



#### **EXPANDING THE PARTNERSHIP**

On a grander scale, consider partnerships with even larger newsgathering organizations.

Across North America, companies are seeing the benefits of forming partnerships or other working arrangements to provide videotex service. In the U.S., AT&T has combined with Knight Ridder to offer Viewtron.

Canada's Broadcast News, the national radio and TV newswire service, is putting together a NAPLPS-based cable news service to replace its existing plain-text news crawl service. The new service is called Infovision.

A Broadcast News staffer, working at a terminal connected to the main editorial computer, creates short synopses of news stories. These are assigned a priority number, and a graphic which will illustrate the story is chosen from a standard library. (Story's about the Middle East? Illustrate it with a map of the area or a flag.)