



FACT SHEET

TITLE OF SHOW: "THE BALANCING ACT" (Year 4)

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 4, 2017

LENGTH: Two 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

PROMOS: Episodic promos contained within each feed.

FORMAT: 4 Segments / 3 Commercial Breaks
Show is closed-captioned and 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:

PMI
B.C. CELELLO
Tel. 412-495-0153
E-mail: BCelello@pmi.tv or monica@pmi.tv

CONTACT FOR STATION SERVICES AND QUESTIONS OR PROBLEMS:

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