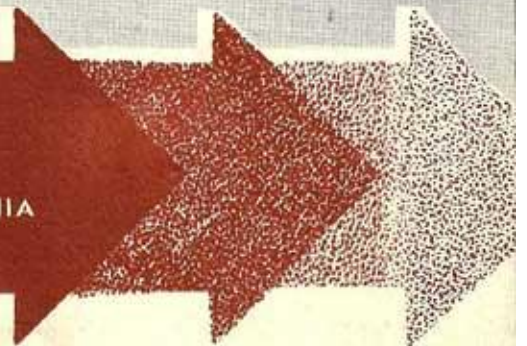


TELEVISION



american  
telecasting corporation

5600 SUNSET BLVD. • HOLLYWOOD, CALIFORNIA



# DEVOTED EXCLUSIVELY TO TELEVISION TRAINING



**TELEVISION PRODUCTION.** Designed to train the student through lecture, discussion and practical studio experience in the creative techniques of Acting, Directing, Producing and Writing for television. On mastering the theories and fundamentals of visual presentation, the student writes, and in conjunction with students of Television Stagecraft, produces and directs television programs under actual working conditions in a completely equipped television studio, thereby qualifying the student for employment as a creative artist in the rapidly growing television industry.



**TELEVISION STAGE CRAFT.** A separate and distinct course designed to train the student through lecture, discussion, practical workshop and studio experience in television stagecraft techniques, including Scene Design, Staging, Technique, Lighting, Sound, Makeup and Costume. On completion of preparatory phases, the student in this course combines talent with Television Production details in the preparatory, rehearsal and production of programs under actual working conditions in a completely equipped television studio, thereby qualifying for responsible positions in the production departments of networks, independent stations, and Television motion picture studios.

*All Phases*



**ACTING.** Acting before the television camera requires a special approach. The American Telecasting Course in TV Acting is taught with this unique objective in mind. Plays are produced in the Arena Theatre and in the studio under authentic telecast conditions.



**DIRECTING.** The student, after learning the theories and fundamentals of television direction, is given an opportunity to develop programs through all the stages of preparation. He completes the assignment by directing the program from the control room under authentic Television studio conditions.



**PRODUCING.** The Producing curriculum at American Telecasting has been so designed that the student, through the study of the planning, organization and presentation of television programs, is prepared for this all-important position.



**WRITING.** A successful Television program demands a workable script. The student learns the visual approach to television play-writing by actually writing scripts which are produced under professional guidance.



## ABOUT THE TRAINING

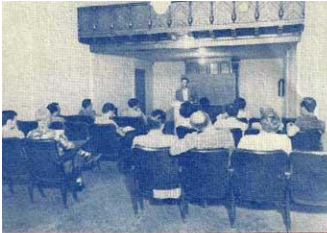
In studying a subject as challenging and as complex as television, the student must be given the opportunity for practical experience as well as theory and classroom study. In arranging its courses, American Telecasting has kept this important point in mind. Classroom work at the school merely prepares the student for his work in the later phases of the course when he will work in a completely equipped studio, using cameras, lights, microphones, scenery, control room monitors, costume and makeup. It is this practical approach to the course of study which prepares the student for a career in television.

The student is introduced to the fundamentals of television which set it apart from any and all other existing entertainment media. Following this basic preparation, the student applies this knowledge in the actual preparation and rehearsal of television shows. Completing his training, the student works collectively with other students, producing programs and employing techniques currently used by television networks and experimenting with new methods and ideas.

IF YOU TAKE THE COURSE, ALL FEATURES WILL BE YOURS.

YOUR SUCCESS IN TELEVISION STARTS HERE AT . . .

# american telecasting corp.



**CLASSROOMS.** Six classrooms are maintained at American Telecasting in the main building on Sunset Boulevard and four additional rooms are located in the Western Avenue annex located on the 20th Century Fox Studio lot. In these rooms, the student is introduced to the television medium through lecture and discussion periods, conducted by men and women professionally engaged in the television industry.



**CAMERAS.** In the modern and completely equipped television studio, the student will find the latest in broadcast equipment including the image orthicon camera, the most recent development in the field of television photography. The student learns to operate this camera as well as the two Iconoscope cameras as a part of his course of study to assist him in mastering the art of visual presentation.



**SOUND.** In television, the visual presentation is "all important" with sound playing a complementary role. Yet the proper use of sound can add to the dramatic impact of any television program. In the school's studio, the student learns the creative aspects of television sound through the practical use of microphones, turntables, recordings, and sound effects.



**LIGHTING.** The television studio in which the student receives his training is equipped with spotlights, birdies, floods and special units for unusual lighting effects. By working with this equipment, the students learn the art of highlighting a subject, using light for mood and contrast and the function of lighting as a dramatic factor in television.



**FILM FOR TELEVISION.** The motion picture plays a significant role in television programming by overcoming limitations of time, space, light, and sound. The only films suitable for television, however, are those produced especially for the medium. While studying the fundamentals of Television films the student is permitted to use motion picture equipment thus supplementing his course of instruction with practical "Film for Television" experience.



**MAKEUP.** Television requires a special makeup technique for appearance in front of the camera, and this technique marks the basic approach to the school's course in makeup. Current methods are taught by Makeup Artists regularly employed by Hollywood studios. Using his own makeup kit, the student eventually masters the art of transformation from straight application to old age, and character, by working on himself as well as others.



**COSTUME.** Through the use of lecture, discussion and visual aids, the student studies the history of costume design and its important role in television. The student selects the wardrobe for studio and Arena Theatre production, and when special costumes are needed, they are designed and executed by the student group.



**STAGECRAFT.** Television scenic design requires more imagination and ingenuity than stage or motion picture design. The student, after learning the intricate theories of color and mobile design, builds miniature sets, designs and builds the settings which are used in Arena Theatre and studio productions, thereby preparing himself for employment as a television set designer.



**TECHNICAL.** For the student whose primary interests are electronics and television engineering, American Television Laboratories offer a comprehensive course of study in the engineering aspects of the medium. Students completing the course are qualified for a First Class Radio Telephone Operator's License. Further information may be obtained from American Television Laboratories, 5606 Sunset Boulevard, Hollywood, California.

## School Activities



1. Reception desk at A.T.C.
2. Talking it over with the counselor.
3. Break time! Everybody meets at Joe's.
4. An original script being tested before an audience.
5. There's a boy and girl in every story.

The Television industry will absorb a large number of trained men and women for productions in the numerous telecasting stations. Already because of American Telecasting Corporation training, students are employed in numerous TV Stations in Hollywood, such as KTTV, ABC-TV, KTLA, CBS-TV, NBC-TV and others throughout the country. If you have the ability, our training will help you.



## AMERICAN TELECASTING CORPORATION

(TRAINING DIVISION)

*Hollywood's first completely equipped school devoted exclusively to Television*

5600 SUNSET BLVD., HOLLYWOOD 28, CALIF.

## TO THE PROSPECTIVE STUDENT:

Television is the modern miracle. The idea of an entertainer performing in Hollywood and being seen in New York *at one and the same time* is almost beyond the comprehension of the average layman. Yet we who have worked in television since its pioneering days have seen this miracle take place in the span of a comparatively few years. It is only since the conclusion of World War II that commercial television has become a powerful influence in the daily lives of millions of Americans and is destined to exert a significant influence on the motion picture and radio industry.


Television has grown fast and like all youngsters, it has had its share of growing pains. It has been necessary in many cases for creative artists and technical workers to *learn* about the medium while they *worked* in it. Each day this situation becomes more and more critical. When hundreds of new television stations are put into operation throughout the United States, where will the necessary personnel with practical experience and "know-how" come from? It was with this question in mind that the American Telecasting Corporation was founded.

Our chief purpose is a simple one: To train the student through *practical studio experience* for employment in the field of television. I believe that this approach to our course of study is of unlimited benefit not only to the student but to the entire television industry. Surely any television network or station prefers to employ men and women with practical experience over those who have to be taught on the job.

When the student graduates from American Telecasting, he not only knows *how* to write a script, act in a television play, operate a camera, design scenery, apply makeup, make a television film or direct a program from the control room — *he has actually done all these jobs with authentic studio conditions*, under the supervision of professional men and women employed in the TV field.

As the president of American Telecasting, I hope that we will be able to welcome you as a new student in the near future and I can assure you that if you approach your course of training in a serious manner with only one goal in mind — *to learn everything the school has to offer* — there is a career awaiting you in the modern miracle — TELEVISION.

Sincerely yours,  
AMERICAN TELECASTING CORP.

  
S. R. Rabinoff,  
President

Note: Mr. Rabinoff is a Pioneer in Television since 1930. He is President of American Television Laboratories of California and one of the founders of the Academy of Television Arts and Sciences of Hollywood.