

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.



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



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: 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

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



SATELLITE INFORMATION

Effective August 30, 2017

(First feed is Thursday, 8/31/17 for broadcast Monday, 9/4/17)

VIA PITCH BLUE (MPEG 4):

Monday-Friday, 2100 – 2130 ET (9:00-9:30pm, Eastern Time)

Galaxy 16 / Transponder 2 / Channel 10

Parameters:

Galaxy 16 C-Band at 99.0° W.L. Transponder 2

Downlink Frequency: 3740 MHz C-Band, 1410 MHz L-Band

Modulation: DVB S2 8PSK FEC: 5/6

Symbol Rate: 30.000 MS/s Pilots: No

Roll-Off: .20

**For assistance in setting up or troubleshooting you PitchBlue server,
please contact the support center at 866-437-BLUE**

GDMX Master Control: 818-525-4690

NOTE: Episodes feed two-days in advance (e.g. Monday's feed is for Wednesday's show)



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

THE BALANCING ACT

WEB SITE

<http://www.telcoproductions.com>

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

Distribution by:



TELCO PRODUCTIONS, INC.

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

Telephone 310-828-4003 Fax 310-828-3340

E-mail: info@telcoproductions.com