

SVI brings home three pacemakers

- Awards for excellence presented by Wyoming Press Association.

By Sarah Hale (Published in SVI on Jan. 21, 2015)

At the 116th annual Wyoming Press Association Winter Convention, held in Cheyenne Jan. 15-18, the Star Valley Independent was recognized with three Pacemaker awards. Pacemakers recognize outstanding achievement over the previous year.

“Once again SVI brings home state honors,” said Dan Dockstader, owner and publisher of SVI. “The awards are reflective of the great staff at SVI.”

In 2014 the Star Valley Independent was recognized for use of graphic elements, advertising and sport feature writing.

According to Advertising Manager Josh Henderson, receiving recognition at the state level “is nice.” However, it is not the primary goal of the newspaper.

“I would trade the state recognition for business to be successful in Star Valley,” he said. “Being recognized by your peers is nice, but when you hear back from advertisers in the community, that does more for me.”

Sports Editor Dahl Erickson stated that creating a quality newspaper each week takes some serious teamwork. That is even more true with the many different products SVI is offering now.

“Never before has the Independent had a greater opportunity to mesh with the citizens of the valley,” he said. “With web page, digital radio and high-definition video coverage of events and people -- we can connect with readers in a variety of ways. Awards are nice. They are a reminder not to get in a rut. But positive feedback from our community means much more in the grand scope of things.”