



PBS INTERNATIONAL ACQUIRES RIGHTS TO “INVENTING DAVID GEFFEN”

(Boston, Massachusetts USA): In time for premiere release at MIPCOM, PBS International has acquired the worldwide television and home video rights for ***American Masters Inventing David Geffen***, a new documentary by Emmy®-winning filmmaker Susan Lacy that paints an unflinching portrait of Geffen, who narrates his unorthodox rise from working-class Brooklyn boy to billionaire entertainment power-broker in extensive interviews. David Geffen’s far-reaching influence—as agent, manager, record industry mogul, Hollywood and Broadway producer, and philanthropist—has helped shape American popular culture for the past four decades. Notoriously press- and camera-shy, Geffen reveals himself for the first time in the new two-hour documentary.

Inventing David Geffen explores the highs and the lows in Geffen’s professional and personal life through more than 50 new interviews with his friends, colleagues, and clients, as well as other media luminaries. Irving Azoff, Jackson Browne, Cher, David Crosby, Clive Davis, Barry Diller, Maureen Dowd, Rahm Emanuel, Nora Ephron, Tom Hanks, Don Henley, Arianna Huffington, Jimmy Iovine, Elton John, Jeffrey Katzenberg, Calvin Klein, Steve Martin, Lorne Michaels, Mike Nichols, Yoko Ono, Frank Rich, Slash, Steven Spielberg, Jann Wenner, Neil Young, and many others illustrate Geffen’s riveting story.

“It has been my great privilege to enter David’s extraordinary world,” says Lacy, writer, director, and producer of ***Inventing David Geffen***. “It’s a world that touches every corner of the important, exciting artists and cultural explosions of my generation. Having David as a gracious and candid guide through this terrain was a wonderful personal experience and an absolute gift to any filmmaker.”

“Geffen’s career has been meteoric and globally prolific. Just look at the magnitude of talent who participated in this project,” says Tom Koch, Vice President, PBS International. “We are delighted to be working with ***American Masters***, PBS’ flagship arts and culture series, on this film.”

Inventing David Geffen is a production of THIRTEEN’s ***American Masters*** for WNET. Susan Lacy is writer, director, producer, ***American Masters*** series creator and executive producer. Jessica Levin is producer.

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About PBS International

[PBS International](#), widely recognized for bringing high-quality documentary, lifestyle and children’s programming to the international marketplace, is the worldwide co-production and distribution division of PBS Distribution, a joint venture of PBS and WGBH-TV Boston—one of the largest producers of primetime programming for PBS in the United States. PBS International licenses PBS, WGBH, and independently-produced programs from such award-winning producers as WGBH (NOVA, FRONTLINE, AMERICAN EXPERIENCE), Ken Burns, Ondi Timoner, Alex Gibney, Martin Scorsese, and David Grubin.

About American Masters

Since its 1986 premiere, *American Masters* has earned 24 Emmy Awards – including 8 for Outstanding Non-Fiction Series since 1999 and 5 for Outstanding Non-Fiction Special – the 2012 Producers Guild Award, 12 Peabodys, an Oscar, and 3 Grammys. Now in its 26th season on PBS, the series is a production of [THIRTEEN](#) for [WNET](#), the parent company of THIRTEEN and WLIW21, New York’s public television stations, and operator of NJTV. For 50 years, THIRTEEN has been making the most of the rich resources and passionate people of New York and the world, reaching millions of people with on-air and online programming that celebrates arts and culture, offers insightful commentary on the news of the day, explores the worlds of science and nature, and invites students of all ages to have fun while learning. For more information, visit: pbs.org/americanmasters

About WNET

In 2012, WNET is celebrating the 50th Anniversary of THIRTEEN, New York’s flagship public media provider. As the parent company of THIRTEEN and WLIW21 and operator of NJTV, WNET brings quality arts, education and public affairs programming to over 5 million viewers each week. WNET produces and presents such acclaimed PBS series as Nature, Great Performances, [American Masters](#), Need to Know, Charlie Rose, and a range of documentaries, children’s programs, and local news and cultural offerings available on air and online. Pioneers in educational programming, WNET has created such groundbreaking series as Get the Math, Oh Noah!, and Cyberchase and provides tools for educators that bring compelling content to life in the classroom and at home. WNET highlights the tri-state’s unique culture and diverse communities through NYC-ARTS, Reel 13, *NJ Today*, and the new online newsmagazine MetroFocus.

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