FAIRMONT SENTINEL RECEIVES 2012 MEDIA AWARD FROM MINNESOTA ASSOCIATION OF SOIL AND WATER CONSERVATION DISTRICTS

ST. PAUL — The Minnesota Association of Soil and Water Conservation Districts (MASWCD) has named the Fairmont Sentinel as their 2012 Media Award winner. The award was announced at the 76th MASWCD Annual Meeting, held Dec. 2-4 at the Doubletree by Hilton Bloomington - Minneapolis South. Kylie Saari of the Fairmont Sentinel was in attendance to receive the award. The Martin SWCD nominated the Fairmont Sentinel for the award.

The MASWCD Media Award honors an individual or organization for utilizing radio, television or print media to enhance the visibility of Minnesota’s Soil and Water Conservation Districts and their programs.

The Fairmont Sentinel reaches over 67,000 readers in Southern Minnesota and Northern Iowa. It would be an understatement to say that they have been instrumental in working with Martin SWCD in getting pertinent information regarding conservation out to the public. Martin SWCD has worked with over six reporters and/or editors in communicating the conservation message, and a majority of the articles get placed on the first page. The Fairmont Sentinel has a reporting style that effectively and accurately relays SWCD events and programs with clarity, humor and interest. They often do these events without much notice, and do an excellent job in promoting SWCD programs.

The Fairmont Sentinel is able to reach the public with facts, great writing, and the ability to capture the readers’ attention. Over 30 SWCD articles have appeared in the Fairmont Sentinel in the last six years. The working relationship between the SWCD, NRCS and the Fairmont Sentinel is significant in raising the awareness and developing a larger conservation outreach in both rural and urban settings.

MASWCD extends our thanks and congratulations to the Fairmont Sentinel!