEET

**TITLE OF SHOW:** "THE BALANCING ACT" (Year 3)

**DESCRIPTION:** "THE BALANCING ACT" is America's premier magazine-style morning show about women and for women, combining conversation, lively demonstrations and tips to help women balance their lives.

**DISTRIBUTED BY:** Telco Productions, Inc.

**PREMIERE DATE:** Week of September 5, 2016

**LENGTH:** Daily episodes (M-F), 28:00 each

**BARTER SPLIT:** 3 ½ Minutes Local / 3 ½ Minutes National per half-hour

**FEEDS:** Weekly PitchBlue (MPEG4) high-definition feed

**FORMAT:** 4 Segments / 3 Commercial Breaks (CALM Act compliant)  
**Show is closed-captioned per FCC Rule 79.1(j)(2) and is rated TV-G**

**WEBSITE:** <http://www.telcoproductions.com/BalancingAct.shtml>  
Broadcaster information, including air schedules, weekly formats and episode synopses.

### CONTACT FOR TAPE / SATELLITE DISTRIBUTION AND FORMATS:

**B.C. CELELLO**  
**GDMX Broadcast Media Operations Center**  
**TEL: (818) 525-4113**

**E-mail: [BC.Ceello@gdmxinc.com](mailto:BC.Ceello@gdmxinc.com)**

### CONTACT FOR STATION SERVICES AND QUESTIONS OR PROBLEMS:

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