

# YOU KCAN'T KCOVER TEXAS without KCEN-TV



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an information center started—a sort of library "where people can go to find out what the industry has said about itself, what it has done, what it is doing and what it is trying to do."

This is in line with the committee's concept, as are also his ideas for special research projects, relations with thought-leader segments of the television audience, and the creation of materials for use by stations in promoting better community relations on the local level. The committee's description of TIO objectives was published in full in *BROADCASTING* Sept. 7.

**Titles not Everything** • As for the man who will run these projects, insiders see in Mr. Hausman's background many qualifications that are not discernible in any of the many titles he has held. Not one to let a title inhibit his scope of operations, he has been a sort of brain-truster and troubleshooter in areas ranging from public relations to manufacturing. It's a characteristic that CBS apparently found useful.

Most recently, although his assignment is in radio, associates disclose that he has been doubling in a special assignment on the team developing CBS' own television PR campaign—the one that President Frank Stanton held up to tv affiliates at their convention last spring, and which will proceed concurrently with the industry-wide effort.

"He is one whale of a good man and he's done a great job for us," said a top CBS corporate executive who has worked closely with Mr. Hausman.

There is widespread support for the

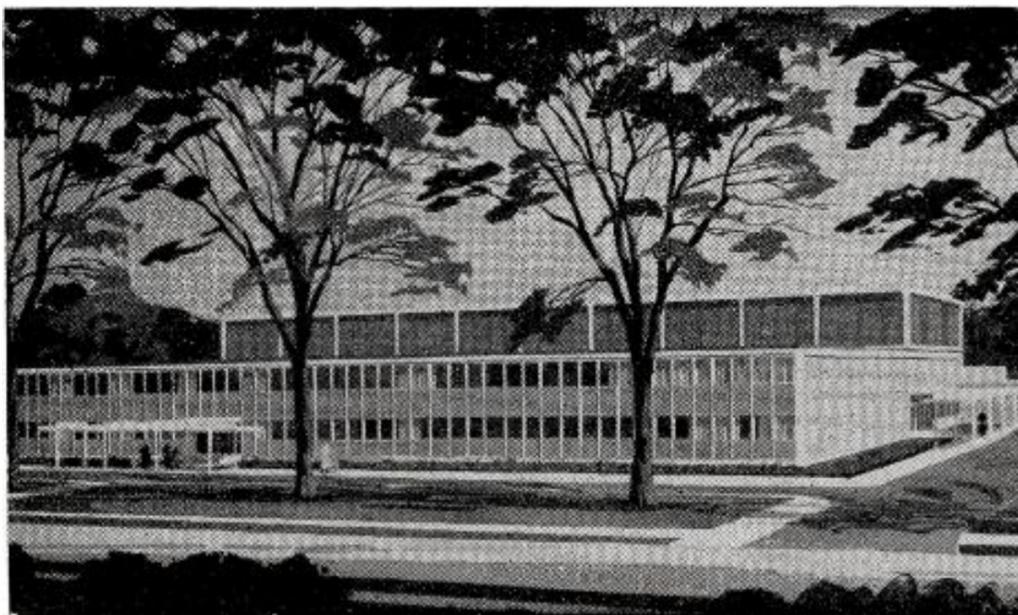
view that Mr. Hausman can get things done. Clair R. McCollough of the Steinman stations, chairman of the TIO committee, put it this way:

"He's creative, yet he's got his feet on the ground. He has the support of important industry people. He's no flag-waver—but he'll get the job done."

**Look Boss, No Desk** • It is no mere idiosyncrasy that Mr. Hausman's office contains no desk. He works at a circular marble-top table four and a half feet in diameter (which he intends to take with him to TIO's now-bare quarters in New York's fashionable new 666 Fifth Ave. Building, sometimes known as "the three six's"). He figures that talking with visitors across a desk makes communication more difficult; and having to leave important work staring at him from a table-top will get it done faster than if there is a desk drawer handy to hide it in. "A table is just a nicer and more efficient way to work," he explains.

Since he joined CBS in 1940 as a report and presentation writer he has served in both corporate and divisional positions of influence. He was advertising and sales promotion vp for CBS before radio and television were divorced in 1951, when he became administrative vp of CBS Radio. Two years later he moved to CBS-Columbia, the manufacturing arm, as vp and second in command. In 1955 he was back in the corporate echelons, and since 1957 has been back with CBS Radio.

In the meantime, however, he has



**Deserting downtown** • WGN-AM-TV Chicago, is planning to move from downtown Chicago, the first such move of any major Chicago radio-tv stations. A new two-story building on the city's northwest side will house three tv and two radio studios, plus the usual office facilities, scenery workshops, cafeteria and other facilities. Parking space will be available for 300 cars. Cost of the building and land—about \$2.25 million. The building will cover 95,000 square feet. The *Chicago Tribune*-owned stations presently occupy 66,000 square feet on six floors of the WGN Building, next door to Tribune Tower on North Michigan Ave.