

The making of a *BET News* brief
By Shartia Brantley

The idea for this story came for after seeing a story on *CBS News* about the lack of bone marrow donations from minorities. I thought it was an interesting topic to explore since famous African-Americans, such as hip hop artist Nelly and author Farrah Gray, lost their sisters to leukemia. Some people are reluctant to donate because they think the procedure is painful. I wanted to do the story to show people that it is very easy to sign up for the national registry and potentially save a life. I called several donor programs in New York City before I found an organization willing to go on camera. DKMS Americas partnered with rap icon Darryl "DMC" McDaniels to encourage minority communities to become donors. I worked closely with DKMS to schedule an interview with DMC. The *BET News* audience is young and we wanted someone that demographic would respond to in order to increase awareness about the lack of minority bone marrow donors.

This news brief is reproduced on our website with permission from BET News.