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Larry Gershman

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Larry Gershman : A Kid From Brooklyn: Lessons Learned before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Kid From Brooklyn: Lessons Learned:

0 of 0 people found the following review helpful. For those who want to know about television, this is a must read!!!! By Pierre David I've worked with Larry for a few years and while I enjoyed and admired him on so many levels I never really knew his life's story... And what a story it is.... a truly self made man, who learned from every experience to build towards the next one... he was right there while television was changing, while the whole entertainment was changing. He was at the forefront of it. And he saw these changes coming.... His book should be compulsory reading in all film and television schools... Great energy, great vision, great honesty... that's Larry! Pierre David 1 of 1 people found the following review helpful. Character By Marshall Grode M.D. On the surface this book is like having a delightful dinner sharing a friend's experiences, but there is a more profound level to this book. A philosophy played out on the canvas of creative problem resolution. A philosophy of one's character. A philosophy that character incorporates respect, integrity, loyalty and honesty. Character traits so needed in our country's current institutions. 1 of 1 people found the following review helpful. I Learned Many Lessons From Larry Gershman By Henry J. Marcotte Larry hired me as Editorial Director at WNBC-TV in the mid-70's. Terrific guy to work for. ...with great emphasis on community involvement. I can see how his knowledge and success in building WNBC-TV 4 into the premier television station in New York City led to his future national and international achievements. Good read!

A Kid From Brooklyn: Lessons Learned is the humorous and touching life account of entertainment executive and entrepreneur, Larry Gershman. The autobiography follows Mr. Gershman from his youth in Brooklyn and Philadelphia, to his unanticipated start in television. Following his life's journey with unpredictable stops, including Station Manager of WNBC-TV, to the Executive Suite of Chock Full Orsquo;Nuts, to President, Don King Productions, and the bizarre world of championship prize fighting. He then joined Viacom and the international world of television, which led to his term as President, MGM/UA Television Group, and finally through his creation of World International Network as its Founder and Chairman. A Kid From Brooklyn: Lessons Learned is a poignant sharing of his journey, punctuated by reflections through which Mr. Gershman illuminates the experiences that shaped his career.

About the Author Larry Gershman, founder, Chairman and Chief Executive Officer of World International Network, Inc. (WIN), the first worldwide network of twenty-two leading broadcasters in 137 markets throughout the world. Gershman's unique concept resulted in the co-production and distribution of more than 200 television movies

and mini-series that have won numerous awards, including three EMMYs, and garnered top audience ratings in television markets throughout the world. He has a unique and diversified background in both the broadcasting and television industries, from Station Manager, of WNBC-TV, to President of the MGM/UA Television Group, where he was responsible for all television production and worldwide television distribution. Gershman has a reputation for being an innovative, hands-on executive. He was the first to market a network quality program directly for first run distribution with the syndication of "Fame" in the early 1980s. "Fame" went on to win a coveted Golden Globe Award. He also created the MGM/UA Premiere Network, a pioneering concept for marketing feature films to television. Active in industry affairs, Gershman has been either chairman or co-chairman of the International Emmy Awards for the past thirty plus years and has been elected to a third term (now, eight years) as Vice Chairman of the International Academy of Television Arts and Sciences (IATAS). He formerly held positions as a Governor of the Academy of Television Arts and Sciences (ATAS); a Director of the Television Bureau of Advertising (TVB); a Governor of the New York Friars Club and a trustee of the Fordham University School of Law. Gershman has lectured frequently at UCLA, USC, and his alma mater, Penn State University. Gershman was invited to be Chairman of the Jury for the Seoul Drama Awards in Seoul, Korea, in July and August of 2007.

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