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New diabetes media network offers help times 4

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Those of you with diabetes, you're surrounded--with a new media network that tackles the disease from four fronts.

dLife is composed of the Web site dLife.com, which provides helpful information along with forums to link diabetes sufferers and their loved ones with others; a newsletter, [dLifeConnect](#); a radio program, [dLifeRadio](#) (check the Web site for stations); and what looks to be the first TV program devoted to diabetes, [dLifeTV](#), which airs its first episode at 6 p.m. Sunday on CNBC. The goal of all four is to provide medical information, management tips and support.

A whopping 18.2 million Americans have diabetes, and 41 million are teetering close to having the disease, so "it's about time for America to wake up to it as a serious condition," said LifeMed Marketing CEO Howard Steinberg, who created dLife.

Steinberg combined the two areas he knows best, marketing and diabetes--he was diagnosed with the disease at age 10. Through the years he has found "there's such a gap in info and awareness out there. It's such a large group of people, and they're highly in need of more info and motivation to get better."

He promises a TV show that is both entertaining and informative. Look for celebrity hosts and correspondents, from Miss America 1999 Nicole Johnson Baker to Olympic swimmer Gary Hall Jr.

For more information, go to dLife.com.

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