

# New Haven Register

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More than 18 million Americans live with diabetes, so an upbeat weekly cable TV series on the topic should be welcomed in many households at 7 p.m. Sunday, when it premieres on CNBC.

Miss America 1999 Nicole Johnson Baker and TV/radio personality Mother Love are among the four hosts of "dLifeTV," which packages healthcare news and information lifestyle tips. And sharing — there's lots of sharing in this talk show where even the studio audience is full of folks who have diabetes.

The only downside to this "medutainment" show is it's a "time buy" on CNBC and its producers are admittedly "working with pharmaceutical, medical device, food product and healthcare companies."

But a publicist for the show points out that while ads in the show are sold by producers instead of CNBC, "there are no product placements or product endorsements during the show (which is more than can be said for prime-time reality TV). None."

The show's maker has to pay to get the show on the air because no network wants to take the risk, he said.

If "dLifeTV," the first diabetes-themed TV show, can avoid sales pitches and offer helpful information and support to people with diabetes, there will be value in it for an underserved demographic.

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