

Sports Turf Managers Association Monthly PR Report



May 1 – May 31, 2014

Prepared by:

 **BUFFALO**
COMMUNICATIONS

Representative Publicity

Outlet	Description	Date	Details	Metrics / Reach
Sports Field Management	Print / digital magazine	1-May-14	STMA member Roberto Gurgel cover story / STMA member Leo Goertz profile	20,000 monthly circulation
Armed Forces Radio Network	Radio	15-May-14	Interview with STMA member Allen Johnson	Reaches 32 stations in nine countries
Panstadia & Arena Management (Online)	Magazine website	16-May-14	Interview with STMA member Heather Nabozny	Quarterly magazine in the UK with a readership of 38,000
Boston Globe	Newspaper / Online	25-May-14	"On the Job" – Interview with STMA member Jason Waldron	576,000 daily readership / 2,026,000 monthly online visitors
ExpertBeacon.com	Website	27-May-14	Article by STMA member Jeffrey Fowler	90,000 visits per month
Athletic Business (Online)	Magazine website	29-May-14	STMA renews Green Sports Alliance partnership	70,000 monthly online visitors
<i>Interscholastic Athletic Administration</i>	Print magazine	1-June-14	Article by STMA member Dr. Brad Fresenburg	Quarterly print magazine distributed to more than 9,000 athletic directors across the U.S.
Globe and Mail	Newspaper / Online	3-June-14	NFL natural grass vs. artificial turf / Interview with STMA member Dr. Andy McNitt	Daily, national Canadian newspaper with a readership of 735,000 / 904,000 monthly online visitors

Representative Pending Publicity

Media Outlet	Details	Status
Charlotte Business Journal	Charlotte Business Journal has a weekly readership of 32,000. Its portal website receives about 9,249,000 monthly online visitors.	Interview with Sports Turf Manager Eddie Busque in early May.
<i>D Business</i>	D Business is a glossy, high-quality, full-color print magazine reporting on businesses in the Detroit area.	Interested in "Five Questions" interview with STMA member Heather Nabozny for upcoming weekly e-newsletter.
Goal.com	Goal.com is one of the leading soccer websites in the world, receiving about 373,000 monthly online visitors.	Interested in interviews with STMA members of MLS teams.
Landscape Architect and Specifier News	Landscape Architect and Specifier News reaches 50,000 opt-in subscribers.	Planning to include 2014 Board of Directors in June or July issue.
New York Times	The New York Times is the second largest U.S. newspaper with a daily circulation of 1,865,318. Its website receives about 18,718,000 monthly online visitors.	Reporter working on story regarding safety of natural grass versus synthetic turf fields. No urgent deadline and arranging STMA interviews soon.
Ontario Recreation Facilities Association (ORFA)	ORFA is a membership association of arena and recreation managers in Canada.	Would like STMA member to submit article.
<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.	Submitting article for September issue with a focus on stadiums, outdoor facilities and surfacing.
<i>Public Management</i>	Public Management is a monthly publication on urban affairs affecting today's local government management. It has a readership of 23,000.	Submitted article from STMA President David Pinsonneault for future issue.
<i>Sports Illustrated</i>	Sports Illustrated has a weekly readership of 8,012,000 weekly readership. Its website receives about 3,606,000 monthly online visitors.	Freelance writer interviewed STMA member Roberto Gurgle about the FIFA World Cup. Also interested in story prior to MLB All-Star game.
<i>SportsBusiness Journal</i>	SportsBusiness Journal has a semi-monthly readership of approx. 43,000. Its website receives around 250,000 monthly online visitors.	Submitted opinion article from STMA Past President Dr. Mike Goatley.
<i>Stadia</i>	Stadia Magazine is a quarterly publication aimed to bring together the views and ideas of leading experts around	Interview with STMA member Tom Serensits.

	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.	
<i>Stadium Journey</i>	<i>Stadium Journey</i> is a quarterly magazine in the UK.	Interested in STMA profile stories in 2014 issues.
<i>Tennis Industry Magazine</i>	<u>Tennis Industry Magazine</u> is distributed globally to 17,000 members.	Educational article from STMA member Mike Buras for March 2015 issue.
<i>Tennis View Magazine</i>	<u>Tennis View Magazine</u> is a bi-monthly print and digital magazine with a readership of 375,000. It is distributed free to tennis shops, clubs and resorts across the U.S.	Interview with STMA member Mike Buras
The Star Tribune	<u>The Star Tribune</u> (Minneapolis, MN) has a daily readership of 753,000. Its website receives about 5,700,000 monthly online visitors.	Interested in interview with STMA member Larry DiVito during MLB season.
The Tennis Channel	<u>The Tennis Channel</u> reaches 50,000,000+ households worldwide. Its website receives around 191,000 monthly online visitors.	Interested in interview with STMA member Mike Buras.
<i>Western Turf</i>	<u>Western Turf</u> is a quarterly trade publication written for turf professionals. It has a readership of 40,000.	Planning to feature STMA in next issue.