

Sports Turf Managers Association Monthly PR Report



October 1 – October 31, 2014

Prepared by:

 **BUFFALO**
COMMUNICATIONS

Representative Publicity

Outlet	Description	Date	Details	Metrics / Reach
Expert Beacon.com	Website	1-Oct-2014	STMA Education Manager Kristen Althouse monthly column	90,000 visits per month
Florida Golf Central / Turf Life	Print / digital Magazine	1-Oct-2014	Buffalo ghostwritten article / Intro to STMA	Distributed to over 1,000 golf courses and retail stores
Golf Course Management	Print / digital magazine	1-Oct-2014	STMA members Volunteer for Little League World Series	67,000 monthly readership
<i>Landscape Contractor</i>	Print magazine	1-Oct-2014	STMA members Volunteer for Little League World Series	119,000 monthly readership
<i>Turf News</i>	Print magazine	1-Oct-2014	STMA chooses 3 students to receive a Watson Grant	Distributed monthly 1,300 members of Turfgrass Sod Producers International
Western Turf Magazine	Print / digital magazine	1-Oct-2014	STMA and Toro honor three students with scholarship / STMA President David Pinsonneault receives APWA award	16,000 monthly readership
Purpose2Play.com	Website	3-Oct-2014	Buffalo ghostwritten article on SAFE Foundation	5,000 visits per month
Tennis Industry	Print / digital magazine	4-Oct-2014	STMA member Jeff Monette / Wessen Lawn Tennis Club opening	Distributed globally to 17,000 members
The First Cut / GCSAA.com	E-newsletter	8-Oct-2014	Project Evergreen, STMA partnership with the Healthy Turf Initiative	Distributed to 47,000 opt-in subscribers
	Magazine website	13-Oct-2014	STMA members	81,000 visits per month

Stadium Journey			volunteer for Little League World Series	
AthleticTurf.net	Website	16-Oct-2014	STMA to host five part webinar series	12,000 visits per month
Canadian Groundskeeper	E-newsletter / website	16-Oct-2014	STMA Conference & Exhibition preview	Distributed to 8,000 Canadian turf managers
Sports Destination Management	Website	16-Oct-2014	STMA hosts Webinar Series	5,000 visits per month
Forbes.com	Website	22-Oct-2014	STMA member Michael Tarantino / Buyers' remorse over artificial turf	62 million visits per month
AthleticTurf.net	Website	23-Oct-2014	STMA Conference & Exhibition preview	12,000 visits per month
Parks & Recreation Business	Magazine website	24-Oct-2014	STMA to host annual conference in January	Monthly readership of 38,000 and 5,000 online visitors per month
ExpertBeacon.com	Website	31-Oct-2014	STMA Education Manager Kristen Althouse monthly column	90,000 visits per month
<i>Western Turf Magazine</i>	Print / digital magazine	1-Nov-2014	Buffalo ghostwritten article on World Cup / STMA Conference preview	16,000 monthly readership

Representative Pending Publicity

<u>Media Outlet</u>	<u>Details</u>	<u>Status</u>
<i>Athletics Administration</i>	Athletics Administration is the official publication of the National Association of Collegiate Directors of Athletics. It's distributed monthly to more than 1,600 college institutions.	Interested in using a Buffalo ghostwritten article for Kevin Mercer for the March 2015 issue.
<i>Athletic Business</i>	Athletic Business is a monthly publication distributed to athletic recreation professional and fitness administrators. The magazine has a readership of 103,000. Its website	Submitting ghostwritten article by STMA member Brad Jakubowski in early November on college campus sustainable

	receives about 63,000 visits per month.	practices.
AthleticTurf.net	AthleticTurf.net receives about 12,000 monthly online visitors.	Discussing possible ghostwritten content pre, on-site and post-STMA Conference. Editor and publisher planning to attend STMA Conference in January.
Boston Herald	The Boston Herald has a daily readership of 240,000. Its website receives about 2,000,000 monthly online visitors.	Interview with STMA member Mike Buras back in June. Story planning to run in November.
BusinessofCollegeSports.com	BusinessofCollegeSports.com receives about 10,000 visits per month.	Interviewed STMA member Eric Kleypas from Auburn University in October.
ExpertBeacon.com	ExpertBeacon.com is a news website dedicated to sharing expert advice on everyday topics. The site receives approximately 90,000 visits per month.	Submitting monthly educational articles by STMA Education Manager Kristen Althouse.
<i>Harvard Business Review</i>	Harvard Business Review has a monthly readership of nearly 600,000. Its website receives about 4.7 million monthly online visitors.	Working with freelance writer on environmental strategy and innovation angles regarding sports turf.
<i>Interscholastic Athletic Administration</i>	<i>Interscholastic Athletic Administration</i> is a quarterly print magazine distributed to more than 9,000 members of the National Interscholastic Athletic Administrators Association.	Submitting ghostwritten article by STMA member Kevin Mercer in January 2015.
KGOU-FM	KGOU-FM is the NPR affiliate (106.3FM) in Norman, Okla. Its website receives about 191,000 visits per month.	Interviewed STMA member Jeff Salmond on Sept. 3. Waiting for info on air date.
KOCO-TV	KOCO-TV is the ABC affiliate in Oklahoma City, Okla. Its website receives about 285,000 monthly online visitors.	Reporter interested in an interview with STMA member Jeff Salmond.
<i>LEADERS Magazine</i>	<i>LEADERS Magazine</i> is a quarterly publication with a readership of 84,000, containing interviews with world leaders, heads of state, chairmen, CEOs and leading executives.	Discussing STMA member profile with editor for a 2015 issue.
Montgomery Advertiser	Montgomery Advertiser is a daily newspaper in Montgomery, AL with a readership of 80,000. Its website receives about 195,000 visits per month.	Interviewed STMA member Eric Kleypas at Auburn University. Story to appear Nov. 7 or 8.
New York Times	The New York Times is the second largest U.S. newspaper with a daily circulation of 1.8 million. Its website receives about 18.7 million monthly online visitors.	Reporter working on story regarding safety of natural grass versus synthetic turf fields.
<i>Oklahoma Today Magazine</i>	Oklahoma Today Magazine has a bi-monthly readership of 98,000.	Interested in a story on STMA member Jeff Salmond for Fall 2015.

<i>PanStadia & Arena Management</i>	PanStadia & Arena Management is a quarterly magazine in the UK with a readership of 38,000.	Working on a few story angles with the editor for 2015.
<i>Parks & Rec Business</i>	Parks & Rec Business is monthly publication for parks and rec directors, operations managers, maintenance directors, etc. It has a readership of 38,000.	Planning to include STMA Conference recap in April or May 2015 issue. Reviewing 2015 editorial calendar for other opportunities.
<i>Recreation Management</i>	Recreation Management has a monthly readership of more than 125,000.	Planning to include article by STMA Past President Dr. Goatley in the January 2015 issue.
<i>Sports Illustrated</i>	Sports Illustrated has a weekly readership of 8 million. Its website receives about 3.6 million visits per month.	Freelancer interested in story on University of Phoenix Stadium's natural grass field prior to the Super Bowl.
<i>Sports Travel Magazine</i>	Sports Travel Magazine is distributed to 17,000 sports industry decision-makers. The digital edition has a readership of 40,000.	Editor planning to attend STMA Conference in January.
<i>SportsField Management</i>	Sports Field Management has a monthly readership of 50,000.	Larry Aylward planning to attend STMA Conference in January.
<i>Stadia</i>	Stadia Magazine is a quarterly publication aimed to bring together the views and ideas of leading experts around the world in sports venue design, operation, technologies and turf. The magazine has a readership of 29,000 and another 20,000 in digital distribution.	Passed along info for other STMA members for freelancer to interview for future articles.
<i>Stadium Journey</i>	Stadium Journey is a quarterly print and digital magazine. Its website receives about 81,000 visits per month.	Editor planning to attend STMA conference in January. Freelancer interested in an interview with STMA member Ryan Bjorn of the Maryland SoccerPlex.
<i>Superintendent</i>	Superintendent has a monthly readership of 50,000.	Larry Aylward planning to attend Conference & Exhibition in January.
<i>Tennis Industry Magazine</i>	Tennis Industry Magazine is distributed globally to 17,000 members.	Educational article from STMA member Mike Buras for March 2015 issue.
<i>TennisPro</i>	TennisPro is the official magazine of the Professional Tennis Registry, distributed to 14,000 tennis professionals in 117 countries.	Submitted educational article by STMA member Mike Buras for a 2015 issue.
<i>The Advocate</i>	The Advocate is a daily newspaper in Baton Rouge, La. with a readership of 190,000. Its website receives about 484,000 visits per month.	Interviewed STMA member Eric Fasbender. Waiting to hear when it will run.
<i>Turf & Recreation</i>	Turf & Recreation is a national publication serving the Canadian turf and ground maintenance industry. It has a	Buffalo to submit ghostwritten article on agronomic content as it pertains to sports

	readership of 34,000.	fields for the December or January issue.
<i>Valley News</i>	The Valley News is a daily newspaper in West Lebanon, New Hampshire (near Vermont border) with a daily readership of 42,000. Its website receives about 171,000 visits per month.	Speaking with STMA member about the cost and safety benefits of natural grass vs. artificial turf fields.
<i>Western Turf Magazine</i>	Western Turf is a quarterly trade publication written for turf professionals with a circulation of 16,000.	Reviewing World Cup ghostwritten article for a future issue.

Additional Program Activities

- **2015 Assets Calendar** – Drafting calendar of events for Buffalo to leverage STMA members and relationships with media. This is a working document and will be updated throughout the year.
- **News Releases** – Distributed news releases on the 26th Annual STMA Conference & Exhibition (Oct. 1) and STMA’s Webinar Series (Oct. 13). Planning to draft and distribute upcoming news release on STMA’s “Mowing Pattern Contest” (TBD month) and “Fields of the Year” (TBD month) winners.
- **Social Media** – Provided consistent updates from @FieldExperts on Twitter (and linked to Facebook) throughout the month. Uploaded publicity links to extend the lifecycle. Followed prominent Twitter accounts and interacted with other sports turf managers to increase followers. Prior to the 2014 STMA Conference & Exhibition, @FieldExperts had less than 300 followers. To date, there are more than 1,430. STMA also made Buffalo an admin for the Facebook fan page to provide updates.
- **Member Profiles** – Conducted numerous phone interviews with STMA members including Ryan Bjron (Maryland SoccerPlex), Dan Shemesh (New York Red Bulls), Darian Daily (Cincinnati Bengals), Marcela Munoz (Syngenta, formerly FIFA World Cup) and Eric Kleypas (Auburn University). Coordinating calls with Jimmy Simpson (Wake Med Soccer Park), Noel Brusius (Waukegan Park District), STMA members of the Arizona Cardinals and others.
- **Artificial Turf Health Concerns** – October was a tumultuous month for the sports turf industry following a NBC Nightly News report on Nov. 8. Buffalo helped draft membership messages before and after the media coverage and has since forwarded daily publicity related to the subject. We will continue to monitor the situation as more research and data becomes available.
- **2015 STMA Conference – PR Plan** – Drafted and sent 2015 STMA Conference PR plan on Oct. 22, including a news release schedule, proactive pitching ideas, ghostwritten articles, social media concepts and more. Glenn Gray will be on-site and has a social media presentation on Wednesday, Jan. 14.

- **NAAE Conference** – Gathered info from STMA’s Kristen Althouse and Jeff Fowler about upcoming presentations at the NAAE Conference.
- **SportsTurf** – Submitted ghostwritten article for the November issue, highlighting several STMA members at top NCAA college football programs such as Eric Fasbender (LSU), Eric Kleypas (Auburn) and Jeff Salmond (University of Oklahoma). Reviewing 2015 editorial calendar for story topics for future issues.
- **Other Ghostwritten Articles** -. Working with STMA Education Manager Kristen Althouse on a monthly column for ExpertBeacon.com. Drafting an article on STMA member Kevin Mercer regarding campus environmental practices for *Interscholastic Athletic Administration* (January 2015 issue). Also, drafting article for Turf & Recreation on agronomic content as it pertains to sports fields (December 2014 issue).
- **NFL / College Football** – Updated STMA member contact lists for NFL and NCAA college football sports turf managers. Contacted and arranged several member profiles in October, with a focus on college bowl games and NFL playoffs / Super Bowl.
- **MLB** – Updated STMA member contact lists. Following up on off-season media opportunities with several teams such as the Boston Red Sox, Detroit Tigers and Kansas City Royals.
- **MLS** – For MLS playoffs, Buffalo is arranging interviews with several MLS groundskeepers. Also, working closely with Phil McQuade (Colorado Rapids) on future ghostwritten educational articles.
- **2015 FIFA Women’s World Cup** – Continue to monitor daily media airwaves regarding debate for FIFA choosing artificial turf versus natural grass for the summer 2015 event. Lawsuit is pending and will watch closely to see how STMA might be positioned in the topic.
- **NIAAA Conference** - Planning to attend NIAAA Conference at National Harbor in mid-December. Will be able to provide social media updates, if applicable.
- **CSFM List** – Received full list of CSFM’s and reviewing with STMA to determine which ones have a unique story to share with media.