



For Immediate Release

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DEI Strategist Freda Sampson Elected to Detroit Public TV's Board of Trustees

DETROIT (July 7, 2021) – Detroit Public Television's Board of Trustees has named Freda Sampson as its newest member.

Sampson is a Diversity, Equity & Inclusion strategist with significant experience in corporate, nonprofit, governmental, academic and faith-based entities. She is strongly committed to bridging racial and cultural divisions through community engagement, advocacy and organizational development.

"It is a privilege to welcome Freda to our board," said Rich Homberg, president and CEO of Detroit Public Television (DPTV). "Every day at DPTV we ask ourselves how we can do a better job of promoting diversity, equity and inclusion, both internally at the station and throughout the community we serve. With her extensive background and passionate dedication in this field, Freda will be invaluable in our efforts to be a leader in advancing this righteous cause."

Sampson's skill set includes diversity and inclusion, cultural competency training, project development and implementation. She has held leadership positions in corporate settings implementing organization-wide DEI policies. Sampson is also active in the community and has served as program manager for the Michigan Roundtable for Diversity and Inclusion, where she designed and led multiple initiatives that dealt with racial equity in Metropolitan Detroit and the surrounding region.

Sampson has a Master of Fine Arts from the University of Michigan, a Bachelor of Arts in Communication from Tennessee State University and an Associate of Arts degree from Brooks School of Design in Long Beach, CA. In 2016, she received her certification as a qualified administrator for the Intercultural Development Inventory.

Her professional development has ranged from leadership courses with New Detroit's Multicultural Leadership Program, Harvard University School of Divinity Leadership Program, Leadership Detroit Class XXXIII and University of Michigan's Worldview Seminar on World Religions.

Sampson resides in Detroit.