

## 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 programming. (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 avail. 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. □

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