

# THE BALANCING ACT



*Lifetime*  
TELEVISION

**7:00 AM** ET/PT WEEKDAYS  
[TheBalancingAct.com](http://TheBalancingAct.com)

**AIRS DAILY**  
**7:00AM** ET/PT  
Monday – Friday

# THE BALANCING ACT



ORIGINAL • INFORMATIVE • INTELLIGENT • ENTERTAINING • BRANDED • TRUSTED SOLUTION

**Lifetime**  
TELEVISION

is a **diverse, multi-media TV network**, committed to offering the highest quality entertainment and information that celebrates, entertains and supports women. Lifetime Television is ranked the number one highest-rated women's channel in the U.S targeting over 96 million households.

THE BALANCING ACT is an ambitious and inspiring Television Program Illuminating new ways for women to achieve success in all areas of their lives. Dedicated to creating trusted solutions for women facing today's greatest challenges.

THE BALANCING ACT is Multi-Platform - BROADCAST, PR & DIGITAL

### IT'S ALL ABOUT SYNERGY

The synergy of our partners THE BALANCING ACT & the enormous influence of the female consumer today.

TheBalancingAct.com

# THE BALANCING ACT



## Beth Troutman

Beth Troutman has packed a lifetime's worth of experiences into 32 short years. She spent her entire young life as an entertainer, public speaker, and all-around over-achiever. She created the non-profit organization, "Build A Dream Foundation", at age 19 to help young adults develop a healthy self-esteem and to help prevent eating disorders in young girls.

She received bachelor's degrees in both Political Science and Women's Studies from the University of North Carolina at Chapel Hill, where she devoted a great deal of her time to studying images of women in the mass media and how those images affect self-esteem.

At age 23, Beth moved to Los Angeles to work in the heart of the media industry. She quickly landed a job with the Emmy Award winning television series, "The West Wing", and spent the next four years involved in all aspects of the show. At 27, Beth moved back to her home state of North Carolina to become the first woman to run for the U.S. House of Representatives in District 8. She was also one of the youngest candidates in the nation. Beth was honored to receive support from her co-workers at "The West Wing". Martin Sheen even traveled to North Carolina to campaign by her side. Although Beth lost the 2004 election, she was thrilled to have run one of the closest Congressional elections in the state that year.

A few months later, Beth was asked to be the host of the morning television show, "Fox News Rising" - a three hour show that covered everything from politics and entertainment to helpful tips for the home and family.

She was also an entertainment correspondent for the American Idol finale live from Hollywood each year.

Beth is passionate about bringing trusted solutions to women's issues and her goal is to help other women feel comfortable in their own skin and proud of who they are. Her professional path has been about breaking down barriers and contradicting stereotypes.

Beth is currently married and living in South Florida.

# OUR HOSTS



# THE BALANCING ACT

## Kristy Villa

Kristy Villa began her career in her native city of Miami, Florida 18-years ago. She was hired as a reporter for WSVN Channel 7, a Fox affiliate in Miami. There she covered major news stories in Cuba and for Hurricane Andrew. While in Cuba, she learned much about her family's roots who were forced out of Cuba in 1959 after Fidel Castro took power. She says that was one of the most memorable and emotional trips of her life.

After 4 years at WSVN, she was offered a job at Fox 10 in Phoenix, Arizona as a morning anchor. There she learned about the mountains, and endeavoured to hike the Grand Canyon which took 16 hours in one day, down and up! It was so difficult that she says it was one of the most physically stressing but rewarding experiences so far.

Moving forward, she was offered another morning position at a larger market at KPRC NBC 2 in Houston, Texas. Kristy finessed her on-air hosting skills at their local morning show and also continued her love of hard news. She covered the Papal visit to Cuba, as well as hurricane coverage of Katrina and Wilma in her hometown, Miami.

Kristy was ready to come back home and was offered a morning show in Miami, at WPLG ABC 10 where she anchored their local morning show.

Kristy got married in 2001, and in April, 2003 she changed careers after the birth of her first child. She wanted to spend more time with her family and find more of a balance in her daily life. Kristy then became a medical representative for Wyeth Pharmaceuticals, there she became a specialist in women's health care, especially breast cancer. She is well versed in hormone therapy, menopause, mammograms, oral contraceptives, and hysterectomies.

Kristy graduated from the University of Miami. She earned a Bachelor's Degree where she majored in Science and minored in Communications.

She now has two children, ages 5 and 7.



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Through-out **THE BALANCING ACT** season, celebrity guest hosts offer their unique insight on ways they Balance their busy lives.



## SPECIAL GUESTS

# THE BALANCING ACT



**Lifetime Television** is a leader in women's television and one of the top-rated cable television networks. As the destination women turn to first, and the brand they trust most, Lifetime continues to deliver the highest quality entertainment and information to a diverse female demographic.

## LIFETIME TV NETWORK PROFILE

Launch Date	<b>1984</b>
Parent Company	<b>Disney/ABC 50%, Hearst-50%</b>
Subscribers	<b>96 Mil U.S. TV HH penetration</b>
Feed	<b>Dual</b>

## VIEWER PROFILE

Female	76%
Male	24%

## MARITAL STATUS

Single	46%
Married	52%

## CENSUS REGION

North East	18%
East Central	15%
West Central	12%
Southeast	30%
Southwest	14%

## LIFETIME'S VIEWERS

60% are working women  
50% graduated college  
54% have children

## AVERAGE LIFETIME VIEWER

Age	42.6
HH Income	\$62,800
People in HH	3.2
Average	2.2 children

Source: Nielsen Media Research

THE *Lifetime* TELEVISION NETWORK

# THE BALANCING ACT



**Branded Entertainment** is a piece of entertainment that perfectly aligns with the brand attributes, and is a reflection of the brand personality. Our programs mission is to provide trusted solutions to everyday issues and challenges utilizing this form of media entertainment.

## ACCORDING TO A RECENT ASSOCIATION OF NATIONAL ADVERTISERS SURVEY ON BRANDED ENTERTAINMENT

**80%** agree BE provides for alignment of brand with relevant content

**72%** believe BE has the ability to make stronger emotional connections with the consumer

**72%** believe BE builds brand affinity with a desired target group/demographic

**55%** say BE is effective in avoidance of traditional consumer clutter

**48%** say BE provides for protection from increased consumer control due to new technologies, i.e. TiVo

# BRANDED ENTERTAINMENT



# THE BALANCING ACT

THE BALANCING ACT and the editors of Woman's Day have partnered to bring special editorial features to the program.



## CONTENT DELIVERY OUTLETS

- Lifetime Television
- myLifetime.com
- TheBalancingAct.com
- Woman's Day
- twitter
- facebook
- youtube
- e-newsletter



# MULTI PLATFORM

# THE BALANCING ACT

myFamily



myLifestyle



myBeauty



myCareer



myHealth



myHome



myCuisine



myMoney

# CONTENT

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**THE BALANCING ACT** is listed in TV Guide and promoted on the website MyLifetime.com which has approximately 2.7 million unique visitors a month.

## FEATURED LINKS

- See whats new on the balancing act
- Website and featured segments
- Lifetime Television Website Show Page
- View Guest Testimonials on The Balancing Act
- E-Balancing Act Newsletter

The screenshot shows the MyLifetime.com website interface. At the top, there's a navigation bar with 'myLifetime' logo and 'Calvin Klein Jeans' advertisement. Below that, a menu includes 'ON TV & VIDEO', 'GAMES', 'COMMUNITY', 'STYLE', 'ENTERTAINMENT', 'ASTROLOGY', 'SWEEPSTAKES', and 'SHOP'. The main content area features a large banner for 'the balancing act' with the text 'WEEKDAYS AT 7 AM ET/PT' and 'Moving to 7-30 am starting Sept. 23'. Below the banner, there's a section titled 'about the balancing act' with a sub-heading 'The Balancing Act — a New Season and New Reason to Watch'. The text describes the show as a fast-paced half-hour of news and entertainment. There are also links for 'big game day' and 'more about the show'. A 'WOMEN CERTIFIED' seal is overlaid on the bottom right of the screenshot.

**MYLIFETIME.COM**

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## 1 BROADCAST

**THE BALANCING ACT** is a by invitation only program and if selected, **THE BALANCING ACT** television series will feature participating company in a 3-5 minute segment as part of a 60-minute program. The segment will air a minimum of two (2) times on Lifetime TV Network at 7:00 am ET/PT to a potential audience reach of 96 million households. Participant will be required to fill out program questionnaires and sign off on segment outline for technical and legal accuracy. Within 2 weeks of Broadcast, participating companies will receive a digital :20-:30 second On-Camera Tune-In teaser to the series promoting the story in which the companies are featured.

## 2 DIGITAL

Each episode of **THE BALANCING ACT** is available on our website at [TheBalancingAct.com](http://TheBalancingAct.com) as well as on Google.com/video, YouTube.com. In conjunction with the promotions of the show, participant shall agree to post the segment on thier website for a period of at least 3 months. Participating company will need to provide appropriate artwork and logos for all advertisements press releases.

## 3 SOCIAL MEDIA

First, a press release will be distributed through [yourfindit.com](http://yourfindit.com) and Transworld News announcing the relationship between the participating company and **THE BALANCING ACT**. Segments and Content from the series will be featured through-out our social media outlets on Twitter and Facebook.

Next, The participating Company will be featured twice in **THE BALANCING ACT'S** eNewsletter. The eNewsletter is an additional touch point for our viewers to interact with the show's content and is distributed bi-monthly to a database of over 1 million opt in subscribers and growing!

Finally, the companies will agree to exchange web banners for a period of at least 3 months in order to promote the segment to our viewers.



# PARTICIPATION SUMMARY & REQUIREMENTS

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## 4 BROADCAST CREDITS

Participating company will be listed in the closing credits during the episode featuring their segment. Credits will include contact information such as a web address and or a phone number to field inquires from the show. Participating company will need to provide all pertinent information including, but not limited to, artwork, logo(s) and contact info.

## 5 CONTENT SYNDICATION

Participating company will receive a broadcast quality DVD copy of their segment and will have licensing rights with no restrictions on reproduction for non-broadcast usage.

## 6 PROMOTIONAL ELEMENTS

THE BALANCING ACT will provide participating companies with assets to the promotional elements of the series to include:

1. Banner Ads for the show including source codes for THE BALANCING ACT and Lifetime LOGO.
2. Pictures of the Hosts Beth and Kristy.
3. Sample of Press Releases used for the show.
4. Samples of ways you can utilize the partnership.
5. Direct link to our social media groups on Facebook, Twitter and Youtube.

<http://thebalancingact.com/promo>  
user name: baparticipant  
password: baparticipant

JOIN SOME OF THE COMPANIES THAT HAVE PARTNERED WITH THE BALANCING ACT TO EMPOWER WOMEN NATIONWIDE.

**Rubbermaid**

*Kellogg's*



Bayer HealthCare  
Animal Health

**Johnson**  
A FAMILY COMPANY

*Mrs. Dash*

**Charmin**

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