

# Radio Blends the Human Voice with Technology

*For three decades, starting in 1920, radio revolutionized American society.*

It challenged newspapers and became the primary choice for consumers because its news and entertainment programming was personal and instantaneous. The experience of hearing national and local news, immediate voting results, speeches heard from faraway places with charismatic presenters, live music from famous venues and final-minute sports scores, changed not only how consumers got information but who got that information.

Whereas audiences had to be literate to comprehend newspapers, radio listeners didn't have to be able to read to understand news events and enjoy their favorite programs. Radio expanded access, knowledge and imagination in a way that newspapers could not.



*Do you know anyone who listened to the radio because that person couldn't read a newspaper?*

## Pueblo Radio Stations

Pueblo radio first signed on the air in 1927 with KGHF and in 1947 with KCSJ. Although KCSJ continues today with the same call letters, KGHF evolved through the decades to become KDZA and KCCY. The local programming these familiar call letters have brought to Pueblo over the decades cannot be overstated.

