

RICHARD L. PLEPLER

Senior Vice President, Corporate Communications -- Home Box Office

Richard L. Plepler was named senior vice president, corporate communications, for Home Box Office in May 1992. He is responsible for formulating all corporate communications strategies, reporting directly to chairman Michael Fuchs.

Plepler supervises a staff of 54 employees whose responsibilities range from corporate affairs, affiliate relations and media relations. Plepler directed the communications strategies for such award-winning projects as *Stalin*, *Barbarians at the Gate* and *And The Band Played On*. Additionally, his mandate includes the conceptualization of special projects such as the HBO/Warner Music Anti-Violence campaign, a media effort to produce a series of commercials designed to deglamourize guns among urban teenagers.

Prior to joining HBO, Plepler served as president of RLP Inc., a communications consulting and production company he founded in 1985. At RLP Inc. he was a consultant to HBO, the Spain-USA Chamber of Commerce and the Japan Chamber of Commerce of N.Y., Inc. Plepler also has a substantial record as a television producer, including TV documentaries for Public Television, and was formerly the producer of *The Atlantic Forum*, a discussion series produced with *The Atlantic Monthly* magazine and covered by C-SPAN.

Before starting his consultancy, he was an aide to Senator Christopher Dodd of Connecticut.

Plepler holds a B.A. in Government from Franklin and Marshall College.