

# University Media

The University of Wisconsin – River Falls provides several informational and entertainment media to the city of River Falls and its surrounding communities. These media outlets include Pure Radio 88.7 WRFW-FM and Television Services. Each service is primarily



operated and controlled by students at the University. But the service that each one provides expands beyond the borders of the university. Both the radio and television give area residents an additional source for news and fun. The following is information on these two outlets.

## Television Services

Television Services provides several resources to UW-River Falls as well as the surrounding community. It is located in 113 of the Kleinpell Fine Arts building on the university's campus and maintains and operates the automatic video playback system. With a wide range of shows on Cable Channel 19, audiences in River Falls and Hudson have access to local sports, news, entertainment and educational programs.

Student-produced programs like "Focus On U" help inform the local community on current events that would otherwise be overlooked by the Twin Cities stations. "CAFES TV" is another show that reports news and educates people but focuses on a topic that regional viewers can relate to: agriculture.

Other Cable Channel 19 programs include the variety show, "RF Live", various syndicated shows from the National Lampoon Network, and other educational programming from the University of Wisconsin system.



Besides regulating programming and airing shows, Television Services also offers video duplication and satellite downlinks for minimal fees. With proper copyright clearance, Television Services can duplicate and transfer tapes to and from various formats, depending on the circumstances. Television Services will license, tune in and videotape analog and digital satellite downlinks or live videoconferences.

### Television Services Contact Information

Business Line: 715.425.4896

## Pure Radio 88.7 WRFW-FM

WRFW-FM is a free-form community station that provides music, news, weather, and sports programming to both the University of Wisconsin – River Falls campus and the greater St. Croix Valley. This includes parts of the Minneapolis/St Paul Metro Area, which is in the 17th-ranked U.S. radio market.

Pure Radio 88.7 WRFW-FM is a non-commercial station dependent on multiple sources for funding. These sources include underwriting, trade-outs, the College of Arts and Sciences at the University of Wisconsin-River Falls, segregated fees from the UWRF Student Senate, and the UWRF Department of Journalism.

Located on campus, the station has been broadcasting since 1968. Today, WRFW is completely student run, from Director to DJ. Students produce many different types of shows. Because of the open format, you can hear music from almost every genre. News that focuses on events that affect the entire community is broadcast by journalism students from the university. Plus, River Falls Wildcat (high school) and Falcon (college) sporting events can be heard live on the air and on the World Wide Web.

While student produced programming is only run from 1 p.m. to 2 a.m. daily, the rest of the day is filled with Wisconsin Public Radio's Idea's Network. The Idea's Network brings a wide array of programming like state, national, and world (BBC) news.

WRFW is a 3000-watt station and covers a 50-mile radius from their transmitter. The transmitter is located 1.8 miles north-northwest of River Falls. The WRFW studio is located high above the university in 306 North Hall.



### Pure Radio 88.7 WRFW-FM Contact Information

Business Line: 715.425.3887 • Request Line: 715.425.3886