



Balancing  
Acts

# MEDIA KIT



## ABOUT *THE SHOW*

*Broadcasting every Tuesday at 18:00  
CT on NowMedia*

- Helps female CEOs build scalable, profitable, and exit-ready businesses.
- Breaks down growth planning, hiring strategy, and operational alignment.
- Identifies revenue, profit, and structural gaps limiting business value.
- Provides clear financial and tax strategies to support long-term success.





# ABOUT *THE HOST*

## LINDA A. HAMILTON



- Linda A. Hamilton is an award-winning CPA and Principal of Grow, Profit, Scale (GPS).
- Certified CEPA and Systemologist specializing in growth and exit planning for female CEOs.
- Creator of the Grow, Profit, Scale framework for sustainable business expansion.
- Expert in optimizing tax structures, increasing profitability, and building transferable business value.



# ABOUT NOWMEDIA TELEVISION



## 1. The Premier Bilingual Television Network in the U.S.

**NowMedia is the premier and first bilingual television network in the United States, broadcasting 24/7 English and Spanish content simultaneously across the U.S. and Mexico.**

With a unique cross-border presence, NowMedia connects millions of bilingual viewers with exclusive programming tailored to entrepreneurs, innovators, and decision-makers.

## 2. Nationwide Broadcast and Digital Distribution

**NowMedia broadcasts over-the-air in Texas, Louisiana, and Florida, and is available nationwide in the U.S. and Mexico through Roku and Apple TV.**

This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



## 3. Strategic Syndication and Audio Expansion

**NowMedia proudly partners with premium syndicated networks such as iHeart Radio, XM Radio, and Pandora, with audio versions of our shows available across all major podcasting platforms.**

These partnerships extend your reach, ensuring your message resonates through every medium — TV, streaming, and on-the-go audio.





# ABOUT NOWMEDIA TELEVISION



## 4. Extensive Video on Demand Library and Continuous Exposure

NowMedia maintains a **vast catalog of Video on Demand (VOD)** content available on **Roku and Apple TV**, keeping your interviews and appearances accessible long after they air.

This sustained visibility builds long-term brand recognition and positions your business as an authority within the bilingual marketplace.

## 5. Accessible Anytime, Anywhere, on Any Device

NowMedia has its own **dedicated iOS app**, with **Android, Fire TV, and Google TV apps launching soon** — making **NowMedia's broadcast and content available anywhere, anytime, on any device.**

Whether at home, on the go, or on your favorite screen, NowMedia keeps your audience connected to your message 24/7.





# WHY YOU SHOULD DO THIS?



## 1. Connect with High-Impact Entrepreneurs

NowMedia gives you direct access to a powerful bilingual audience of business owners, decision-makers, and innovators who are actively looking for new ideas, strategies, and partners to grow their ventures.



## 2. Own and Leverage Your Media Content

Gain full access to broadcast-quality interviews with no usage restrictions—perfect for repurposing across your website, social media, marketing campaigns, and client outreach to maximize your brand visibility.



## 3. Establish Your Authority on Television

Being featured on NowMedia positions you as a trusted authority in your field, elevates your professional credibility, and builds lasting trust



## 4. Amplify Your Brand Across Platforms

Our amplification team ensures your message reaches beyond TV—your interviews are available on-demand across Roku, Apple TV, Amazon, and more, giving you continuous exposure and strong long-term brand impact.



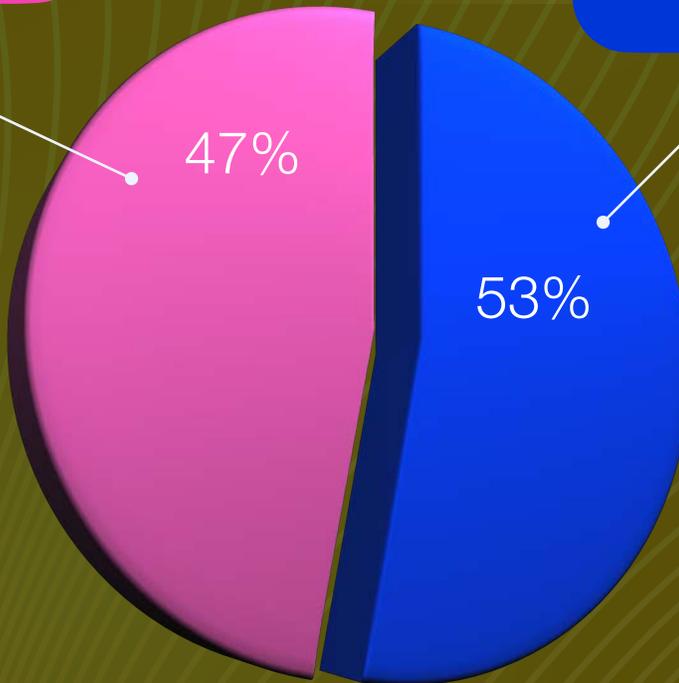


# AUDIENCE DEMOGRAPHICS

## Gender

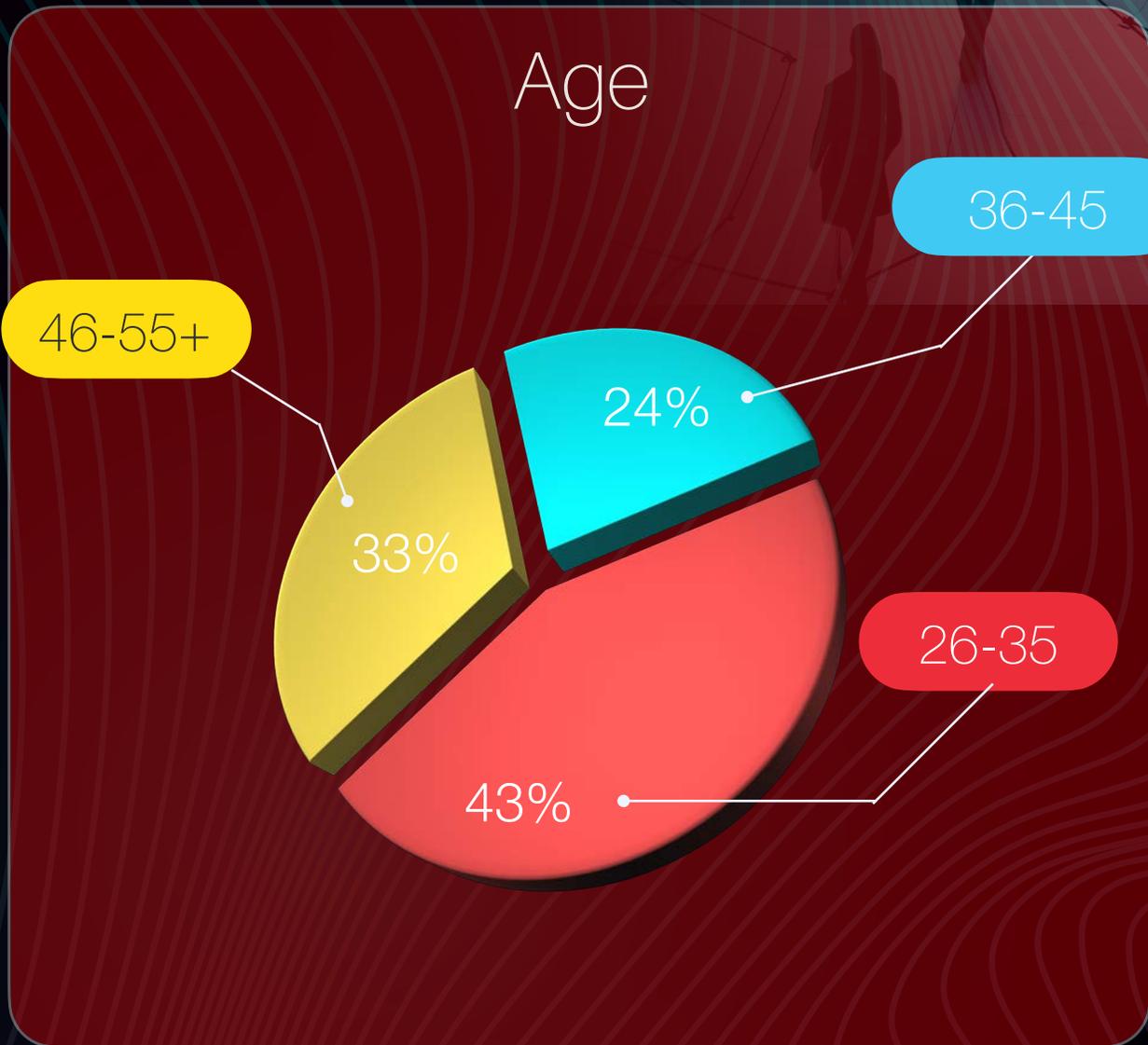
Female

Male





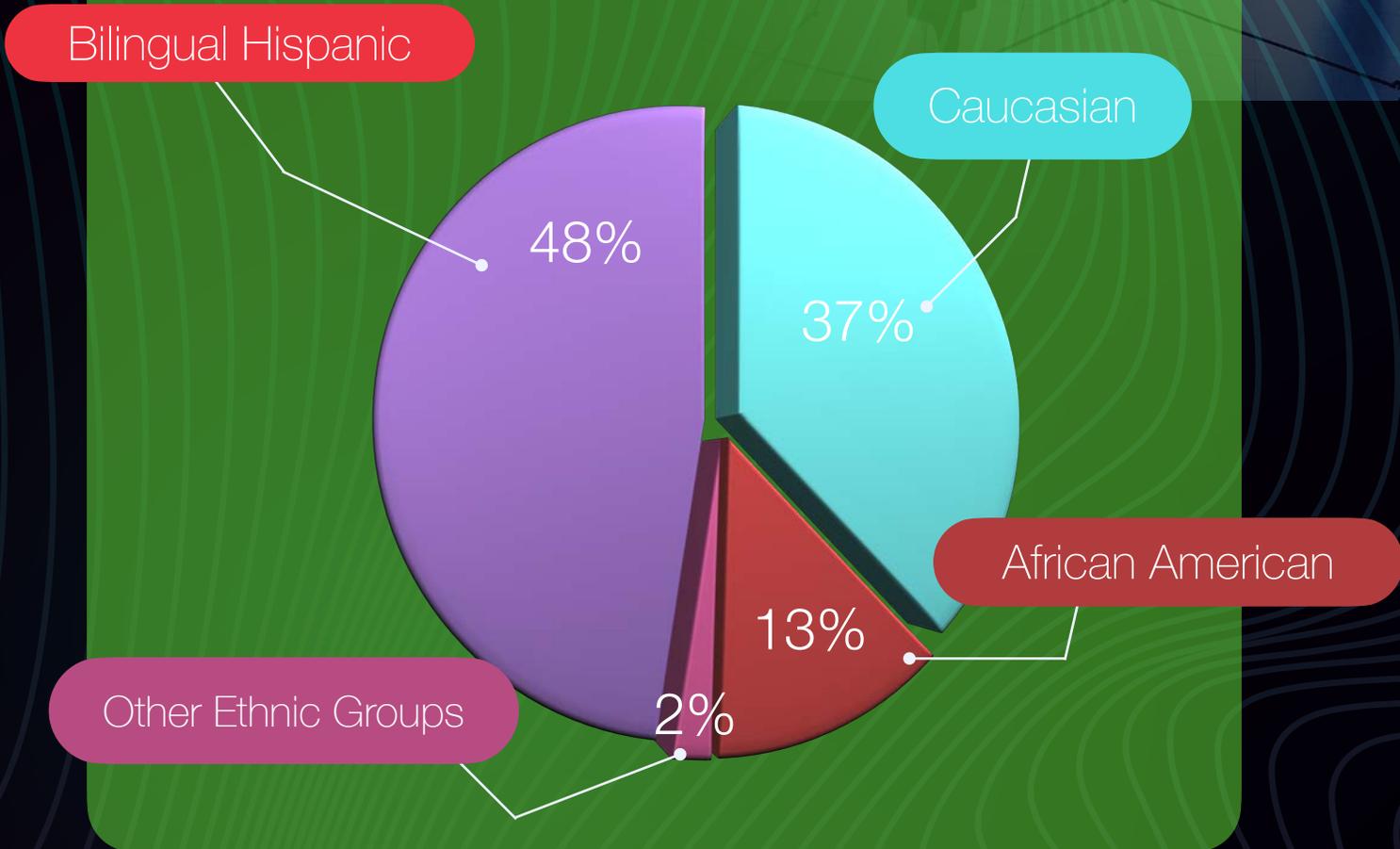
# AUDIENCE DEMOGRAPHICS





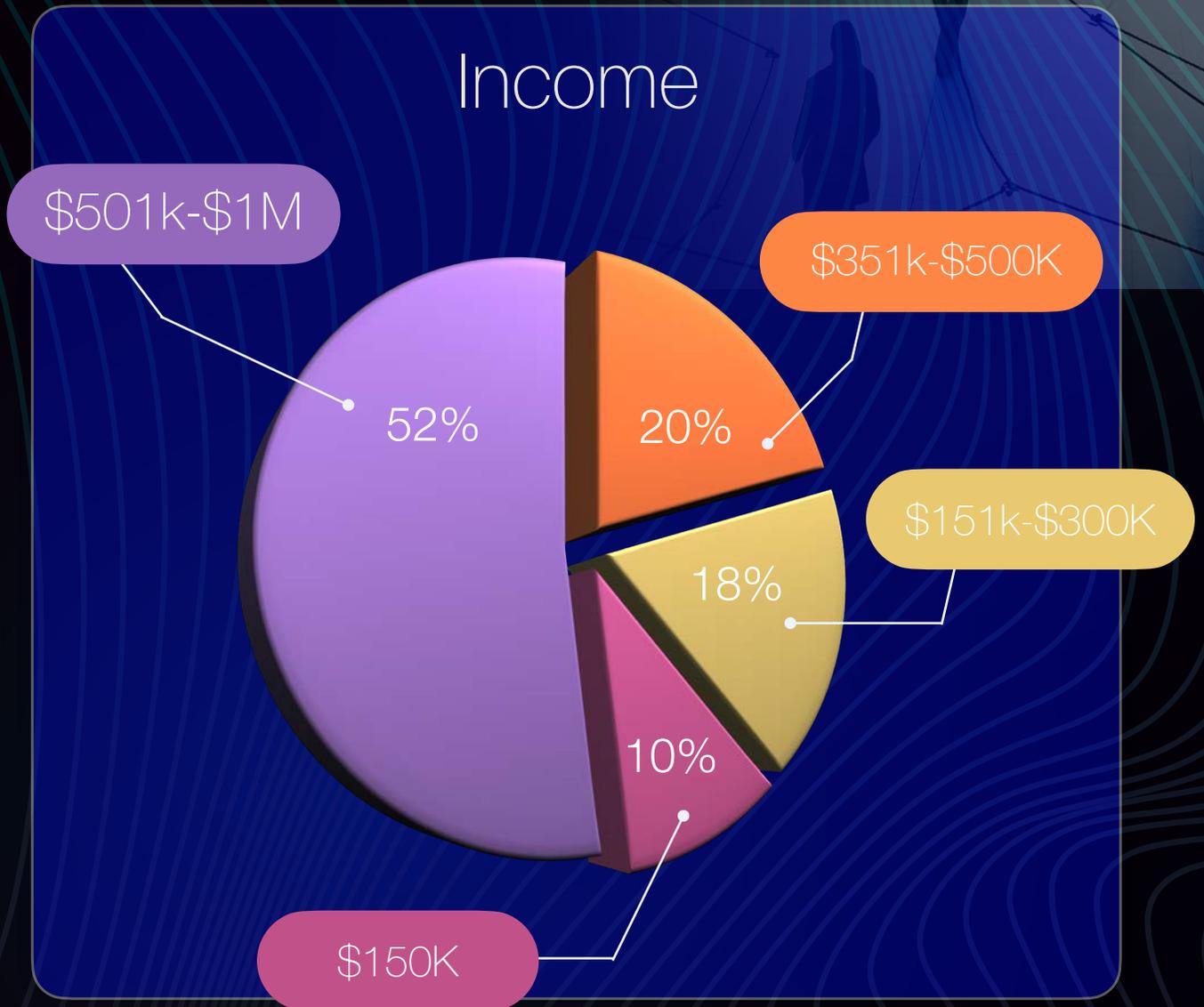
# AUDIENCE DEMOGRAPHICS

## Race





# AUDIENCE DEMOGRAPHICS





# YOUR TELEVISION APPEARANCE



## 1. Multiple Appearances for Maximum Impact

Consistency builds recognition. With a series of at least four interviews across different shows, your brand gains sustained visibility and audience engagement—turning exposure into influence.



## 2. Meaningful Conversations, Not Commercials

Every interview is designed to deliver authentic, insightful dialogue that inspires bilingual entrepreneurs. It's not advertising—it's storytelling that connects, educates, and builds trust.



## 3. Flexible Recording: Studio or Remote

NowMedia offers cutting-edge production quality whether you record in-studio or remotely. All interviews are captured in Ultra High Definition, ensuring your brand always looks its best.



## 4. Amplify Your Personal and Business Brand

Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





# RECENT AIRED EPISODES

Podcast About Subscribe NowMedia Television Networks NowMedia Video On Demand

**Balancing Acts**

"Balancing Acts" is the ultimate show for entrepreneurs striving to build a thriving business without sacrificing personal well-being. Hosted by business expert Linda Hamilton, each episode delivers real-world strategies, inspiring success stories, and expert insights...[more](#)

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November 18, 2025

**Balancing Acts (Aired 11-18-2025)-Finding Purpose, Clarity, and Career Direction**

In this episode of Balancing Acts, host Linda Hamilton explores what it truly means to rediscover purpose, clarity, and direction in your professional life.

00:50:59

November 12, 2025

**Balancing Acts (Aired 11-11-2025) From Captivity to Compassion: Jose Pereira's Journey of Faith and Resilience**

In this inspiring episode of Balancing Acts, host Linda Hamilton sits down with Jose Pereira, founder of Angel's Hope for Earth, to share his...

00:50:07

October 23, 2025

**Balancing Acts (Aired 9-23-2025) | How to Build Trust and Strategically Plan Corporate Hiring**

In this episode of Balancing Acts (aired September 23, 2025), Linda Hamilton speaks with Kim Diamond, founder of K Diamond Consulting, about how companies...

00:49:59

October 17, 2025

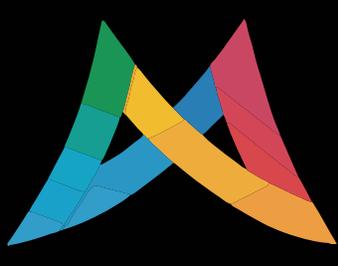
**Balancing Acts (Aired 09-16-2025): The Hidden Cost of Burnout—How Leaders Can Protect Mental Health and Performance**

In this powerful episode of Balancing Acts, host Linda Hamilton, CPA, explores the growing challenge of burnout in leadership and business—and what it really...

00:50:40

September 30, 2025





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