DEVOTED EXCLUSIVELY TO TELEVISION TRAINING

ACTING. Acting before the television camera requires a special approach. The American Television Course in TV Acting is taught with this unique objective in mind. These students are in the Arena Theatre and the studio under actual television conditions.

DIRECTING. The student, after learning the theory and fundamentals of television direction, is given an opportunity to develop programs through all the stages of production. He completes the assignments by directing the program from the control room under actual television conditions.

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

WRITING. A successful Television program demands a very special writer. The student learns the written approach to television production 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 literary and classroom study. In arranging its courses, American Television has kept this important point in mind. Classroom work at the school mainly 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, sound, control room, master control, and studio cameras. 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 are basic to both studio and broadcast work, and he is taught to think in terms of television rather than print which is the way most print writers are trained. He learns not only how to write but how to think in terms of television. He learns the visual approach to writing, which is extremely important. He learns to think on his feet, to use the right words at the right time. He learns to write the script while the director is thinking it out. He learns to write while the director is thinking through his new assignment; he learns it all in the classroom and in the studio, in the actual working conditions of television.
American Telecasting Corp.

YOUR SUCCESS IN TELEVISION STARTS HERE AT . . .

CLASSROOMS: Six classrooms are equipped in American Telecasting to train students in broadcast and television. Each of these rooms is equipped with the latest in educational apparatus to give students the opportunity to learn the fundamentals of television.

CAMERAS: In the studios and workshops, broadcast television techniques are taught. The camera man is taught to operate the cameras in a balanced, professional manner. The lighting, the focus, and the proper use of the microphone are all demonstrated to the students.

SOUND: In television, the audio is as important as the visual. The students are taught to record and reproduce sound accurately. The microphone, the mixer, and the recording equipment are all demonstrated to the students.

STAGECRAFT: Television scenic design requires exact specifications and integrity from stage to master pattern 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 actual television production. They are preparing themselves for employment as a television designer.

MORPHEUS: For the student whose primary interest is electronics and television engineering, American Telecasting Laboratories offer a comprehensive course of study in the engineering aspects of the medium. They are preparing themselves for employment as a television technician.

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 is a large proportion of trained men and women for production in the numerous television 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.
TO THE PROSPECTIVE STUDENT:

Television is the modern miracle. The idea of an entertainment performed in Hollywood and being seen in New York at the same time is almost beyond the comprehension of the average human. 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 were in it. Each day the 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,

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.