

Detroit Public TV Receives New Grant from Masco Corporation

The \$100,000 grant will support local journalism efforts, the station's Mackinac Policy Conference coverage and PBS' home improvement program, "This Old House"

Detroit (March 27, 2024) – Detroit Public TV (DPTV) recently announced that Masco Corporation awarded a \$100,000 grant to the station to help fund its local journalism, its policy and leadership initiatives and home improvement programming such as PBS' "This Old House."

"DPTV is grateful to Masco for its long-time partnership and generosity as we continue to bring balanced, in-depth and meaningful content to those across Southeast Michigan," said CEO/President Rich Homborg. "These funds will also empower us all the more to amplify our efforts in diversity, journalism, policy and leadership."

Masco's grant serves as another revenue stream for DPTV as it seeks new ways to create fresh, responsive content in the fast-moving and disruptive world of media. It will empower DPTV in its ongoing commitment to engaging communities across Southeast Michigan. The grant will be divided among three programming initiatives.

First it allows DPTV to develop new content through DPTV journalism hubs, American Black Journal and One Detroit, as they cover critical issues such as diversity, equity and inclusion, arts and culture, education, community development, affordable housing and the future of work.

Secondly, the grant also supports DPTV's gavel-to-gavel coverage of the Mackinac Policy Conference, a confluence of Michigan's most influential leaders who discuss the state economic future. By livestreaming every keynote and panel discussion, DPTV makes the entire conference accessible to those across the nation and beyond.

Lastly, the grant will support the local presentation of the popular home improvement show "This Old House," which helps provide insight on DIY projects and connects brands with homeowners and contractors.

"Masco is proud to be a longtime supporter of Detroit Public Television and its work to enrich the lives of Southeastern Michigan residents through local news coverage and quality programming," said Masco's Director of Communications and Corporate Giving, Sue Sabo.

About Detroit Public TV

Detroit Public TV is Michigan's only community-licensed public television station, operating independently of any educational institution or governmental entity. With more than 2 million weekly viewers across its four TV channels, it is the state's largest and most watched public television station, boasting the most diverse public television audience in America.

About Masco Corporation

Headquartered in Livonia, Michigan, Masco Corporation is a global leader in the design, manufacture and distribution of branded home improvement and building products. Our portfolio of industry-leading brands includes Behr® paint; Delta® and Hansgrohe® faucets, bath and shower fixtures; Kichler® decorative and outdoor lighting; and HotSpring® spas. We leverage our powerful brands across product categories, sales channels and geographies to create value for our customers and shareholders. For more information about Masco Corporation, including a complete list of our brands, visit www.masco.com.

