

**RICHTER MCBRIDE PRODUCTIONS, INC.**

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FOR RELEASE UPON RECEIPT

The formation of Richter McBride Productions, Inc. has been announced by Robert Richter and Robert McBride, television and film producers formerly with CBS News and King Screen Productions.

The new firm, located at 15 East 53rd Street in New York City, is developing a series of television specials in cooperation with The Conservation Foundation and the Sierra Club.

The prestigious Conservation Foundation, based in Washington, D.C., has been a leader in environmental research and in the promotion of conservation policies for twenty years.

The Sierra Club, which also publishes high quality books and posters on natural beauty, is one of the country's most influential conservation groups. Robert McBride last year persuaded the club to finance a film, "The Redwoods", which won an Oscar as best documentary short of 1968.

The new company had a major hand in the production of "What Manner of Man", the chief film used by the Hubert Humphrey presidential campaign. Richter produced and directed the film, made for the Democratic National Committee under contract with a St. Louis company.

McBride wrote and produced the major film on President-elect Richard Nixon now being shown in a score of countries abroad by the United States Information Agency.

Richter was a producer for CBS Reports. His credits include "Bulldozed America" (1965) awarded an American Film Festival Blue Ribbon; "Vietnam and the Primaries" (1966); producing portions of "CBS News Inquiry: The Warren Report" (1967); political features for the "CBS Evening News with Walter Cronkite" and other daily news broadcasts. He joined the Election Unit at CBS in 1966, where he served variously as political research director, national political editor and producer for Vote Profile Analysis in the 1968 presidential primary broadcasts.

McBride has written and produced a series of national award-winning documentary films for the West Coast TV station group ownership, King Broadcasting Company. The first of these was "Pollution in Paradise", which won the national Sigma Delta Chi award in 1963. His shows also received three regional Emmys, a Cine Golden Eagle for 1968, medals from several national and international film festivals, the Ohio State Award and various other accolades.

McBride also organized and directed the eight-man group of film makers which formed the creative core of King Screen Productions.

Both Richter and McBride have journalism backgrounds. McBride was a reporter for the Oregon Journal, political editor of the former Portland Daily Reporter and on-the-air news analyst for KGW-TV in Portland, Oregon.

Richter was the Northwest correspondent for the New York Times during the year of that paper's western edition, a position he inherited from McBride when the latter went to KGW-TV. He has also free-lanced articles published by The New Republic and Audubon Magazine.

Richter came to New York in 1963 on a CBS News Foundation Fellowship for study at Columbia University, after six years producing, directing, reporting and writing several widely publicized film series on government, prisons, hospitals and schools for Oregon educational television and radio stations. He joined the CBS Reports staff in May 1964 after completing an M.A. in American Government.

Research and production assistants for the company include Caroline Ehlers and Sandra Jordan, who worked at WNEW, WPIX and Motion Associates.