

Sports Turf Managers Association Monthly PR Report



September 1 – September 30, 2014

Prepared by:

 **BUFFALO**
COMMUNICATIONS

Representative Publicity

Outlet	Description	Date	Details	Metrics / Reach
The ScoreCard	Website	1-Sept-14	World Cup natural grass article by STMA member Phil McQuade / Buffalo ghostwrite	Sports business website exploring key issues in the industry. Curated by some of the top sports marketing and management academics worldwide.
Golf Course Management	Print / digital magazine	1-Sept-14	STMA, Toro Scholarships / STMA member David Pinsonneault wins APWA award	67,000 monthly readership
Western Turf Magazine	Print / digital magazine	1-Sept-14	Announcement of STMA SAFE Award recipients	16,000 visits per month
<i>SportsTurf</i>	Print magazine	1-Sept-14	Buffalo ghostwritten article - STMA Volunteers Celebrate 15th Anniversary	25,050 monthly circulation
Landscape Online	Website	11-Sept-14	STMA Volunteers for LLWS	85,000 visits per month
KCTV	TV / Website	9-Sept-14	Interview with STMA member Trevor Vance	CBS affiliate in Kansas City, Mo. / 573,000 visits per month
The Sports Business Exchange	Website	14-Sept-14	Article by STMA member Michael Taratino	15,000 visits per month
ExpertBeacon.com	Website	22-Sept-14	Article by STMA member Jeff Fowler	120,000 visits per month
AthleticTurf.net	Website	24-Sept-14	Project Evergreen, STMA	12,000 visits per month
SB Nation	Website	25-Sept-14	STMA member Tony Leonard	Portal website receives about 11,310,000 visits per month
	Print / digital		Interview with STMA	

Tennis Industry	magazine	1-Oct-14	member Jeff Monette	Distributed worldwide to 17,000 members
ExpertBeacon.com	Website	1-Oct-14	Article by STMA Education Manager Kristen Althouse	120,000 visits per month

Representative Pending Publicity

<u>Media Outlet</u>	<u>Details</u>	<u>Status</u>
<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 receives about 63,000 visits per month.	Submitting a ghostwritten article by STMA member Kevin Mercer to submit in early October.
BleacherReport.com	The portal website for BleacherReport.com receives about 17.7 million monthly online visitors.	Arranging an interview with the LSU football beat writer and STMA member Eric Fasbender.
BusinessofCollegeSports.com	BusinessofCollegeSports.com receives about 10,000 visits per month.	Interview with STMA member Eric Kleypas from Auburn University.
ExpertBeacon.com	ExpertBeacon.com is a news website dedicated to sharing expert advice on everyday topics. The site receives approximately 120,000 visits per month.	Submitting monthly educational articles by STMA Education Manager Kristen Althouse.
<i>Golf Course Management</i>	Golf Course Management is the official publication of the Golf Course Superintendents Association. It has a monthly readership of 67,000.	Planning to include STMA's Little League World Series news release in the October issue.
<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 future 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.	Arranging interview with STMA member Eric Kleypas at Auburn University.
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.
<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.	Revisiting opportunity to submit articles from STMA members. Reviewing 2015 editorial calendar.
Purpose2Play	Purpose2Play is a website focusing on how sports influence society and teach life lessons. The goal is to "showcase the powerful and inspiring stories in sports." It receives about 10,000 visits per month.	Submitted ghostwritten article on STMA and SAFE Foundation in early October.
<i>Recreation Management</i>	Recreation Management has a monthly readership of more than 125,000.	Interview with STMA member Kevin Mercer for the November issue.
<i>Sports Illustrated</i>	Sports Illustrated has a weekly readership of 8 million. Its website receives about 3.6 million visits per month.	Freelance writer interested in a few sports turf story angles.
<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 Conference & Exhibition 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.	Interview with STMA member Tony Leonard of the Philadelphia Eagles.
<i>Superintendent</i>	Superintendent has a monthly readership of 50,000 readership.	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>	<u>TennisPro</u> 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.
The Advocate	<u>The Advocate</u> is a daily newspaper in Baton Rouge, La. with a readership of 190,000. Its website receives about 484,000 visits per month.	Arranging interview with STMA member Eric Fasbender.
<i>Turf Life</i>	<u>Turf Life</u> is an insert in <i>Florida Golf Central</i> , which has a monthly readership of 125,000.	Submitted a ghostwritten article on STMA for the October issue.
<i>Turf News</i>	<u>Turf News</u> is the official publication of Turfgrass Producers International. The bi-monthly publication is distributed to 1,300 members.	Planning to feature STMA, Toro Watson Scholarship info in the September / October issue.
<i>Western Turf Magazine</i>	<u>Western Turf</u> is a quarterly trade publication written for turf professionals with a circulation of 16,000.	Reviewing World Cup ghostwritten article for a future issue.