

# BEHIND THE SCENES

## RADIO AND TELEVISION



### NBC TELEVISION TOUR

After years in the laboratory, RCA experimental Television, though not on regular broadcast schedule, is here for you to view in operation. See the television camera, the boom microphone, great stage lights, the control board with its myriad keys, switches, lights, television receivers—not just a museum of equipment but actual *operating* television. You yourself may appear before the camera—in the receiver, see televised images of other tour guests. You'll see the crude equipment used in experiments but a few years ago and the sleek, streamlined apparatus of today. Step into the future—see Television, tomorrow's miracle of the air.

### NBC BROADCASTING STUDIO TOUR

In the studio, the announcer signals, "You're on the air" . . . and into your home floods the opening theme music. A dozen times a day you've listened to the results of hours and days of rehearsal, months and years of technical experiment—now, see how all this is accomplished—how weird sound effects are created, how scores of stations from coast to coast are hooked up with split-second accuracy, how studios go on and off the air—and scores of other fascinating operations. This tour is not a cold, stereotyped lecture, but an hour's lively, entertaining, informal backstage view of radio.



*Both Tours leave at ten-minute intervals from 9 A.M. to 11 P.M.—every day in the year. The fee for either Tour is 50c plus 5c tax. Or, if you purchase at the same time tickets for both Tours, the combined fee is 90c including tax. Group rates are extended to organized groups of ten or more persons making advance arrangements.*

Communicate with the *Guest Relations Division*

**NATIONAL BROADCASTING COMPANY**


A Radio Corporation of America Service

30 Rockefeller Plaza

New York, N. Y.

RADIO CITY

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# TOURS


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NATIONAL BROADCASTING COMPANY

NEW YORK CITY



# NBC TELEVISION TOUR

For some complexions the television camera requires special make-up; the make-up artist applies it to a model in a televised fashion show.

NBC's experimental television studio during the production of a comedy sketch. See television *in operation* on the NBC Television Tour.



"Give it 'umph!'" The television production director explains a bit of action to one of the cast as the cameramen get the focus.

In the television studio control room, coordinating sight and sound requires a number of engineers, each with specialized experience.

An RCA experimental television receiver. On the Tour, you'll see the scene picked up in the studio and the televised image in the receiver.



**VISIT NBC'S HEADQUARTERS in RADIO CITY**





# NBC

# BROADCASTING STUDIO TOUR

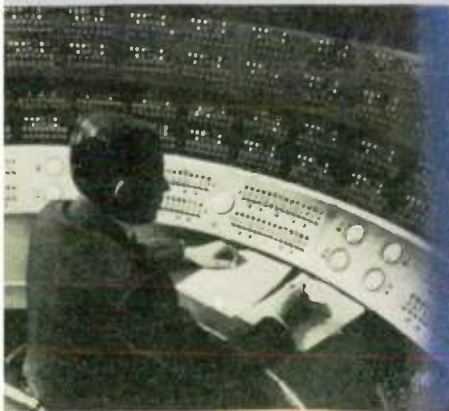
Studio 8H at NBC's Radio City headquarters, the world's largest broadcasting studio, seating 1250. . . . On the NBC Broadcasting Studio Tour, you'll visit behind the scenes to see what happens backstage when such programs as this go on the air.

A rainstorm in the palm of his hand! One of the trained NBC Tour Guides explains the rain machine, in the sound effects exhibit where the "scenery" of radio is presented.

A small section of the Master Control Board at Radio City. Here engineers shift and switch studios, stations and networks with the aid of 3700 lamps and keys.

It floats in the air! A Tour Guide explains a model which shows the unique construction of NBC's 10-story windowless building-within-a-building.

In a Studio Control Room, the director signals through the control room window for subdued music, warns engineer to cut in telephone filter in 5 seconds. *March of Time*.





# THIS IS THE NATIONAL BROADCASTING COMPANY



Airplane shot! The television camera shoots a sky-view, using a model seaport with a miniature navy built to scale, a line of ships standing out to sea. Look behind such scenes as this on the NBC Television Tour!



"You're on the air!" George Hicks, NBC announcer, signals the musical director for the down-beat, opening the program. Visit *behind* the microphone on the NBC Broadcasting Studio Tour!

Two great coast-to-coast networks—the NBC Red and NBC Blue—serving over 24,000,000 American radio homes with 54,000 individual programs annually, almost 20,000 hours of network broadcasts, including the greatest number of the most popular programs on the air—no wonder the words, "This is the National Broadcasting Company," and the familiar NBC chimes have become the world's best known "signature." . . . A specialized personnel of 2000, excluding artists and musicians . . . a 23,750 mile "network" of two-wire circuits connecting the NBC associated stations . . . shortwave facilities for international broadcasts . . . the most advanced technical equipment including the first complete television studio in America . . . these are a few of the things that make NBC . . .

## THE WORLD'S GREATEST BROADCASTING SYSTEM