

Hollywood Hi-Lights



PEARL B. HOFFMAN
FOUNDER

"To watch ambitious men and women gain recognition in show business as a result of RTS training . . . this is my greatest source of personal pleasure and satisfaction."

The story of the
RTS Familiarization
Training given in
a famous Hollywood
Resident School.

This training is included
in the tuition for your RTS
course in TV Arts and
Production. There is no
additional tuition. Now...
read about Danny's exciting
experience in Hollywood.

*...It Can Happen
to You!*



ARTS AND PRODUCTION DIVISION

RADIO TELEVISION TRAINING SCHOOL

FOUNDED 1922

5100 South Vermont Avenue
Los Angeles 37, California.



DANNY GOES TO HOLLYWOOD!



Meet Danny Weisfeld formerly of Dallas, Texas. After Danny was graduated from RTS he was given this choice—to receive the Giant Advanced Kit in any of the listed subjects he had studied and wished to major in - or - 2 weeks of RTS Familiarization Course at one of Hollywood's most prominent Resident Schools
. SO Danny came to Hollywood!

Here's What
Danny Has
To Say!

Radio Television Training School
5100 So. Vermont Avenue
Los Angeles 37, California

Gentlemen:

Let me take this opportunity to tell you what I think of RTS training! Although I had written one show at the time I started my RTS course, I found the training extremely worth while and exciting to boot.

I couldn't wait for each set of lessons to come and the Kits were always helpful and interesting. I had a hard time making up my mind whether I should take one of the advanced Kits or the RTS Familiarization Course in Hollywood. Finally, I decided on the Course. It was an exciting and instructive experience.

I was tremendously impressed by the Hollywood School which provides the familiarization training. It was even more complete than many broad-casting stations I have visited. I was amazed to see all the types of radio studios, control rooms and the television studio with associated control room and telecine room, and the commercial FM station, news room and "patch bay."

The fact that the school is located in the radio and television center of the West made it possible for me to visit the fabulous new network stations where I was able to attend several "live" radio broadcasts and telecasts.

I can't think of anything more valuable for a person who wants to get into any type of creative work in radio and television than a course like this, unless it is more training of the same kind! Believe me - I'm on my way now to a secure and happy future!

So - - - many thanks and much gratitude to RTS for all the help I have gotten. I am glad to let you use photos of me; perhaps they will help some other people who share my ambition!

Your proud graduate,

H. Daniel Weisfeld

A Quick Tour with Danny thru the Resident School



DANNY REGISTERS FOR RTS FAMILIARIZATION COURSE

The Registrar of the resident school is responsible for the registration of all RTS graduates upon their arrival.



FRIENDLY COUNSEL FROM THE EDUCATIONAL DIRECTOR

Here is the educational director who greets all RTS graduates and gives them general information about the course. All problems are brought to him. Among other things Danny's schedule was planned.



DANNY GOES TO HIS FIRST CLASS

Classes are conducted in operating procedures, production problems, etc. This is an orientation class in television programming.



DANNY AT THE CONSOLE

Shown is "Studio A" control room used for training students in the rudiments of large studio control room operation, as announcer and disc jockey. Notice dual turntables; the young lady is a girl student waiting her turn at console. This control room is typical of radio control rooms in radio stations throughout the country.



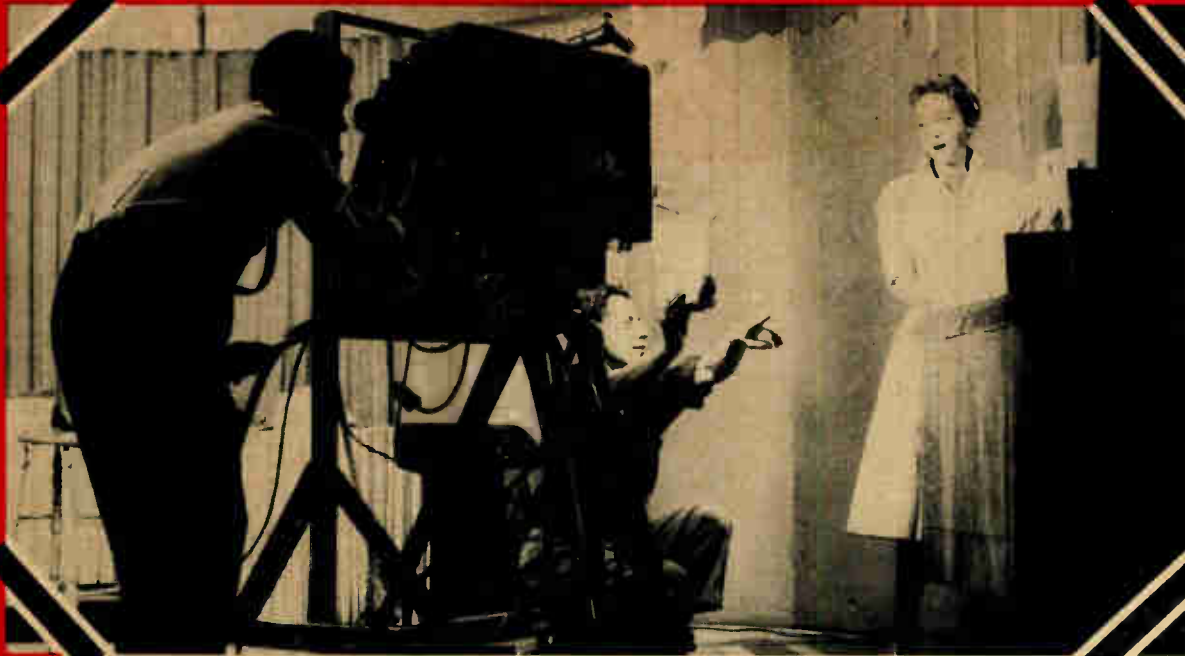
DANNY AND TWILA REHEARSE COMMERCIAL FOR TV

Detailed consideration is given to all basic aspects of TV announcing. Here before a small studio set, a commercial is rehearsed and re-rehearsed before it is delivered before the mikes and cameras.



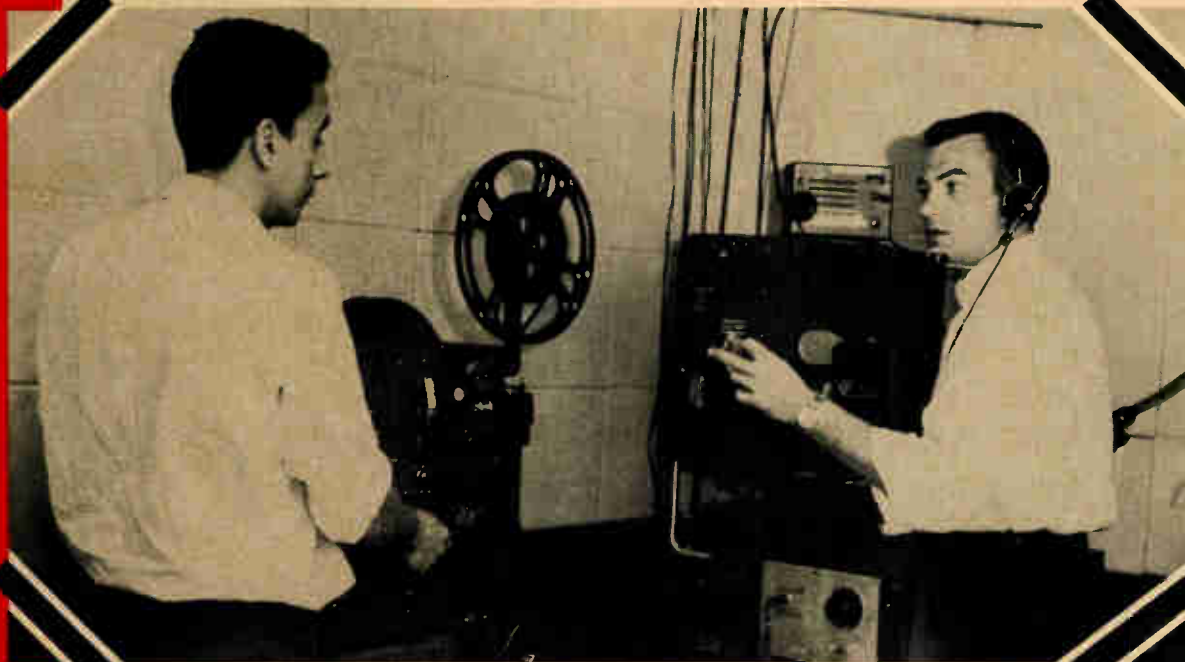
DANNY OPERATES TV CAMERA

The cameraman sees the picture just as it will look when transmitted, by looking into the camera view-finder. Here he is taking a close-up of the product while Twila, a girl student, reads copy from the "Idiot Sheet" held by the floor manager kneeling in front of camera.



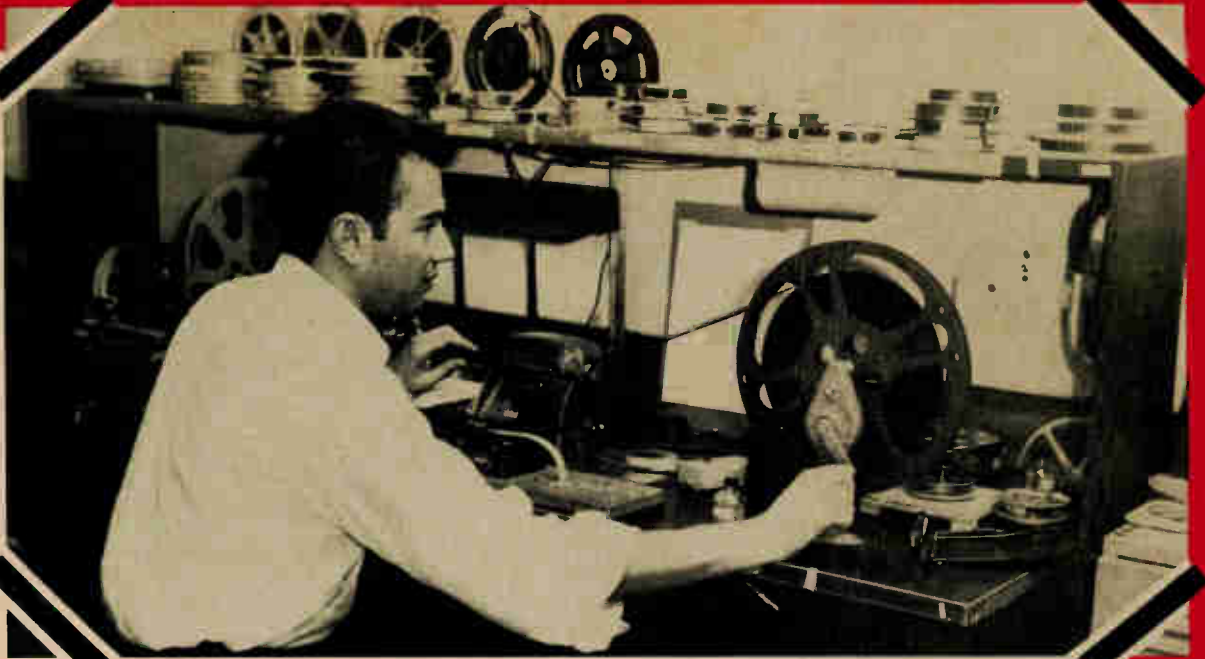
WITH DANNY OPERATING THE IMAGE ORTHICON CAMERA

An unusual effect is obtained using only the existing studio lights. Twila is delivering a straight TV commercial. She is cued by the floor manager shown holding the "Idiot Sheet", containing the lines of the commercial in large letters. Announcing is Twila's special field of preparation.



DANNY AT THE FILM CAMERA

Film slide projectors and motion picture projectors are used in conjunction with a television film camera to transmit the film inserts in a broadcast to the TV studio control room.



DANNY LEARNS TO EDIT FILM

Editing and splicing film is an important part of television production. Familiarization with film editing equipment and procedures is part of the RTS orientation course.



ANOTHER PHASE OF TELEVISION PRODUCTION

Another phase of Television production is the operation of Audio Console. Here is where the sound portion of the telecast is controlled.



INSTRUCTION ON THE VIDEO CONTROL PANEL

This is in the control room. This equipment is used for purposes of insuring good picture quality. Here familiarization with the studio camera monitor is being provided.



DANNY IN THE TV DIRECTOR'S JOB

During the telecast the control room is darkened to give the director a clearer view of the monitor screens and the TV studio. Here Danny becomes familiar with this most advanced aspect of TV production.



DANNY READING NEWSCOPY INTO MICROPHONE

Here, in a typical studio, Danny practices newscasting. From studios just like this come national newscast programs. Newscopy is taken from the school's teletype located in the news room.



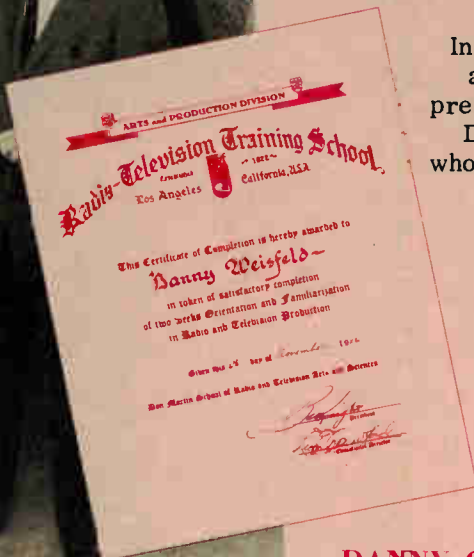
DANNY GETS INSTRUCTION ON TAPE THREADING

The speaker on the panel above the reels of this tape recorder is used for monitoring purposes. On the left is the patch bay which resembles a telephone switchboard and is used to plug thru any combination of the various studios at the school.



DANNY GETS HIS CERTIFICATE OF COMPLETION

In addition to their RTS diploma a Certificate of Completion is presented by the Educational Director to all RTS Graduates who finish the RTS Orientation and Familiarization course.



DANNY GOES OUT TO PROFIT BY ALL THE IMPORTANT INSTRUCTION HE HAS RECEIVED

Now the Whole World Of TV "Show Business" lies open to him. At last he can get started! This doesn't mean he still can't learn; there's plenty more to know . . . he can still take special courses to better equip himself . . . but the basic tools he needs are now in his hands!



Outline of RTS FAMILIARIZATION TRAINING

IN TELEVISION ARTS AND PRODUCTION

Television Production - General Outline

First Week

- First Day** A. Familiarization with television studio facilities
B. Audio console use as it applies to television
C. Engineering and production cues
- Second Day** A. Television station program schedules and breakdown
B. Title cards and uses
C. Program operation books and product displays
- Third Day** A. Familiarization with telecine and film department facilities including threading and operation of 16 MM RCA motion picture projector.
B. Operation of slide projector
C. Logging and composition of slides and use of standard film splicer.
- Fourth Day** A. Operation of the switching unit
B. Operation of camera including camera movements and breakdown of lenses.
- Fifth Day** A. Introduction to production and operational facilities and coordinating them into an operating station unit.
B. Introduction to the live news show, panel show plus live and film commercials. This is a student participation segment.

Second Week

First through fifth day will include all phases of Television station operations, using both facilities and talent assignments on a rotation basis with all students rotating through all positions.



Outline of RTS FAMILIARIZATION TRAINING

in RADIO ARTS AND PRODUCTION

Radio Production - General Outline

First Week

- First Day** Familiarization (class room lectures) Study guides 1 through 16 are issued.
Fundamentals of Broadcasting
A. Station organization
B. Broadcast laws and policies . . . Lesson 1 and 2
Introduction to Consoles and Recorders
A. Discussion of Lesson 8 (Console operations)
B. Demonstration of principles involved in Lesson 8
C. Beginning of familiarization with consoles-learning to cue records.
D. Music library familiarization
- Second Day** Operating principles . . . continued practice in cueing explanation and practice of production problem number 3
- Third Day** Continued practice by the student of production problem 3
Student performs production #3 for instructor. Emphasis on timing, showmanship, balance levels. Critique by instructor.
- Fourth Day** Production problem #4 explained by the instructor. Student preparation of problem #4
Practice problem #4
- Fifth Day** Student performs production problem #4. Critique; Emphasis on showmanship, balance levels, elimination of studio noises.
Explanation of logs.

Second Week

- First Day** Production problem #5 explained. Student practices Problem #5
- Second Day** Student performs problem #5 Critique by instructor.
- Third Day** Production #7 (NEWS) explained
News editing discussed
Student Practices production problem #7
- Fourth Day** Student performs problem #7
Critique by instructor
- Fifth Day** Student performs problems #5 and #7 in tandem for final grade.

Note: In all of the above work, emphasis is placed upon showmanship, timing, following the format, balance levels and proper control room procedures.

DANNY'S SUCCESS.... Can Be Your Success!



"Señor Turtle" written and produced by Dan Weisfeld started January 19, 1956 on WFAA-TV Dallas, Texas.

Sometimes it pays to be curious . . . Danny was curious and it paid him. He is now an RTS graduate. While still in Dallas Danny wrote and produced "Señor Turtle" a clever show used to give commercials and to introduce late movies! The copy included much conversation for Señor Turtle himself a carefully constructed finger puppet manipulated from back of the couch shown in the photograph above.

Danny was then appointed TV promotional manager for Barron of California and is getting set to produce a TV show which will be released for national production - - Danny's success . . . can be your success!



That's How Danny Got To Hollywood!

IT COULD HAPPEN TO YOU!

The pages you have just finished reading deal with the two weeks familiarization course which is available to graduates of the RTS Home Study TV Arts and Production Training at no extra tuition.

Perhaps you could arrange your vacation so that it coincides with this training period in Hollywood. However, you may not wish to attend the resident school. For this reason RTS gives you a choice of the two weeks resident training or a specialization kit for work at home which provides advance training in whatever aspects of radio and television arts and production interest you most.

HOW TO BEGIN YOUR TRAINING

You begin by studying 75 lessons supplemented by 7 basic training kits at home. As you will see on the following pages, the training covers all phases of radio and TV production. As a student you are required to complete the entire course; no single portion of it is available separately. RTS has a very important reason for requiring this.

HOW THE RTS COURSE IS PREPARED

Before this course was prepared RTS conducted an extensive survey of hundreds of Radio and Television stations to determine their exact personnel requirements. **IT WAS FOUND THAT PRACTICALLY ALL RADIO AND TELEVISION STATIONS WERE NOT INTERESTED IN HIRING INDIVIDUALS UNLESS THEY HAD EITHER PREVIOUS EXPERIENCE OR TRAINING IN ALL PHASES OF RADIO & TELEVISION PRODUCTION.**

This situation exists because at the small station level, where most people get their start, it is necessary to be able to perform more than one studio job. Regardless of your special ambition, you **MUST** be versatile to get into the studios today!

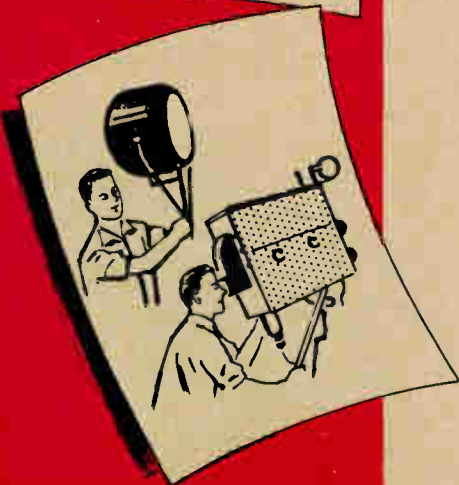
WHAT THE RTS COURSE WILL DO FOR YOU!

The RTS course serves as more than a training program in radio and television production. You will derive great benefits from this training in your every day living and activities. It will help you develop poise, personality, and self-confidence. Many aspects of self-improvement are part of the training.

In brief, RTS training prepares you for a job in any field of "show business" whether it is in Radio, Television, Motion Pictures, Legitimate Theater or "Little Theater" groups.

Completion of RTS training is your first step to success in show business. You receive a valuable RTS diploma that represents thorough training to radio and television stations throughout the country. Station executives know and honor RTS training and as a result, hundreds of RTS graduates are employed by the radio and television industry today.

As a graduate, you will receive in addition to your diploma, either a certificate of proficiency (for completed projects in the specialization kit) or a certificate of completion (after finishing with the resident familiarization training). These will be your passports to a prosperous and fascinating occupation.



**AT
LAST!**

RADIO - TV ARTS & PRODUCTION FOR HOME STUDY

**NO COURSE
OF ITS KIND
HAS EVER
OFFERED
MORE!**

**Here Is Perhaps The Most Thorough
Course Of Its Kind Ever Conceived**

✓ CHECK THIS AMAZING OUTLINE

WRITERS - WRITERS ALWAYS NEEDED

RTS students gain detailed and practical experience and training in the preparation of news copy, adapting dramatic and feature scripts, limitations of camera and setting, creation of the audio-visual format, utilization of special effects, music and transitional devices.

COSTUMING AND WARDROBE - DOUBLY IMPORTANT WITH NEW COLOR TV

The RTS student receives the latest information and training in the highly important art and skills of color costume design, planning and handling of television costume wardrobes. Through kits, lessons and visual aids, the student is trained in design, estimating, budgeting for every type of television program.

DIRECTING THE RADIO OR TV PRODUCTION

RTS offers the student concentrated experience in station problems concerned with organizing, conducting and directing all manner of radio and television programs, including special events and remote broadcasts or telecasts. Diagrams and charts give the RTS student an opportunity to plan dramatic, feature, audience participation, variety and other program formats.

PRODUCING A RADIO OR TV SHOW

With program production the most important function of the station, RTS lessons cover every possible principle involved under "on the job" conditions, offering a thorough knowledge of planning, rehearsals, casting, set and lighting requirements, budget and cost control.

SPEECH AND VOICE TRAINING

RTS lessons and disc recordings provide the student with thorough training in speech and voice necessary for professional competition. Emphasis is placed on building the voice to project color, inflection, mood and personality.

RADIO & TELEVISION ANNOUNCING - ACTING

The RTS student trains to be a disc jockey and "oral salesman." In a variety of practical lessons and through RTS disc recordings the student obtains experience in emceeing, demonstrations, interviews, quizzes, newscasts, commercial copy important to the announcer as well as the actor.

THE ART OF TELEVISION MAKE - UP

RTS kits, diagrams and lessons provide the student with training in straight and character make-up used in television and in motion pictures for TV. The student learns to achieve different age levels in make-up and other specialized techniques; the student also gains a background of color control as applied to the art of make-up.

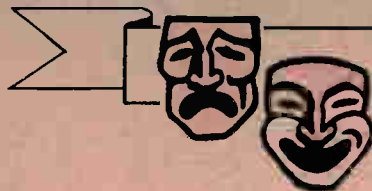
TV SCENERY IS MADE NOT BORN

Practical experience and training is invaluable in this job and the student learns the important requirements of set construction, storage for future use, coordination, television studio problems in "set-up" and "strike" of settings, and problems of special effects.

THE EYES OF TV - THE CAMERA

A basic knowledge of television camera application is essential to the television director, announcer, actor, producer, make-up artist, set designer, writer and other persons concerned with presentation of successful programs. RTS diagrams, kits and lessons provide a thorough background in the technical and photographic principles involved in producing effective pictures.





LESSON 1 THE TELEVISION STUDIOS-1

TV Studio Layout, Equipment Used, The TV Control Room, The Audio Control Room.

LESSON 2 THE TELEVISION STUDIOS-2

The TV Property Room, The Scene Dock, The Audience Studio, The Master Control Room, The Kinescope Recording Room, the Film Vault and Projection Room, the Make-up Room.

LESSON 3 THE RADIO STUDIOS

The Audience Studio, The Control Room, The Announce Booth, The Master Control Room, the Music Library, the News-Room.

LESSON 4 THE PEOPLE IN RADIO

The Director of Broadcasts, The Producer-Director, The Continuity Writer, The Announcer, The Radio Actor and Actress, The Sound Operator.

LESSON 5 THE PEOPLE IN TELEVISION

The TV Producer, The TV Actor, The TV Announcer, The Studio Manager, The Make-up Artist, The Set Designer, The TV Cameraman, The Costume Designer, The Script Writer.

LESSON 6 THE RADIO BROADCAST AND THE TELECAST

The Participants in the Control Room, The Participants in the Studio, The Radio Script, The TV Script.

LESSON 7 YOUR SPEAKING VOICE AND SPEECH

Controlled Breathing, Speech Habits, Fundamentals of Speech, Your Speaking Voice, Individual Voice Quality, Voice Production and Speech Exercises.

LESSON 8 PREPARING YOUR VOICE FOR TV AND RADIO

Pitch, Loudness, Tempo, Use of Pause, Inflection.

LESSON 9 PRONUNCIATION FOR TV AND RADIO

Pronunciation, The Respelling Method, Words Commonly Mispronounced, Foreign Word Pronunciation.

LESSON 10 MICROPHONE TECHNIQUE, ARTICULATION

Microphones, Microphone Technique, Articulating Consonants.

LESSON 11 RADIO HAND SIGNALS AND SCRIPT MARKING

Hand Signals, Marking the Script, Key to Markings, Geographical Names.

LESSON 12 RADIO ANNOUNCING

Preparing to Read a Script, Handling the Script, Narration, Commercial Copy, News Lead-in, Ad-libbing.

LESSON 13 THE DISC JOCKEY

The DJ Program, Ad-libbing, Discs and Tape, The Transcribed Program, The Audio Console, FCC Regulations.

LESSON 14 TELEVISION ANNOUNCING

Appearance, Personality, Memorizing Lines and Action, The Camera and Mike, The TV Commercial.

LESSON 15 SOUND EFFECTS, RADIO AND TELEVISION-1

Recorded Sound Effects, The Sound Truck, Manual Sound Effects, Creating New Sound Effects.

LESSON 16 SOUND EFFECTS, RADIO AND TELEVISION-2

More Uses of Sound Effects, Technique, Proportion and Perspective, Sound Effects in Television.

LESSON 17 SENSIBILITY IN ACTING

Development of the Five Senses, Recalling Sensations, Remembering Sense Reactions.

LESSON 18 CONCENTRATION IN ACTING

Directing Attention, Concentration Exercises.

LESSON 19 OBSERVATION IN ACTING

The Process of Observation, Exercises in Observation, Behavior Patterns.

LESSON 20 IMAGINATION IN ACTING

Importance of Imagination as Applied to Acting, Exercises in Imagination Development, Pantomimes.

LESSON 21 CHARACTERIZATION IN ACTING

The Meaning of Characterization, How to Create a Characterization, Exercises.

LESSON 22 TELEVISION ACTING-1

Entrances and Positions, Movements and Gesture, The Audience and Camera, Exercises.

LESSON 23 TELEVISION ACTING-2

Studying the Part, The Walk-Through Rehearsal, The Dry Run, The Rough Run - Through, The Walk - Through, The Run - Through, The Dress Rehearsal, Practical Projects.

LESSON 24 RADIO ACTING-1

Techniques and Procedures, Marking Script, Following Direction, Microphone Positions, Reading.

LESSON 25 RADIO ACTING-2

Reading for Meaning, First Reading, Run - Through, Dress Rehearsal, Final Cuts and Comments, On - The - Air.

LESSON 26 COMEDY ACTING

Techniques, Obtaining Comedy Material, Comic Pantomime, Types of Comedy.

LESSON 27 MAKE-UP-1

General Types of Faces, Classifications of Features, Mouth and Lip Shapes, Classifications of Hands, Color Types, Responsibilities of The Make-up Artist, Nationality Characteristics.

LESSON 28 MAKE-UP-2

Equipment, Hair Coloring, Grease-paint Foundation, Face Powder, Rouge, Lipstick, Eyebrow and Eyelash Make-up, Wigs and Crepe Hair, Stage-Screen-TV Make-up Items.

LESSON 29 MAKE-UP-3

Make-Ready, Highlights and Shadows, Skin Pigmentation, Skin Blemishes, Beard Concealment Method, Foundation Make-up for TV, Color Charts for Black-and-White "Live" and Filmed Telecasts.

LESSON 30 MAKE-UP-4

Make-up Requirements for Panchromatic Film to be Televised, Make-up Requirements for Color Film to be Televised, Using Make-up Charts.

LESSON 31 MAKE-UP-5

Straight Make-up, Character Make-up, Plastic Make-up.

LESSON 32 BASIC TECHNICAL INFORMATION

Radio, Television, Frequencies, The Nature of Sound, Radio (TV) Waves, The Standard Radio Broadcast Band, The Standard TV Broadcast Band.

LESSON 33 VISUAL AND SPECIAL EFFECTS

The Title Card, The Flip Stand, The Roll Title Device, Methods of Creating Special Effects, Use of Camera to Produce Unusual Effects.

ARTS & PRODUCTION SUMMARY

Study Training

LESSON 34 COLOR TV - GENERAL INFORMATION

Understanding Color, Broadcasting in Color, How Color TV Works, The Effect of Color on Costume Designing, The Color TV production.

LESSON 35 TV CAMERA MOUNTING EQUIPMENT

The All-Metal Tripod, The Tripod Dolly, The Friction Head, The Hi-Hat, The Television Pedestal, The Panoram Dolly, The Television Crane, The TV Camera Remote Control Unit.

LESSON 36 PICTORIAL COMPOSITION FOR TELEVISION

Backgrounds and Grouping, Lighting, Unusual Composition, The TV Picture, Perspective and Its Relation to the TV Picture.

LESSON 37 THE LENS-EYE OF THE TELEVISION CAMERA

Fundamental Principles of Light and Lenses, The F-Rating of a Lens, Angle of View, Apparent Perspective, Selective Focus.

LESSON 38 OPERATING THE TELEVISION CAMERA

The Camera Chain, Operating The RCA Studio Camera, Scene Reproduction and Picture quality, Operating the GE Studio Camera, Color TV Cameras.

LESSON 39 TV CAMERA TECHNIQUES

TV Camera Cues and Directions, Camera Movement, Camera Angle, Improvising Camera work.

LESSON 40 TV CAMERA PROBLEMS & THEIR SOLUTIONS

Obtaining Same Field of View With Different Lenses, Obtaining Different Fields of View Without Changing Lens - to - Subject Distance, Changing Field of view by Varying Lens - to - Subject Distance, Changing the Vertical Camera Angle, Changing the Horizontal Camera Angle, Camera Work for the Complete Show.

LESSON 41 RADIO DIRECTING-1

Initiating The Radio Program, How to Conduct An Audition, Timing, Terminology, Hand Signals.

LESSON 42 RADIO DIRECTING-2

Personal Qualifications of The Director, Familiarization With The Script, The Six Steps Preceding Rehearsals, Putting The Show On-The-Air.

LESSON 43 TELEVISION DIRECTING-1

The Director's Use of Cameras, Purposes In Camera Movement, Unusual Camera Effects, Methods of Changing From One Camera to Another.

LESSON 44 TELEVISION DIRECTING-2

Personnel Setups, The TV Control Room, Terminology, Cues and Directions.

LESSON 45 TELEVISION DIRECTING-3

The Switcher System, The G-E Switching Control Panel TC-21-A, The GE Switching Control Panel TC-31-A, The RCA Video Switcher TS-5A, The RCA Video Switcher TS-11A.

LESSON 46 TELEVISION DIRECTING-4

Studying The Script, Excerpts From The Television Code, Casting, Preparing The Production Order, Rehearsal Schedule, Engineering Facilities Requirements, Set Requirements, Hand Prop List, Make-Up Requirements, Costume Requirements, Artwork Requirements, Plotting Shots, Marking The Script.

LESSON 47 COSTUME DESIGN-1

Design - Style - Fashion, The Costume and The Make-up, Basic Design Study, The Figure, Fashion Figure Proportions, Figure In Action, Type Classifications, Figure Weights.

LESSON 48 COSTUME DESIGN-2

Proportion and Construction of Face, Head Construction - Profile View, Figure Heads In Action, Fashion Figure Heads, Fashion Figure Legs and Feet, Neckline and Collar Details, Sleeves, Skirt Details.

LESSON 49 COSTUME DESIGN-3

Sketching The Complete Costume, Accessories.

LESSON 50 COSTUME DESIGN-4

Costumes for Men, Costumes for Juveniles, Period and National Costumes.

LESSON 51 COSTUME DESIGN-5

Roman Costumes, French Costumes of the Moyen Age, Male and Female Costumes of the 14th, 15th, 16th, 17th, 18th, 19th, and 20th Centuries.

LESSON 52 COSTUME DESIGN-6

Selection of Fabrics, Selection of Costumes, Formal Costumes, Ballet Costumes, Psychological Effect of Costumes.

LESSON 53 SET AND SCENIC DESIGN-1

The Scenery Workshop, The Setting, Set Construction, Interior Scenes, Exterior Scenes, Expressive Quality of Lines, Projects.

LESSON 54 SET AND SCENIC DESIGN-2

Covering Flat Frames, Sizing and Painting, The Ground Row Flat, Platforms and Steps, Breakaway Set Pieces.

LESSON 55 SET AND SCENIC DESIGN-3

Furniture, The Roman Period, The Gothic Period, 16th and 17th Century Furniture, Renaissance - Louis XV and XVI - Empire - 19th Century Provincial - Queen Anne - Chippendale - Hepplewhite - Sheraton - Early American - Colonial - Modern Furniture, Props and Decor.

LESSON 56 SET AND SCENIC DESIGN-4

TV Procedure, Special Scenic Effects, Camera Mattes, Use of Rear Projection.

LESSON 57 SET AND SCENIC DESIGN-5

Planning The Set, Gray Scale of Television, Color Reponse Chart, Research Facilities, Clearances, Sets for Color TV, Composition, Studio Floor Plans.

LESSON 58 RADIO - TV WRITING-1

What Writing Is, Preparing To Write for Radio and TV, The Importance of Cogitation, Materials Used In Writing.

LESSON 59 RADIO - TV WRITING-2

The TV Code, Commercial Aspects of Radio and Television.

LESSON 60 RADIO - TV WRITING-3

Mechanics of The Script, Ethics of Radio and TV, Getting The News, Writing The News, Wire Copy, Local News, News Program Building, Special Events.

LESSON 61 RADIO - WRITING-4

Writing Commercial Announcements, The Radio Commercial, The TV Commercial, Projects.

(Cont'd on Page 18)

RADIO & TELEVISION ARTS & PRODUCTION SUMMARY

Home Study Training (Cont'd.)

LESSON 62 RADIO-TV WRITING-5

Talks, Interviews, Discussion Programs, Documentary Programs.

LESSON 63 RADIO-TV WRITING-6

Children's Programs, Women's Programs, Religious Programs, Agricultural Programs, Educational Programs, Sports Programs.

LESSON 64 RADIO-TV WRITING-7

Basic Rules of Comedy Writing, Comedy Forms, The Art of Comedy, Comedy Devices.

LESSON 65 RADIO-TV WRITING-8

Types of Drama, Writing Tools, Plotting, Meaning of Plot, Analysis, Types of Dramatic Writing, The Cast, The Lead, The Background, Tempo and Speech, Beat of the Action.

LESSON 66 RADIO-TV WRITING-9

Characterization, Visualization, Child Characterization for The Adult Audience, Child Characterization for The Juvenile Audience, Plotting from Characters.

LESSON 67 RADIO-TV WRITING-10

Designation Sound Effects, Music in Television, Music in Radio.

LESSON 68 RADIO-TV WRITING-11

Novel and Short Story Plotting as Applied to Scripting. Theme, Character Delineation, Synopsis.

LESSON 69 RADIO-TV WRITING-12

Adaptations, Adapting the Story for Radio, Adapting the Story for Live Television.

LESSON 70 RADIO-TV WRITING-13

Sources of Inspiration, Sources of Story Ideas, A Famous Author's Advice to Beginning Writers. Adapting the Story for TV Film Production.

LESSON 71 THE FILM PRODUCTION-1

Kinds of Film For TV, The Film Producer, The TV Film Conversion Table, Main Steps in The Production.

LESSON 72 THE FILM PRODUCTION-2

Film Opticals, Trick Shots, Titles - Inserts - Sound - Music, The Production Unit.

LESSON 73 THE FILM PRODUCTION-3

Motion Picture Research, Set Design For Film, Costume Design For Film, Screen Make-up, The Shooting Schedule.

LESSON 74 AUDITIONING AND SCRIPT SELLING

Preparation of Audition Tapes, The Studio Audition, How to Submit Scripts.

LESSON 75 THE INDUSTRY AND UNIONS

Relationship of The TV Industry To The Unions, Unions and Their Affiliations, Wage Scales - Contracts - Schedules.



RTS ARTS and PRODUCTION COURSE

Acclaimed By The Profession

Approved By The Industry

keyd



the family station

STUDIO AND OFFICE - NINTH AND WASHINGTON - MINNEAPOLIS 2, MINNESOTA
 100 L. Wallace, General Manager
 Telephone: BRACOLE 2422

Radio-TV Training School
 5100 S. Vermont Ave.
 Los Angeles 37, Calif.

Gentlemen:

Your Television Arts and Production course seems to be of the same high caliber as your radio course, and I wish to let you know that as an individual now looking for television personnel, I am sure that your efforts will greatly contribute to our industry.

We are hoping to start our Channel 9 TV station in the Twin Cities January first, and certainly not the least of our many problems is the one of finding individuals to work as producers, directors, and engineers.

Continued access to your Training School, and please be assured that any of your graduates will receive special consideration from our station if they are interested in this market.

Yours very sincerely,

L. L. Whitling
 LEE L. WHITTING

LLW/m

PLEASE TO GOOD LISTENING

FORJIE & COMPANY
 NATIONAL RADIO REPRESENTATIVES

MAJORS 64122

1127 Wilshire Blvd.
 Los Angeles 37, California

TV Arts and Production Division
 5100 South Vermont Avenue
 Los Angeles 37, California

Gentlemen:

As a radio and television representative I am certainly enjoying your Arts and Production course so far. I find the lessons to be as interesting as a novel. Both my wife and I are going over these lessons. I especially like the subject of Writing for TV and Radio while my wife is interested in Costume Designing.

I honestly believe this is one of the most unusual courses I have come across and a great asset to anyone interested in entering the broadcasting or telecasting field.

Kindest regards,

FORJIE AND COMPANY

Larry Kramer

LARRY KRAMER
 Vice President and West Coast Manager

LR/m

WILLIAM G. RAMBEAU COMPANY
 Radio Station Representatives

CHICAGO
 NEW YORK
 LOS ANGELES

TV Arts & Production Div.
 Radio-Television Training School
 5100 S. Vermont Ave.
 Los Angeles 37, Calif.

Gentlemen:

I have just finished going over your Arts and Production Course. You certainly are to be congratulated on this important contribution to the radio and television industries. I was amazed at how complete and easy to understand you have made this series.

For anyone seriously wishing for a TV or radio career, I would heartily recommend your course.

Sincerely yours,

Mrs. Anne H. Porter
 Mrs. Anne H. Porter

js/DP

KBIG

1120 WAVE - 112 HZ CYCLES
 John Poole Broadcasting Company

GENERAL OFFICES 8348 SUNSET BOULEVARD
 HOLLYWOOD 14, CALIFORNIA - HOLLYWOOD 9-3105

Radio-TV Training School
 5100 S. Vermont Ave.
 Los Angeles 37, Calif.

Gentlemen:

Your new course in radio and television arts and production will really fill a growing need in this industry - that of developing trained personnel.

I've had an opportunity to study the lessons and find it very thoroughly and certainly feel that you have left nothing out.

There are too many schools today graduating individuals without practical know-how in the basic of radio and TV. Too much emphasis has been placed by many schools on the "glamor" phase of the industry. There haven't been enough practical lessons offered on the all-important "behind the scenes" jobs. Your approach to the subject should enable a great number of individuals who are interested in careers in radio and television to realize their ambition as any station would welcome an inquiry for employment from a person well informed on the subjects you outline in your training.

Thanks for giving me the opportunity to look over what you have to offer. I hope the importance of such training will be realized by all who are seeking jobs in the industry.

Sincerely,

Wallace Hutchinson
 Wallace Hutchinson
 Group Sales Manager

MRH

SENSATIONAL NEW

Practical Kits To Give You

TV CAMERA APPLICATION

Developed after thorough study and consultation with leading directors and producers in the television industry, this kit offers the student the first practical means of specialized training in effective TV picture composition.

THE ART OF COSTUME DESIGN

A comprehensive kit that guides the student through the basics of period wear for men and women, development of functional costumes for re-use under budget restrictions, planning of costumes for every type of TV program. Development of sketching skills is stressed.

SCENIC DESIGN AT ITS BEST

A wide selection of training materials provides the student with experience in rendering sketches in a variety of media, scene drafting and design, architecture basics and ornament reproduction. This kit prepares the student for more advanced work in new color techniques.

HOME STUDY DEVELOPMENT!

Balanced Training

THEORY PLUS PRACTICE I

HIGH QUALITY DISC RECORDINGS

You learn by hearing as well as reading through a variety of practical recordings that offer speech training and instruction in all types of radio and television announcing.

WORK AT HOME WITH 7 BIG KITS

TV AND RADIO ACTING

Additional disc recordings offer the student "before the camera and microphone" situations and techniques for adaptation to suit his own personality and skills. Training parallels that which the student will experience in an actual television or radio station operation.

THE ART OF MAKE-UP

Practical experience and training in the special make-up techniques for appearances in front of a camera is furnished by visual sketches, instructions and professional make-up materials from world-famous movie make-up studios in Hollywood.



You May
Select...

the Hollywood Resident Training Or Advanced Kits

THE 7 BASIC KITS ON THE PRECEDING PAGE ARE YOURS plus YOUR CHOICE OF ONE OF THE ADVANCED KITS SHOWN AND DESCRIBED BELOW.

Upon completion of assignments and practical work with the 7 basic kits, the RTS student reviews his particular skill and interest in the television arts and production field. He chooses one of the advanced kits shown here if he prefers not to take his Hollywood resident training. These kits are designed to offer the student training which closely simulates conditions "on the job" in a TV or radio station.



ADVANCED ANNOUNCING & ACTING. The student works with a professional microphone, amplifier and speaker in developing on-the-air and on-camera techniques and styles. Combined with RTS lessons, the student obtains experience in various broadcasting and telecasting functions which go toward making up a typical station operation.



ADVANCED COSTUME DESIGN. This kit is designed to give the student a working background in costume design and production with special attention placed on training in color planning. The student obtains important knowledge of budgeting, planning methods, and estimating costuming costs for clients and commercials.



ADVANCED MAKE-UP. A complete professional make-up kit, designed by world-famous HOLLYWOOD MAKE-UP STUDIO, enables the student to study methods of "straight" and character make-up used in television. Proficiency is developed in special age levels, and beard and wig work, with emphasis placed on knowledge of make-up for color television.



ADVANCED CAMERA APPLICATION. Direct experience is provided in use of every type of camera lens and its special application in obtaining the effects called for in a variety of productions. Intensive practice is given the student in choosing correct "shot" under all types of lighting, set, remote and special conditions.

ADVANCED SCENIC DESIGN. The student learns the advanced skills of set construction, stage-set designing, production of construction drawings for the scene shop; integration of model and "live" television sets, as well as planning for special effects.



JOB OPPORTUNITIES IN TELEVISION



You cannot imagine the variety of job opportunities available in television alone until you investigate! Television has brought show business into almost every community in the nation, and every day more and more stations are licensed, and are opening. It takes a staff of versatile people to keep a TV station going, on camera and behind the scenes. You can fill-in on a variety of jobs in television with your Arts and Production training . . . You can also specialize in any of the job opportunities listed below:

PRODUCER DIRECTOR

The producer and director are sometimes one and the same person. The producer controls and coordinates all facets of the show. The director rehearses the actors, smooths out the rough edges, sees the show go on the air. The assistant director relays directions from the director to the floor manager. The audio director is responsible for the quality of the sound portion of the telecast.

ANNOUNCER DISC JOCKEY NEWSCASTER

There is a great demand for new announcers who are trained to handle many on-camera jobs — reading commercials, emceeing, dee-jaying, news-casting . . . These are jobs of challenge and reward for trained men and women!

CAMERAMAN

The creative type of cameraman is much in demand and functions as an important member of the production team, skillfully providing eye appealing pictures and dramatic camera movements.

COSTUME DESIGNER

The Costume Designer plans, designs, produces or procures the varied assortment of costumes required for each production. Just prior to the time of telecast, the costumer sees that television performers are properly dressed for the show.

MAKE UP ARTIST

Just before the actual telecast, the make-up artist applies the finishing touches, to all on-camera performers, including the announcer who reads the commercial, the cast of a play, the emcee of an audience program, a Hollywood guest star. Everyone who appears before a TV camera requires the skill and service of the make-up artist.

SCENIC DESIGNER

The scenic designer is responsible for the sets — the designs and the actual physical layout of the set from these designs and plans. He must design and execute backdrops.

SCRIPT WRITER

There is a tremendous demand for scripts, material for all types of shows. No other medium devours more scripts than TV, and they must be replenished. R T S arts and production training includes writing for TV.

ACTOR, ACTRESS

Television needs and wants new, fresh personalities . . . Trained actors and actresses who will put the show over. R T S training covers acting techniques, speech and voice training, stage movements.

TECHNICAL DIRECTOR

The technical director is responsible for actual switching on video control panel from one camera to another, for effects such as dissolves, fades, etc.

R T S Arts and Production training will also help you qualify for any one of the following well paying and important jobs in radio and television arts and production:

Floor Manager
Lighting Specialist
Dolly Pusher
Production Assistant

Casting Director
Commentator
Film Editor
Fashion Consultant

R T S BALANCED TRAINING gives you working knowledge of vital phases of radio and television arts and production. The broader your understanding of all TV — radio station operations, the greater your opportunities!

WHAT RTS STUDENTS SAY ABOUT ABOUT ARTS & PRODUCTION TRAINING



"My R T S training has helped me very much to understand and grasp most of the details, and more important elements of the TV and radio business."

Phillip B. Capelle
San Diego 17, Calif.



"I will again say that R T S is very helpful to anyone going into this field. It is not like going into a job blindly. You have a knowledge of what you are doing and will be able to grasp your duty very quickly.

Gerald M. Bechtel
Buffalo 14, N. Y.



"R T S has improved my public speaking. I was at the beginning of the lessons very doubtful as to the practical advantage of them. However, I am very happy I took the course for they were well worth the money, and I think the school offers much more than they advertise."

Mark E. O'Riley
Buffalo 14, N. Y.

...and here's what more students say !



"I have joined the staff at Fredonia and I am currently an announcer on the radio. It is a closed circuit and broadcasts only to the college buildings, but I am sure it is good experience . . . R T S has helped to gain more interest in these fields."

Louis A. Harrington
Fredonia, New York

"I believe that the training has improved my English and speech some. I sure am enjoying the study of this course, and it is really interesting."

Clemon McDale
Lubbock, Texas



"Since taking your training I have acquired a great difference in my speech, my tongue manipulates easier and words come out smooth and easy."

Ted Wesoloski
Buffalo 6, N. Y.



"I have enjoyed studying your course immensely. It is, I believe, one of the finest home training programs, which gives you real practical experience right in your home."

Sam Bustamente
Fresno, 21, Calif.



"Your school is many miles away, yet it seems so close for the warmth and friendship I receive give me much confidence. My future plans are to be a radio and TV announcer, and a make-up artist occasionally."

Lina B. Dotson
Chicago 37, Illinois.



"My RTS training has helped me in selling cameras. I now know about the lens and different types of cameras because of knowledge learned from course on camera technique."

Doris Robinson
Huntington 5, W. Va.



"When I mention the name RTS to the Stations, they took my application right away. I did some work free of charge for "The Man on the Street" show for which I wrote commercials and also announced them. I am now an assistant to a Dee Jay on Sunday mornings."

James Frizzell Adkins
Huntington 4, W. Va.

These Three Made Good In Show Business ... Before They Had Completed The Arts & Production Course

During the course of the slightly more than two years that I have been studying your fine course in Arts and Production, I have come into a radio station, been employed as an announcer, seen the station go from 1000 to 5000 watts, and finally became Program Director just recently.

I was one of eight selected as "The most outstanding Disc Jockeys" of Eastern North Carolina. I was chosen as the most popular Disc Jockey in this area by the High School Students.

Bill Anthony
Rocky Mount, N. C.



I am now a television floorman and cameraman. If it had not been for the way that the lessons are clear and easy to understand, I do not think I could have my present position.

I am making about \$10 more per week, and I am due for a raise soon.

I feel that everyone at RTS has been most helpful to me and I am very grateful to you all. Thank you all very much.

Joseph D. Conner
2921 Clarodon Ave., N.W.
Roanoke, Virginia



"I am writing to tell you about the wonderful success the RTS Radio and TV Arts and Production Course has brought me. I originated an idea for juvenile talent program . . . I made contact with the manager of an advertising agency handling the account for a chain of markets. My program idea was accepted.

"My responsibilities are to write each show, serve as associate producer, and mistress of ceremonies . . . I will be working in front of the cameras as well as behind them."

"Naturally, I feel that I owe a lot of my success to the effective training I've received so far from Radio-TV Training School Inc.

Marian Harvey
Fort Worth, Texas



A MESSAGE TO YOU FROM OUR RADIO-TV ARTS & PRODUCTION DIRECTOR



RADIO TELEVISION TRAINING SCHOOL, inc.
5100 SOUTH VERMONT AVENUE
LOS ANGELES 37, CALIFORNIA

Dear Friend:

No matter what high pinnacle of fame you reach, there always seems to be someone warming up on the sidelines who can take over your spot on a minutes notice! Today it's just the opposite in the "show business" end of TV!

The television industry has grown to such tremendous proportions that it is having trouble just finding enough talent to keep the necessary program time filled with good entertainment. One major network has already invested over a million dollars in its search for talent.

Don't miss your biggest opportunity to get into radio & television; it's here now. The need and demand grows daily, for writers, actors, cameramen, make-up artists, in fact, every type of artist in the media. The production of motion pictures has increased enormously since the advent of television thus creating additional shortages of skilled personnel.

Now, there are plenty of people who feel they have what it takes to get into show business, but they either lack the necessary training or they are skilled only in one thing such as acting, announcing, etc. The "small station" level at which practically all artists get their start, want individuals who have been trained in many phases of radio and TV production. That is why our course covers so many of the interrelated arts.

Whether or not you are employed in radio or television at the present time, here is a training course in radio and TV arts you can't afford to bypass. Practically everything it is possible to teach in this field is covered. In addition, a special two-weeks course, the same type given to major network employees, supplements the lessons and practical training kits.

If you are sincere about getting into radio or TV, this is truly your "golden opportunity" to prepare for the glamour and high-pay of a show business job.

Enroll now, this minute. I shall be most happy to welcome you as a student and to help you get started in "show business".

Sincerely,

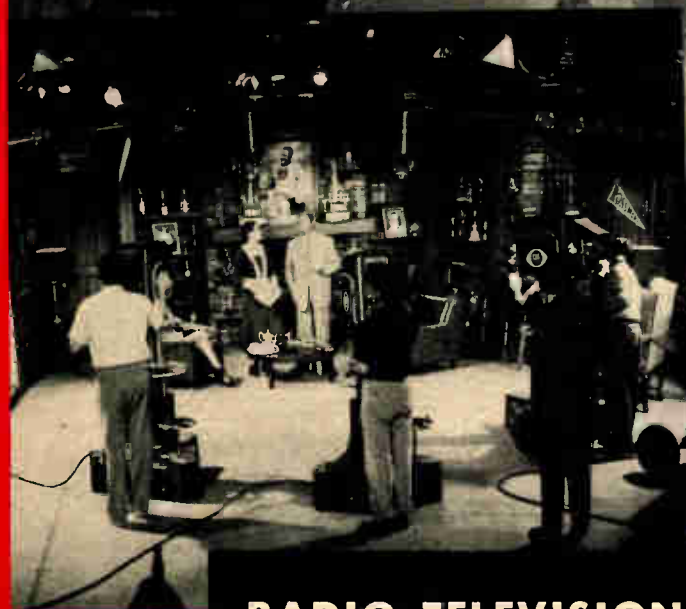
A handwritten signature in dark ink, appearing to read "Leon E. Crawford". The signature is written in a cursive style with a large initial "L".

Leon E. Crawford, Director
Radio-TV Arts and Production

TELEVISION CI



EVERY DAY... The Television Industry becomes larger and more complex . . . requires more people to keep it going . . . Here are a few typical studio scenes "around Hollywood."



RADIO-TELEVISION TRAINING SCHOOL
5100 SOUTH VERMONT AVENUE LOS ANGELES 37, CALIFORNIA