

THE BALANCING[®] ACT

Broadcaster Information 2017-2018 Season



Telco Productions, Inc.

2730 Wilshire Boulevard, Suite 200, Santa Monica, CA 90403

Telephone (310) 828-4003 Fax (310) 828-3340

Email info@telcoproductions.com

www.telcoproductions.com

THE BALANCING[®] ACT

Thank You!

Thanks for being part of ***The Balancing Act*** family of stations for the 2017-2018 broadcast season. This booklet contains information for your program and traffic departments. If you ever have a question or a problem with the show, call us at (310) 828-4003.

Again, thank you for supporting our show.

Alex Paen

President, Telco Productions, Inc.



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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:

LARRY DUNN
TELCO PRODUCTIONS, INC.
TEL: (310) 828-4003 FAX: (310) 828-3340
E-mail: LDunn@telcoproductions.com



THE BALANCING ACT

ATTN: PROGRAM DIRECTOR

RE: THE BALANCING ACT DISTRIBUTION INFORMATION

OPTION 1: PITCHBLUE - DAILY

Pitch Day: Monday-Fridays (Effective, Wed, Nov. 01st, 2017)

2100-2130

9:00-9:30PM NYT

Pitch Service 107

Galaxy 19 Transponder 19 (full transponder)

4080 MHz Vertical downlink

L-band 1070 MHz

DVB-S2

8PSK

5/6 FEC

.20 pilot

30 Msymbol rate

107 PMT

1700 Video AVC/H.264 (1920 x 1080 / 59.94 I)

1701 Audio MPEG-1 Stereo (Lt/Rt) +overhead

1702 Audio MPEG-1 SAP+overhead

1703 Audio AAC-LC 5.1 Surround +overhead

***You can find the show information under the PMI Logo or alphabetically listed.**

PMI will leave each show on the server from Wednesday until the following Tuesday at 11pm (week of air).

FOLDERS: Episodes: [Balancing Act – Daily – Primary](#)

OPTION 2: MPEG4

IF YOU CAN'T TAKE PITCH BLUE, YOU CAN DIAL INTO THESE COORDINATES AT THE TIME LISTED ABOVE AND RECEIVE AN MPEG4 VERSION

OPTION 3: PMI'S FTP

A CAPTIONED VERSION OF THIS SHOW WILL ALSO BE POSTED TO THE CRUSH FTP SITE. Please contact PMI if you don't already have an account and need to be set up.

****Should you have any questions please contact either Monica or B.C. by phone at PMI 412.281.5900 or BC #412.495.0153 by email at monica@pmi.tv or bcelello@pmi.tv ****



Generic Format

Show Open/Segment One	0:00
*Commercial Break One	
National	2:30
Segment Two	0:00
*Commercial Break Two	
National	1:00
Local	1:00
Segment Three	0:00
*Commercial Break Three	
Local	1:30
Closed Caption Bumper	0:03
Closed Caption Sponsor	0:30
Local	1:00
Fee Plugs	0:30
Segment Four/Close	0:00
Credits/Logos	0:00
Total Running Time	28:00

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WEB SITE

<http://www.telcoproductions.com>

Provides information for broadcasters, including air schedules, formats/timing sheets, satellite feed information and episode synopses.

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