

## September/October Newsletter

2025 Prostate Cancer Awareness Month Edition

### In This Issue

- Why This Fight Matters — and Why I'm All In
- What's Next for If You Are My Brothers
- Voices That Heal: Survivor Stories on Our New Podcast
- Coming in 2026: A Story That Will Save Lives
- Closing the Gaps in Prostate Cancer Care
- Spotlight: Dr. Kennicia Fortson
- Mentoring the Next Generation of Storytellers

- On the Air and In the Community: September Events
- Your Financial Support is Crucial

## From The Executive Producer



**September is Prostate Cancer Awareness Month — and our mission has never been more urgent.”**

**Why This Fight Matters!** As we close another September and prostate cancer awareness month with very little fanfare, I am reminded why **this fight matters**. This newsletter is part of a journey I never expected to take. Years ago, I began documenting the prostate cancer journey of my fraternity brother,

Ralph Franklin. In the middle of that work, I was diagnosed myself. What began as his story quickly became ours.

Since then, I’ve devoted myself to raising awareness through the If You Are My Brothers project—telling stories, building community, and helping men understand their health. Along the way, we’ve reached families, inspired conversations, and even helped men discover their own diagnoses.

But last year, my cancer returned. That moment changed everything. I realized I could no longer give this project just my “spare time”—it required all of me.

Here’s why:

- ***One in five African American men will face prostate cancer in their lifetime.***
- ***Despite being highly treatable, Black men are more likely to die from it than any other group.***
- ***Too often, families are left facing this disease in silence.***

This month, I am blessed to be around for **the birth of my first grandchild**, thanks to this prostate cancer awareness campaign. That’s why this newsletter exists. It’s more than an update—it’s a call to action. Together, through stories, science, and support, we can change the odds for husbands, fathers, grandfathers, and brothers everywhere.

Thank you for standing with us.

With hope,

*Reggie*

Reggie Hicks  
Executive Producer  
**If You Are My Brothers**

PLEASE SUPPORT OUR EFFORTS

***This year, nearly 300,000 men will be diagnosed  
with prostate cancer.  
-Zero Cancer***

## **What's Next for If You Are My Brothers**

We have exciting plans for the final quarter of 2025. With many challenges in healthcare, individuals must advocate for their health through prevention and vigilance.

## **Voices That Heal: Survivor Stories on Our New Podcast**



[Click Here to Listen](#)

The *If You Are My Brothers Podcast* debuted in July with host Reggie Hicks and his friend Eric Chaney, who was recently diagnosed with prostate cancer. The series continues through September with a four-part series for Prostate Cancer Awareness Month, featuring survivors, clinicians, and researchers discussing treatment, recovery, and personal stories.

[Learn More](#)



**New Episodes Live  
Stream on YouTube,  
LinkedIn Every Thursday  
@ 7pm (EDT) in  
September**

**Sept 4:** Treatment  
Pathways

**Sept 11:** Life After  
Treatment

**Sept 18:** The Science of  
Prostate Cancer Care

**Sept 25:** A Personal  
Prostate Cancer Journey

[Watch on YouTube](#)

## Coming in 2026: A Story That Will Save Lives

We are currently revising our documentary, *If You Are My Brothers*, with plans to premiere the new edition in September 2026, in conjunction with Prostate Cancer Awareness Month. To

complete this important project, we are actively seeking fundraising support.

Your contribution will play a vital role in advancing our efforts to raise awareness about prostate cancer. Thank you for considering a donation to support this meaningful initiative!

**[Learn More](#)**



Help Our Fight Against Prostate Cancer

***In the U.S., African American men have one of the highest prostate cancer incidence rates in the world.***

**-American Cancer Society**





## Closing the Gap in Prostate Cancer Care

*“Partnering with organizations to reach families left behind.”*

We continue our community engagement efforts. Our team is updating materials for healthcare organizations and support groups that have been affected by funding cuts or have lost their various community health initiatives entirely. Through our community engagement efforts, we are forming partnerships and developing resources to help close these gaps.

***More than 3.5 million men in the U.S. who have been diagnosed with prostate cancer at some point are still alive today due to detection and advances in treatment.***

**- American Cancer Society**

## Team Spotlight: Dr. Kennicia Fortson, Community Engagement Researcher



**Dr. Kennicia Fortson** has a compelling academic background. She earned her Bachelor of Science degree in Biology and Psychology from the University of Georgia in 2016. In 2019, she earned two master's degrees, one in Public Health and the other in Social Work. She recently earned her doctorate in Public Health from Georgia State University.

Learn More About Our Team

## Mentoring the Next Generation

We have partnered with the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia to offer semester internships in digital marketing and podcast production. As a journalism fellow at Grady College, our Executive Producer, Reggie Hicks, is committed to mentoring the next generation of content creators and producers in 2025. Congratulations to our recent interns, **Dani Garcia-Pozo**, a recent Grady College graduate with a degree in Entertainment and Media Studies, and **Jordan Seraphin**, a rising junior majoring in Marketing.

## On the Air and In the Community: September Events



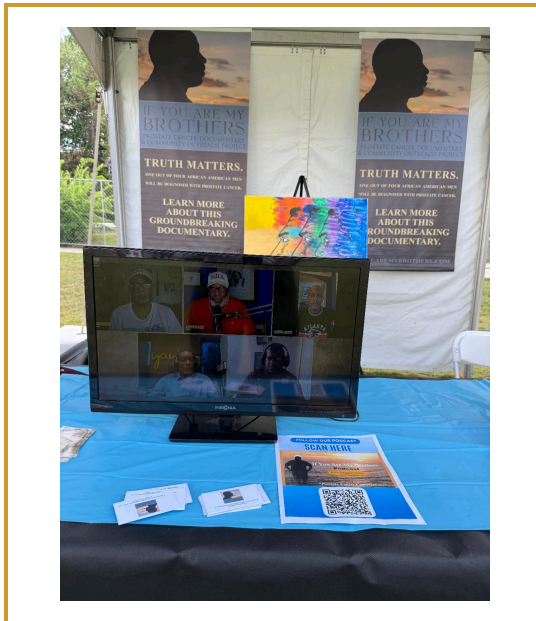
### Radio Campaign Supporting Prostate Cancer Awareness Month

In partnership with **91.9FM WCLK**, the *If You Are My Brothers* Prostate Cancer Awareness public service announcement series started this month. These 30-second spots are designed to emphasize the importance of knowing your PSA number or prostate-specific antigen and will air throughout Prostate Cancer Awareness Month.

### If You Are My Brothers at the National Black Arts Festival

We participated in the **National Black Arts Festival's Thriving Together Wellness** event on Saturday, September 27, at the Historic

Fourth Ward Skate Park. This free day of art, wellness, and community, focused on racial health equity, wellness at the intersection of art and music.

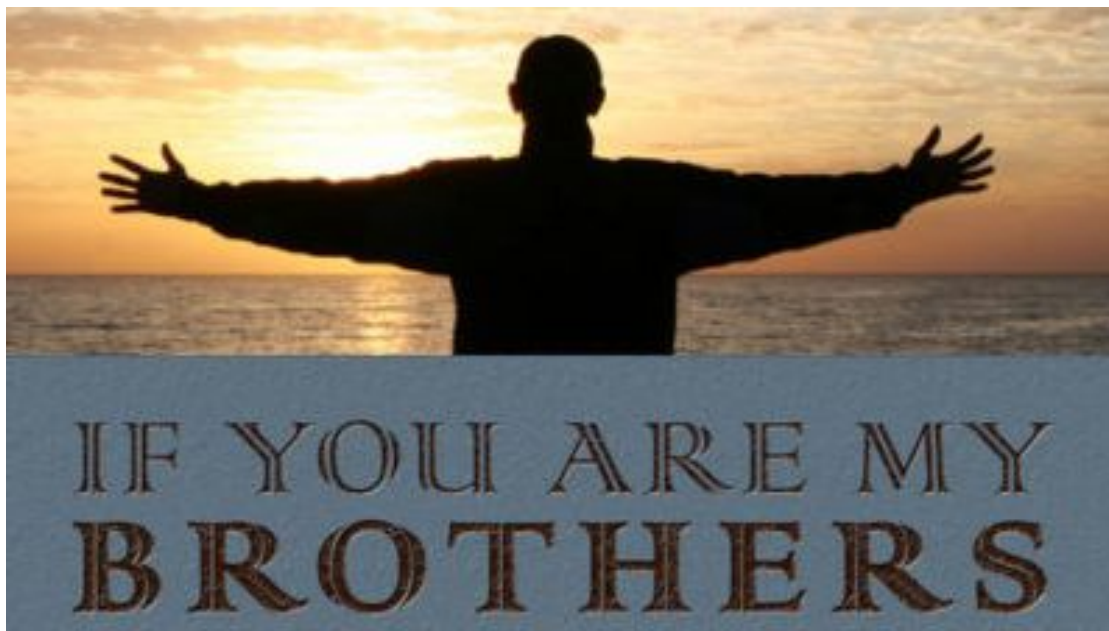


## ***If You Are My Brothers on the Radio***



Thanks to Dawna Baker, General Manager and Morning Host of 90.1 WJOU's Breakfast Chat, for featuring our awareness efforts on her morning show to kick off Prostate Cancer Month in September.





## Your Financial Support is Crucial

What began as a one-time documentary has grown into a life-saving mission—one that is only possible because of supporters like you.

As **Prostate Awareness Month** comes to a close, we continue to plan for the months ahead. Our goal is clear: to expand our podcast, complete the 2026 documentary premiere, and provide resources for families facing prostate cancer.

Here's what your gift makes possible:

- **\$25 provides educational materials for men at community health events.**
- **\$50 supports podcast production to share the stories of survivors and clinicians.**
- **\$100 helps us film and edit the documentary that will reach thousands more families.**

Every dollar moves us closer to a future where no family faces prostate cancer in silence. Join us today with a one-time tax-deductible gift of \$50, or **a recurring gift of \$5 per month**. Every gift matters! Your contributions directly advance awareness and save lives.

[Donate Now](#)

**Candid** is a source for charitable giving, featuring Seals of Transparency based on their information quality. Candid provides detailed information to over 10 million GuideStar users for confident donations. Currently, we hold the **Gold Level transparency certification**.



## About Straight Street Media

[Straight Street Media](#) is a nonprofit media company that produces thought-provoking projects aimed at motivating positive change. We are proud to be the producers of "If You Are My Brothers." Straight Street Media is dedicated to creating powerful, thought-provoking projects that inspire meaningful change. Join us in our mission as we strive to foster understanding — we are truly ***"Opening Eyes to a New Vision."***

Straight Street Media | P.O Box 11542 | Atlanta, GA 30305 US

[Visit our Website](#)



Share This Email



Share This Email



Share This Email

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email & social marketing for free!