



For Immediate Release

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DPTV Documentary Celebrates Life & Career of Bartech's Founder, John W. Barfield

Airs December 16, 8:00 p.m. on Detroit Public Television

DETROIT (December 8, 2015) –Detroit Public Television (DPTV) will broadcast a one-hour documentary about Bartech's founder, John W. Barfield on Wednesday, December 16 at 8 p.m. Based in part on Barfield's autobiography, "*Starting From Scratch: The Humble Beginnings of a Two-Billion-Dollar Enterprise*," the documentary follows him from his early life as the son of Alabama sharecroppers to his current position as a respected community leader and founder of one of the nation's largest African American-owned businesses, Bartech.

Former Channel 7 anchor and award-winning journalist, Diana Lewis, will be a special guest host that evening. Other guests include Ken Harris, President Michigan Black Chamber of Commerce; Anthony Neely, Co-Author of the book "*Starting from Scratch*"; John W. Barfield, Founder Bartech; Documentary producer Clara Wilkerson.

"This documentary tells the story of how my father persevered through many obstacles and hardships to become a trailblazer in the minority business community and an inspiration to generations of young entrepreneurs," said David W. Barfield, President and CEO of Bartech and son of John W. and Betty J. Barfield. "He and my mother are role models for anyone looking to build a successful business while keeping in mind the importance of contributing to society through reinvestment in our communities and improving the lives of those less fortunate."

Narrated by Michigan native and actor Jeff Daniels, and produced by award-winning filmmaker Clara Wilkerson, the documentary uses a combination of interviews, archival photographs, film, reenactments and news headlines to depict John Barfield's life from his birth in 1927, to his early entrepreneurial days selling newspapers and soap door-to-door, to opening his first business, the Barfield Cleaning Company, in 1955. Throughout the film, America's social and economic history and their impact on the development of black businesses are featured prominently.

In 1977 John Barfield formed John Barfield & Associates (now Bartech) and today the company manages more than \$3.5 billion in annual spend for workforce management services for the Global 1000. While he

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did not receive a formal education, Barfield is highly committed to helping young people learn. He deserved as a county chairman of the United Negro College Fund and has endowed an “Entrepreneurship Center” at Washtenaw Community College. He also continues to have a positive impact on society, giving time and resources to homeless organizations, children’s programs and community centers.

For additional information or to schedule interviews, please contact Della Cassia at dcassia@dptv.org or 248-305-3770.

About Detroit Public Television

Detroit Public Television (DPTV) is the non-commercial, viewer-supported PBS-member station watched by more than 1.5 million people in Detroit and Southeast Michigan and another 1.2 million people throughout Canada. DPTV also manages WRCJ 90.9 FM, Detroit's classical and jazz radio station, in collaboration with the license-holder, the Detroit Public Schools. The radio station is located in the Detroit School of Arts. DPTV is licensed to the Detroit Educational Television Foundation and governed by a volunteer board of trustees from the local business, civic, and cultural communities.

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