

## AMENDMENT HELPS KVSC BROADEN ITS REACH

# LEGACY FUNDS AT WORK



Times photos by Kimm Anderson, kanderson@stcloudtimes.com

St. Cloud State University senior sound engineer Ryan Connelly sets up the recording of a soundtrack Monday night at the campus radio station KVSC-FM 88.1.

By David Unze  
dunze@stcloudtimes.com

KVSC-FM, the campus radio station at St. Cloud State University, will be getting as much as \$238,000 by the middle of 2011 from a fund created by a constitutional amendment to support the arts and protect the outdoors.

The so-called Legacy Amendment passed during the 2008 election and allowed the state to collect  $\frac{3}{8}$  of 1 percent of the state's sales tax and direct it to four arts and outdoors funds. The amendment is expected to generate hundreds of millions of dollars in the next 25 years.

KVSC will use the money it gets to hire an arts reporter, to develop a Web portal to disseminate arts-related materials for educational uses and to expand its signal

reach and entertainment offerings, said station manager Jo McMullen-Boyer.

"We're going to be reaching new audiences with this money," she said.

The Legacy Amendment money can be used only for new initiatives and can't replace the funding that exists for current programs, employees or services. It's part of as much as \$44 million expected to be available for the Minnesota arts community this fiscal year from the Legacy funds.

Projections have put the amount of money available for three outdoors funds as high as \$180 million this fiscal year. The exact amount available to those funds will be determined when sales tax revenues are collected.

KVSC is guaranteed

See KVSC, 4A ►



Producer Jeff Carmack was recently hired at KVSC with Legacy Amendment funds. He will develop more arts programming for the station.

## KVSC

\$103,500 this fiscal year, which ends June 30. It is projected to get as much as \$135,000 in fiscal year 2011, but that amount is dependent on tax collections.

Each of the 12 members of the Association of Minnesota Public Educational Radio Stations will contribute \$10,000 a year to developing a Web portal that will make the content each station generates accessible for educational uses.

KVSC hopes to expand its signal into greater Central Minnesota, McMullen-Boyer said, and is looking at the Princeton, Mora and Alexandria areas as targets.

Last week, she hired a part-time reporter to cover cultural and arts events in the St. Cloud area. Other uses for the money include creating audio and video podcasts of the station's Monday Night Live performances, hosting a Minnesota music showcase event and bringing live coverage of events such as the Winnipeg Folk Festival and 10,000 Lakes Festival to KVSC listeners.

"For those who can't go, this will bring back that ex-

perience for them," she said.

While the money is great, the perception that might come with it concerns McMullen-Boyer. She doesn't want KVSC donors to think their support is no longer needed. The station relies heavily on listener support to survive, and funding from groups such as the Corporation for Public Broadcasting is tied to the number of donors the station has, she said.

"A drop in listener support can directly affect the support we get from" the Corporation for Public Broadcasting, she said.

Other area arts organizations will benefit from the Legacy Amendment money as well.

The Central Minnesota Arts Board will receive about \$488,000 each of the next two fiscal years to distribute in the St. Cloud area, said Leslie Schumacher, executive director of the arts board.

By comparison, the board distributed 98 grants totaling almost \$220,000 in 2008 to support local arts efforts.

The board is working on identifying a system for disbursing the Legacy Amendment funds, and has to have a plan to the Legislature by the end of the year.