

Minnesota Association of Soil and Water Conservation Districts - 2009 Annual Award Program
NEWS RELEASE



NEWS RELEASE - For immediate release

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LOCAL MEDIA TO BE HONORED AT STATE SOIL AND WATER CONSERVATION DISTRICT CONVENTION

St. Paul, Minn. — The Minnesota Association of Soil and Water Conservation Districts (MASWCD) has awarded the 2009 MASWCD Media Award to the Fairmont Photo Press out of Fairmont, Minnesota.

The award will be presented at the 73rd annual MASWCD convention, to be held Dec.6-8 at the Duluth Entertainment Convention Center, Duluth, Minnesota. Each year, local Soil and Water Conservation Districts have the opportunity to nominate media outlets and their staff for work in promoting soil and water conservation. The Fairmont Photo Press was nominated for the award by the Martin Soil and Water Conservation District.

The Fairmont Photo Press (FPP) has been a staple of Martin County news with their weekly paper. The paper has been instrumental in promoting Martin SWCD programs. FPP has been publishing the Martin Conservation Update January edition since 1982. In 2007, FPP introduced a June Update edition that provides more timely information pertaining to conservation practices and programs. The FPP also includes additional articles about the SWCD's Tree Days – an Open House that is held the last weekend in January.

By printing articles, pictures or other information submitted by the SWCD, FPP has been a significant source of conservation information in the Martin County area. The Conservation Update covers all of the SWCD's programs, ranging from State Cost-Share to Rain Barrels to information and events occurring at the local and state levels.

FPP has maintained its rural roots and continues to appeal to all ages of readers. The editors and staff have become familiar with the SWCD's programs and ask for articles that are suitable to the area and toward raising awareness of conservation programs appropriate in both the rural and urban settings.

Through the efforts of FPP, Martin SWCD has become a more visible entity that readers have become comfortable asking the SWCD for technical assistance. MASWCD applauds the efforts of the Fairmont Photo Press in getting conservation news and information out to its readers.

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