

Sports Turf Managers Association Monthly PR Report



November 1 – November 30, 2014

Prepared by:



Representative Publicity

Media Outlet	Description	Date	Details	Metrics / Reach
Recreation Management	Print magazine (monthly)	1-Nov-14	Interviews with STMA members Abby McNeal and Kevin Mercer	125,000 readership
<i>Western Turf Magazine</i>	Print magazine (bi-monthly)	1-Nov-14	STMA Conference preview / Buffalo ghostwritten article on FIFA World Cup (Phil McQuade)	40,000 readership
Sports Field Management	Magazine website	6-Nov-14	STMA, MiLB Sports Turf Managers of the Year	50,000 readership
BallparkDigest.com	Website	10-Nov-14	STMA, MiLB Sports Turf Managers of the Year	42,000 visits per month
AthleticTurf.net	Website	12-Nov-14	STMA, MiLB Sports Turf Managers of the Year	12,000 visits per month
KYTV-TV	TV website (NBC affiliate in Springfield, Mo.)	12-Nov-14	STMA, MiLB Sports Turf Manager of the Year	480,000 visits per month
Sports Field Management	Magazine website (monthly)	12-Nov-14	STMA "Mowing Patterns" Contest	50,000 readership
WANE-TV	TV website (CBS affiliate in Fort Wayne, Indiana)	13-Nov-14	STMA, MiLB Sports Turf Manager of the Year	270,000 visits per month
WFFT-TV	TV website (FOX affiliate in Fort Wayne, Ind)	13-Nov-14	STMA, MiLB Sports Turf Manager of the Year	23,000 visits per month
Spokesman-Review	Newspaper / Website (daily)	16-Nov-14	STMA, MiLB Sports Turf Manager of the Year	167,000 readership / 680,000 visits per month
	Website		Interviews with STMA CEO Kim	1.6 billion visits per month

Yahoo!		19-Nov-14	Heck and member Joey Stevenson	
Brandon Sun	Newspaper / Website (daily)	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	33,000 readership / 113,000 visits per month
Winnipeg Free Press	Newspaper / Website (daily)	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	278,000 readership / 878,000 visits per month
Calgary Herald	Newspaper / Website (daily)	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	300,000 readership / 858,000 visits per month
Edmonton Journal	Newspaper / Website (daily)	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	255,000 readership / 768,000 visits per month
Mississauga News	Newspaper / Website (weekly)	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	1.3 million readership / 190,000 visits per month
Kelowna Daily Courier	Newspaper / Website (weekday)	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	26,000 readership / 101,000 visits per month
Brampton Guardian	Newspaper / Website (semi-weekly)	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	300,000 readership / 160,000 visits per month
Times Colonist	Newspaper / Website (daily)	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	130,000 readership / 378,000 visits per month

Lake District News	Newspaper / Website (weekly)	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	5,000 readership
StadiumJourney.com	Magazine website	19-Nov-14	Interview with STMA member Dan Shemesh	81,000 visits per month
Canada.com	Website	19-Nov-14	Interviews with STMA CEO Kim Heck and member Joey Stevenson	1.6 million visits per month
The Advocate	Newspaper website	20-Nov-14	Interview with STMA member Eric Fasbender	484,000 visits per month
AthleticTurf.net	E-newsletter	21-Nov-14	STMA, MiLB Sport Turf Managers of the Year / Conference Preview	12,000 opt-in subscribers
StadiumJourney.com	Magazine website	25-Nov-14	STMA Field of the Year winners Announced	81,000 visits per month
LandscapeOnline.com	Website	25-Nov-14	STMA Field of the Year winners announced	76,000 visits per month
Potomac Soccer Wire	E-newsletter	25-Nov-14	STMA Field of the Year winner	34,000 visits per month
ExpertBeacon.com	Website	25-Nov-14	STMA Education Manager Kristen Althouse wrote article on "Preparing sports fields for winter"	90,000 visits per month
90Soccer.com	Website	1-Dec-14	STMA Field of the Year winner	28,000 visits per month
Montgomery Advertiser	Newspaper / Website (daily)	2-Dec-14	Interview with STMA member Eric Kleypas	80,000 readership / 195,000 visits per month

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. Readership of 4,000	Interested in using a Buffalo ghostwritten article from Kevin Mercer in 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 receives about 63,000 visits per month.	Submitted ghostwritten article by STMA member Brad Jakubowski in November on college campus sustainable practices.
AthleticTurf.net	AthleticTurf.net receives about 12,000 visits per month	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 million visits per month.	Interview with STMA member Mike Buras.
Business of College Sports	BusinessofCollegeSports.com receives 10,000 visits per month.	Interviewed STMA member Eric Kleypas from Auburn University in October.
College Baseball Insider	CollegeBaseballInsider.com receives 68,000 visits per month.	Q&A with STMA member Jon DeWitt regarding "Field of the Year" award.
Denver Post	The Denver Post has a daily readership of 1 million. Its website receives 2.2 million visits per month.	Home and Grow editor to attend STMA Conference in January.
ExpertBeacon.com	ExpertBeacon.com is a news website dedicated to sharing expert advice on everyday topics. The site receives 90,000 visits per month.	Submitting monthly educational articles by STMA Education Manager Kristen Althouse.
Gator Sports Radio Network / GatorZone.com	Gator Sports Radio Network broadcasts University of Florida football games on 39 different AM and FM radio stations statewide. GatorZone.com is the official website for the University of Florida athletics and receives 515,000 visits per month.	Planning GatorZone.com article on STMA member Jason Smith regarding "The Swamp" winning FOY for college football. Also discussing video and in-person presentation during UF's spring football game (April 4 or 11, 2015).
<i>Harvard Business Review</i>	Harvard Business Review has a monthly readership of 600,000. Its website receives 4.7 million visits per month	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 with a readership of 225,000.	Submitting ghostwritten article by STMA member Kevin Mercer in January 2015.

KOA-AM	KOA-AM (850) is the FOX Radio affiliate in Denver, Colo. Its website receives about 91,000 visits per month.	Planning to interview STMA member Dave Pinsonneault in early January.
<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.
New York Times	The New York Times is the second largest U.S. newspaper with a daily readership of 4.5 million. Its website receives 18.7 million visits per month.	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 125,000.	Planning to include article by STMA Past President Dr. Goatley in the January 2015 issue.
Spokane Journal of Business	Spokane Journal of Business is a bi-weekly newspaper for residents in Spokane, Wash. and Coeur d'Alene, Idaho with a readership of 40,000.	Planning to feature David Yerout in an upcoming article regarding "Sports Turf Manager of the Year".
<i>SportsBusiness Journal</i>	SportsBusiness Journal has a weekly readership of 43,000. Its website receives about 250,000 visits per month.	Planning to include the STMA "Field of the Year" winners in the Dec. 8 or 15 issue for the "Coast to Coast" section. Also, soccer writer interview STMA member Dan Shemesh in November.
<i>Sports Illustrated</i>	Sports Illustrated has a weekly readership of 8 million. Its website receives 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 has a readership of 42,000. 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	Passed along info on other STMA members for freelancer to interview for future articles.

	and turf. The magazine has a readership of 29,000 and another 20,000 in digital distribution.	
<i>Stadium Journey</i>	Stadium Journey is a quarterly print and digital magazine. Its website receives about 81,000 visits per month.	Freelance writer planning to attend STMA conference in January. Another freelancer interested in an interview with STMA member Ryan Bjorn from Maryland SoccerPlex.
Stadiums USA	Stadiums USA radio program is syndicated nationally on Yahoo! Sports Radio.	Airing interview with STMA member Jeff Salmond on Dec. 6.
<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 has a readership of 42,000	Educational article from STMA member Mike Buras for March 2015 issue.
<i>TennisPro</i>	TennisPro is the official magazine of the Professional Tennis Registry, with a readership of 35,000 tennis professionals in 117 countries.	Submitted educational article by STMA member Mike Buras for a 2015 issue.
<i>Turf Life</i>	Turf Life has a monthly readership of 125,000. Will appear as an insert in <i>Florida Golf Central</i> .	Ghostwritten article on Jason Smith, regarding Field of the Year award.
<i>Turf & Recreation</i>	Turf & Recreation is a national publication serving the Canadian turf and ground maintenance industry. It has a readership of 34,000.	Submitted ghostwritten article on agronomic content as it pertains to sports fields for the December issue.
Turfgrass Producers International	Turfgrass Producers International has a readership of 1,600 members.	Planning to feature STMA "Field of the Year" winners in December e-newsletter.
<i>Western Turf Magazine</i>	Western Turf is a quarterly trade publication written for turf professionals with a readership of 16,000.	Planning to include STMA "Field of the Year" winners in January issue.

Additional Program Activities

- **2015 Assets Calendar** – Sent draft in mid-November for STMA to review. Buffalo will leverage STMA members and relationships with media for individual events throughout the year. This is a working document and will be updated consistently.
- **News Releases** – Distributed news releases on the "Mowing Patterns" Contest, MiLB "Sports Turf Managers of the Year" awards and STMA's "Field of the Year" 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 1,500. STMA also made Buffalo an admin for the Facebook fan page to provide updates.
- **Member Interviews** – Continued outreach to media regarding Ryan Bjorn (Maryland SoccerPlex) and Dan Shemesh (New York Red Bulls). Conducted phone calls with Darian Daily (Cincinnati Bengals), Jimmy Simpson (Wake Med Soccer Park) and Noel Brusius (Waukegan Park District). Scheduling phone calls with STMA “Field of the Year” winners, members of the Arizona Cardinals (in preparation for the Super Bowl and Pro Bowl) and the Carolina Panthers.
- **Artificial Turf Health Concerns** – Buffalo continued to monitor media airwaves following NBC Nightly News report. Forwarded relevant news items to STMA for review.
- **2015 STMA Conference** – Glenn Gray will be on-site and has a social media presentation on Wednesday, Jan. 14.
- **SportsTurf** – Featured ghostwritten article by Buffalo in 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. Submitted an article on the challenges of managing a multi-field sports complex to be featured in the January 2015 issue.
- **Other Ghostwritten Articles** -. Working with STMA Education Manager Kristen Althouse on a monthly column for ExpertBeacon.com. Submitted an article on STMA member Kevin Mercer regarding campus environmental practices for *Interscholastic Athletic Administration* (January 2015 issue). Also, submitted article for *Turf & Recreation* on agronomic content as it pertains to sports fields (December 2014 issue) by Dr. Brad Jabuowski.
- **NFL / College Football** – Updated STMA member contact lists for NFL and NCAA college football sports turf managers. Contacted and arranged several member profiles in November, 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** – Buffalo arranged interviews with STMA member Dan Shemesh of the New York Red Bulls. Also, working closely with Phil McQuade (Colorado Rapids) on future ghostwritten educational articles.

- **2015 FIFA Women's World Cup** – Continue to monitor media updates 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 on Monday, Dec. 15. 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.