

Diabetes

HEALTH

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Weekly Diabetes TV Show Coming to Life

On March 20, 2005, dLife, the first-ever nationally televised diabetes program, goes live on CNBC. Anyone with cable television will have access to the show every Sunday night.

The dLife network will also have Web, radio, direct mail and community outreach components.

Diabetes Health recently spoke with dLife founder and CEO, Howard Steinberg.

How did the idea for dLife get started?

I've been in marketing for 25 years and have lived with type 1 diabetes for 36 years. I've been training for this my entire adult life.

We have TV shows for virtually every audience possible. It just didn't make sense not to have one for diabetes and the millions who need it. So, it just grew from there.

What is the goal of a diabetes TV show?

The goal is simply to bring a bigger voice to diabetes in the daily habit stream of Americans, and to empower people to take control of their diabetes. You need information, motivation and sense of community to do that. And you need it regularly.

What will dLife's content be like?

It will be lifestyle-oriented, with lots of great chat, celebrities, food, cooking and exercise. We will focus on practical tips and advice for living day to day, culled from the best experts and sources worldwide.

All served up in a very positive, practical and highly professional way.

How can you make a TV show about diabetes interesting?

First, what you don't do is make it a medical show. You let the audience join in a wide community. You have friendly, likeable talent with diabetes, talking about and living with the condition. You have real stories that work well on TV. And you have continuity, so that people want to watch week after week to see what's new, what they can learn, who they will meet, what's going to happen next.

How will content differ among the various dLife media (television, Internet, radio, direct mail)?

TV is the sight, sound and motion medium. TV is easy to access and easy to engage with.

The Web site will offer depth you don't have on TV or anywhere else, and it is where people will come for everything diabetes — and I mean everything!

Direct mail will reach people on their own time and in their own homes and will get the attention of people who may not be currently engaged with other dLife media. It also delivers something physical into their hands.

And finally radio. Radio is always on. It's there to complement the other media and engage people with dLife while they are doing other things, like driving.



Bottom Left:

From left to right: J. Anthony Brown, Jim Turner, Nicole Johnson Baker, Bob Arnot, MD, Mother Love

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Howard Steinberg, dLife founder and CEO.

