

Television Combines Voice and Moving Pictures

Commercial television was first introduced to the masses in 1939 by RCA (Radio Corporation of America) at the New York World's Fair.

With the advent of television, audiences could see and hear their favorite news and entertainment programs from the comfort of their own living rooms. This was a major societal change for audiences who had previously only seen their news and entertainment from newsreels and movies in their local theaters. This technological shift moved audiences from viewing content in shared community venues into their private living rooms. As television became the dominant form of media for news and entertainment, famed radio broadcasters Edward R. Murrow and Walter Cronkite moved to television, as did popular music and comedy celebrities such as Nat King Cole and Jack Benny.

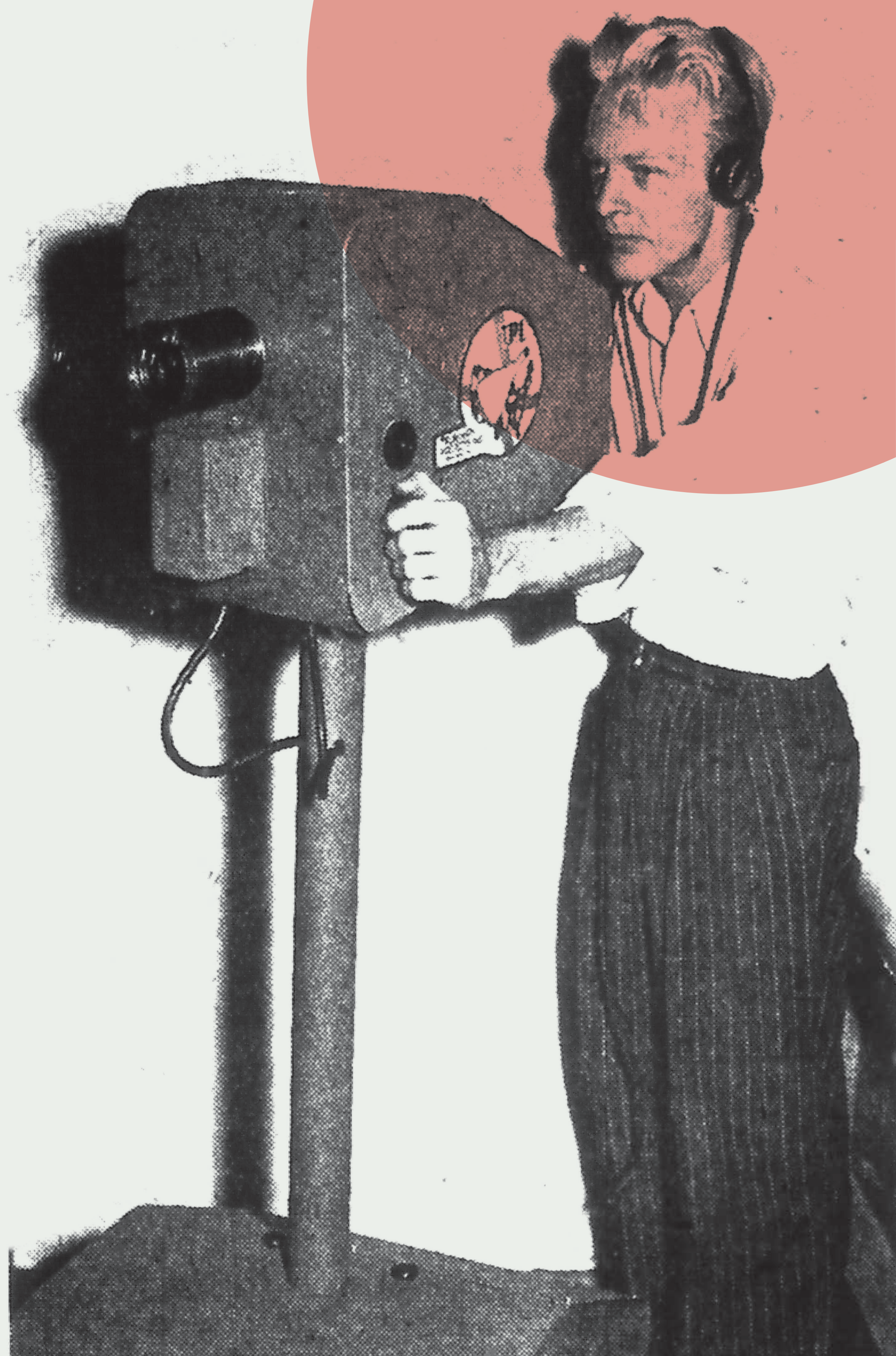
Major advertisers created sponsored programming with the Colgate Comedy Hour, Kraft Television Theater and Disney's Wonderful World of Color. Radio listenership fell and newspaper publishers feared the end of literacy in America, as consumers turned to a box that gave them radio with moving pictures.



KCSJ-TV in Pueblo

In 1953, KCSJ-TV signed on the air in Pueblo. It was owned by the Hoag family who owned the Chieftain Star-Journal Publishing Corporation. The station was sold in 1961 and renamed KOAA-TV.

1950 Pueblo Junior College student operating studio camera



KCSJ GETS TV PERMIT, FIRST IN STATE OUTSIDE OF DENVER

Pueblo may have television soon.

Colorado's first grant for a television station outside of Denver was made Thursday to the Star Broadcasting Co., operators of radio station KCSJ.

The Federal Communications Commission in Washington authorized a construction permit for the Pueblo firm to operate on channel 5.

At the same time Pueblo Radio Co., Inc., operator of KDZA, was directed to submit additional financial and engineering data in connection with its application for channel 3. KDZA made application last June, and FCC assured the concern Thursday it should have its grant within a few days.

Application of KGHF has been made thru the Colorado Broadcasting Co.

Douglas D. Kahle, general manager of KCSJ, said plans now will be speeded for bringing television to the area. The station's TV application was filed shortly after the freeze was lifted last July. As soon as the application was filed KCSJ started purchasing equipment, and a large amount of the TV studio equipment has arrived and has been tested.

It is expected KCSJ will affiliate with a major television network, and Kahle estimates KCSJ-TV will be ready to start operation shortly after Jan. 1. He said the company plans to operate its television station in studios separate from those of the radio station. The TV station has asked for the call letters KCSJ-TV, he said. The studio loca-

tion has not been decided upon definitely, Kahle said.

The KCSJ grant is one of nine made Thursday by the FCC to cities over the country.

These actions raise to 91 the number of television station construction permits issued since the commission resumed action on applications last July.

City Council will be asked Monday to set a hearing, preferably Nov. 24, on the question of whether to rezone a section of an area known as Big Hill, overlooking the Colorado State Hospital, which is being purchased by Colorado Broadcasting Co., Inc., to be used as offices of a radio and television station for KGHF.

Robert S. Gast, vice president of the company, said the corporation is purchasing approximately 24 acres, with 2.6 acres to be used for the offices.

The land recently was annexed to the city, and the property automatically became subject to the zoning restrictions under residence "A" district. It would be necessary, therefore, to rezone the 2.6 acres, on which the studios are to be erected, from a residence "A" to a business "D" district.

Gast said the city's board of adjustment has unanimously recommended the Council approve by ordinance the rezoning.

In the period from 1946 thru 1951 about seven million females were added to the population of the United States which was about 590,000 greater than the number of males added during the same period.

Comments Favorable As KKTU Gives Pueblo First Television

Comments generally were favorable as television made its debut in Pueblo Sunday night. Opinions from citizens gathered around home and down store sets indicated that the new medium, introduced over KKTU by TV Colorado, Inc., was a welcome addition to the City's entertainment field.

From the lofty heights of Cheyenne Mountain, the corporation transmitter station sent its pictorial impulses to Denver, Colorado Springs, Pueblo and communities in the Arkansas Valley in the inaugural video test.

The general impression that "television is a wonderful advancement for Pueblo" matched the enthusiasm of Corporation President James D. Russell who

told his invisible audience that TV Colorado will "expand rapidly" following the Sunday's performance.

Realizing that the station was pressed for time in making the test possible and that severe winds prevailed atop the mountain, the audience generally accepted the "preliminary bugs" which had to be smoothed out as the show moved along.

Station engineers are hopeful of installing a micro-wave relay today prior to the second performance, which will permit the programs to originate from the temporary studio, instead of the transmitter station and provide additional power.

March 1 has been set as the