

Larry Price (Gevers)

We regret to report the passing this morning of longtime TV news and AP executive Larry Price. Larry was diagnosed with cancer in 2018. He underwent treatment but returned to his home in Providence earlier this year to be with his wife and children.

Many of you probably knew Larry from his career both as a news director and as an executive with AP in Television sales. He was proud of the “symmetry” of his work which included 25 years in local TV news and 25 years with the AP. Larry began his career in 1969 at WTVH in Syracuse. Along the way he was news director in 5 markets; KSTP Minneapolis, WDSU New Orleans, WJAR Providence, WNYT Albany and WCHS in Portland, Maine. While in Providence, Larry competed with Dave Gwizdowski who went on to become VP for Revenue at AP. Dave recalled those years by saying, “...we were competitors and he was a gentleman. As news directors we needed to meet on common issues such as Gubernatorial debates, the Tall Ships, cameras in the courtroom, things like that. We then made a point of having lunch on a regular basis just to share thoughts on the business and such. Larry was a leader. He accomplished it with a dry and deliberate sense of humor.”



Larry held various positions at the AP including Regional Television executive, Director of Cable and Syndication Sales, Sales manager for the local TV division and for the last three years he was part of the Major Groups team overseeing the bigger TV groups.

For years Larry managed the TV Broadcast Sales Division. We worked together as a team with Larry being our coach, colleague and leader. He was always fair but was not afraid to kick our butts when needed.

Larry was married to his beloved wife Charlene for 49 years. His children include sons Travis and Jeffrey, and daughter Heather. They were at his side when he passed away.

Condolences can be sent to Charlene Price at cljprice@gmail.com, or mailed to 100 Candlewood Drive, North Kingstown, RI 02852.

Funeral arrangements are pending.