Daily news series to be offered by **Gannett/Telepictures**

Information service is designed as lead-in to local evening newscasts

"The most important project in our history." That was the description Telepictures President Michael Garin had last week for Newscope, a new "news-information" series Telepictures will co-produce with Gannett Broadcasting.

Earmarked for a September start, Newscope is to be designed primarily as a half-hour lead-in to early evening local newscasts on network affiliated stations. It's to be produced in Los Angeles by a team being assembled by David Salzman, Telepictures executive vice president, and Don Ross, executive vice president of Telepictures's News Information Weekly Service (N.I.W.S.). Fed by satellite twice each weekday, Newscope will be "modular" in format, with stations using their own local anchors in packaging the Telepictures/Gannett-supplied programing. (Stations also will be supplied with hard copy "support material" for the local staffs.) The raw material for Newscope is to come from "roving" crews stationed across the country, two news agencies (whose names were withheld at Tuesday's press conference), a set of regular contributors and the participating stations.

In addition to weekday half-hours, to be sold for license fees with 30 seconds per day held for national advertising, Newscope also will include a weekend broadcast. It will be a compilation of the week's highlights, provided on a straight barter basis of national advertising and three-and-a-half minutes of local avails. Carriage of the sixth program will be mandatory for stations taking Newscope.

All seven Gannett stations will carry Newscope, and Gannett and Telepictures are to be 50/50 partners "editorially and financially." Telepictures is currently pursuing desired "charter" stations that would get a break on license fees, and contribute material and reporters to Newscope. Outlet Broadcasting's five stations, reporters were told at the press conference last week, are already on board.

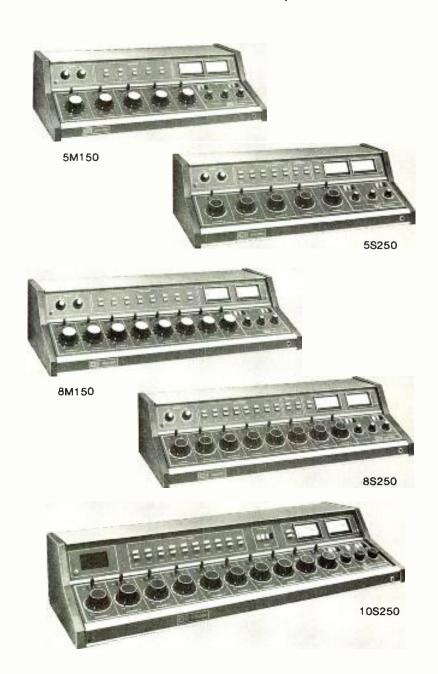
While an update of top news stories will be included, as the name Newscope implies, the program will "focus on such vital subjects as fighting inflation, personal health, consumerism, human relationships, energy, show business and coping with the demands of daily life." The partners say they see it filling an unfilled need of viewers for "news-you-can-use." Two main elements will be stories "that help viewers cope" and "make them feel something.'

One thing that's undecided is the title with the program hopefully perceived as a local transition between entertainment and the local news block" (according to Telepictures Salzman), the Newscope title will be optional.

The Classic Look in Audio Consoles

Audio performance? Exceptional! For both 150 and 250 series: Distortion .05% IM and THD from 30 Hz to 20 kHz at ± 18 dBm output with ± 0.5 dB frequency response. Each mixer in every model has a preamp selectable for either microphone or high level plus a full complement of line, monitor, cue and headphone amplifiers...all plug-in.

Choose from 10 different models, mono or stereo.



For more information, contact your local Broadcast Electronics distributor, or write for our

new brochure.



4100 N 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142