

Guest Blog Post: Beware of Pay-To-Play TV Talk Shows



July 30, 2014 at 9:19 am

The Balancing Act pays for their airtime and then they resell it as a "show". They pay (roughly) \$5000 for the airtime. Then, they charge "participants" \$50k for "production fees". I do professional production. For \$50k you could create your own show, air it and create a very robust marketing campaign to support it. O2 Media uses a clever script to scam people in to believing they are paying for a PORTION of the overall costs. If paying the CEO, staff and COMMISSIONS to the employees counts as "overall costs", then I suppose they are correct. Sales reps (producers) are paid commissions to sell the space. They are treated no differently than a telemarketer: calls monitored, sales goals, scripts, etc. The place is a call center, nothing more. If you paid them, you got ripped off in a major way. Their viewership is less than 50k per episode. Pathetic.



August 18, 2016 at 3:05 pm

I will add to this- working in PR, I've been contacted by these pay for play shows often – most are based in FL. While I passed, someone on my marketing team invested the \$10k and approved the project – I got stuck working with the "producers" on the show segment and it was a complete nightmare. They avoided calls, missed deadlines, lied about where the segment would be shot, never delivered any reports/results and we never got to see or received a final segment. Complete waste of time and energy- STAY AWAY.

The Balancing Act

<https://writerbeware.blog/2011/02/22/guest-blog-post-beware-of-pay-to-play-tv-talk-shows/#:~:text=It's%20true%20that%20an%20author,%2C%20not%20MTV%2C%20not%20FOX.>

Laurel's Open Page

Balancing Act (Or How I Got Scammed By Lifetime TV)

<https://laurelosterkamp.blogspot.com/2012/11/balancing-act-or-how-i-got-scammed-by.html>

BrandStar: Reviews-On the Internet

<https://www.scamero.com/25/brandstar-entertainment-o2-media>

Beware of this scam! Brandstar Entertainment is a joint vulture of O2 Media (which is actually also known as Tricom Pictures) and Five Star Productions.

I would like to warn everyone to stay away from Brandstar Entertainment. This company is a disgraceful shameless scam. These guys have a really simple scheme - they call you up and promise you to get you on one of their "shows" for a fee. You pay them up and these shows are never aired. Sometimes they actually do get aired but usually it is a small local channel and you're lucky to be viewed by at least 400 people.

There are a few affiliate companies that are actually part of Brandstar, make sure you know them and avoid them, these are: O2 Media Services Group Inc., DR Marketing Group Inc., Intellibrands Group LLC, Tricom Pictures and Productions, Inc., Tricom Pictures, Immediate Capital Group, Inc., Quorum Productions, Inc., Incredible Discoveries Distribution Services LLC.

Some of the shows that they offer you a place in : Designing Spaces, Kitchen Spaces, W, the Women's Show, Be Safe America.

If you are called and offered a place in one of those - hang up immediately and don't fall for this scam. If you do fall for it be ready to get your pockets empty.

Stay away from these guys!!!!

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(954) 935-1301, brandstartv.com

<http://www.facebook.com/BrandStarEntertainment>

<https://twitter.com/BrandStarEntert>

[O2 Media Inc, O2 Media Florida, O2 Media and Aka Incredible discoveries](#) - Oct 14,

2009 - Filed under: [balancing act scam](#), [balancing act tv show rip off](#), [brand star entertainment](#), [brand star entertainment scam](#), [brand star productions scam](#), [brandstar](#), [brandstar and o2 media](#), [brandstar entertainment](#), [brandstar entertainment llc](#), [brandstar entertainment review](#), [brandstar entertainment reviews](#), [brandstar entertainment scam](#), [brandstar productions scam](#), [brandstar rip off](#), [doug campbell immediate capitol group](#), [doug campbell o2 media inc](#), [doug campbell scam](#), [dr marketing rip off](#), [drmarketing and o2 media](#), [drmarketing scam](#), [five star productions scam](#), [incredible discoveries scam](#), [intelibrands complaints](#), [intelibrands scam](#), [mark alferi o2 media inc](#), [o2 and brandstar](#), [o2 balancing act](#), [o2 media](#), [o2 media and aka incredible discoviries](#), [o2 media and five star productions](#), [o2 media balancing act tv show](#), [o2 media florida](#), [o2 media inc](#), [o2 media inc reviews](#), [o2 media is a scam](#), [o2 media productions](#), [o2 media rip off](#), [o2 media scam](#), [o2 media tv](#), [o2 media tv shows](#), [o2media](#), [o2media tv show](#), [quorum productions ripoff](#), [quorum productions scam](#)

The latest special edition of Designing Spaces, Beauty Spaces, adds a new theme to the lineup of O2 Media TV Shows and Brand Star Entertainment. Beauty Spaces, which launched in May, covers trends and topics in fashion, cosmetics, and self-improvement. <http://www.albumsnaps.com/photos/Brandstar-Entertainment-Designing-Spaces-252772.html...>

BrandStar: Reviews-On the Internet

[Brand star Entertainment LLC - Brand star Entertainment, The Balancing Act, O2 Media Florida](#) - Oct 15, 2009 - Filed under: [balancing act scam](#), [balancing act tv show rip off](#), [brand star entertainment](#), [brand star entertainment scam](#), [brand star productions scam](#), [brandstar](#), [brandstar and o2 media](#), [brandstar entertainment](#), [brandstar entertainment llc](#), [brandstar entertainment review](#), [brandstar entertainment reviews](#), [brandstar entertainment scam](#), [brandstar productions scam](#), [brandstar rip off](#), [doug campbell immediate capitol group](#), [doug campbell o2 media inc](#), [doug campbell scam](#), [dr marketing rip off](#), [drmarketing and o2 media](#), [drmarketing scam](#), [five star productions scam](#), [incredible discoveries scam](#), [intelibrands complaints](#), [intelibrands scam](#), [mark alferi o2 media inc](#), [o2 and brandstar](#), [o2 balancing act](#), [o2 media](#), [o2 media and aka incredible](#)

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The Balancing Act is a television show from Brandstar Entertainment airing on Lifetime weekday mornings which covers womens issues including home, beauty, food, health, financial, home businesses, parenting, and travel.

[http://www.flickr.com/photos/41532052@N08/4011432564/...](http://www.flickr.com/photos/41532052@N08/4011432564/)

[O2 Media and Brand Star Productions Team Up for a New Television Production Venture: BrandStar Entertainment](#) - Oct 20, 2009 - Filed under: [balancing act tv show rip off](#), [brand star entertainment](#), [brandstar](#), [brandstar and o2 media](#), [brandstar entertainment](#), [brandstar entertainment llc](#), [brandstar entertainment review](#), [brandstar entertainment reviews](#), [brandstar rip off](#), [doug campbell immediate capitol group](#), [doug campbell o2 media inc](#), [drmarketing and o2 media](#), [intelibrands complaints](#), [mark alferi o2 media inc](#), [o2 and brandstar](#), [o2 balancing act](#), [o2 media](#), [o2 media and aka incredible](#)

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