

# THE BALANCING<sup>®</sup> ACT

Half-hour or one hour each day—five days a week—of entertaining television!



*The Balancing Act*<sup>®</sup> is America's premier magazine-style morning show about women and for women, combining animated conversation, lively demonstrations and "did you know?" tips to help women balance their lives.

The show jump starts a woman's day by entertaining, educating and engaging her with the latest trends, fun innovations and advice from experts who provide REAL solutions to REAL problems, covering topics on family & home, food & travel, fashion & beauty, fitness & health and career & kids.

Each episode is built around a variety of important topics:

- Family Ties
- Eye on Beauty
- Health Matters
- Everyday Gourmet
- Move That Body
- My Money
- Celebrity Guests

- Half-hour or one-hour strip
- 52 Weeks of Broadcast
- Barter Split: 50/50



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