

Sports Turf Managers Association Monthly PR Report



July 1 – July 31, 2014

Prepared by:

bc **BUFFALO**
COMMUNICATIONS

Representative Publicity

Outlet	Description	Date	Details	Metrics / Reach
Lexington Minuteman	Website	6-July-14	STMA President David Pinsonneault	Portal website receives about 800,000 monthly online visitors
Western Turf (Online)	Magazine website	11-July-14	STMA partnership with Green Sports Alliance	Quarterly trade publication written for turf professionals with a circulation of 16,000
Minnesota Star Tribune	Newspaper / Website	13-July-14	MLB All-Star Game / Interview with STMA member Larry DiVito	754,000 daily readership / 5,100,000 monthly online visitors
Michigan's Big Show	Radio	15-July-14	Wessen Lawn Tennis Club Grand Opening / Interview with STMA member Jeff Monette	Airs weekday mornings on 11 radio stations (AM and FM) and one FOX TV affiliate across Michigan
Patch.com (Ames, Iowa)	Website	18-July-14	STMA, Toro Watson Scholarship	7,400,000 monthly online visitors
BleacherReport.com	Website	19-July-14	NY Giants pre-season / Interview with STMA member Rob Davis	17,700,000 monthly online visitors
AthleticTurf.net	Website	21-July-14	STMA, Toro Watson Scholarship	12,000 monthly online visitors
WAFB-TV	TV	1-Aug-14	Interview with STMA member Eric Fasbender	CBS affiliate in Baton Rouge / 260,000 monthly online visitors
Boston Globe	Newspaper / Website	3-Aug-14	Interview with STMA member Mike Buras for "Careers" section	576,000 daily readership / 2,026,000 monthly online visitors
ExpertBeacon.com	Website	4-Aug-14	Educational article by STMA member Jeff Fowler	90,000 visits per month

Representative Pending Publicity

<u>Media Outlet</u>	<u>Details</u>	<u>Status</u>
AthleticTurf.net	Athletic Turf's website receives about 12,000 monthly online visitors.	Joelle Harms visited STMA member Jeff Monette at Wessen Lawn Tennis Club on August 1.
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.
<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.
<i>Golf Course Management</i>	<i>Golf Course Management</i> is the official publication of the Golf Course Superintendents Association of American. It has a monthly readership of 67,000.	Planning to feature STMA, Toro Watson Scholarship info in the September issue.
Landscape Architect and Specifier News	Landscape Architect and Specifier News reaches 50,000 opt-in subscribers.	Planning to include 2014 Board of Directors in Summer issue.
<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.
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.
Omaha World-Herald	Omaha World-Herald has a daily readership of 331,000. Its website receives about 1,300,000 monthly online visitors.	Reporter met with STMA member Dan Blank on July 29 following the College World Series at TD Ameritrade Park.
<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.
<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.	Revisiting opportunity to submit articles from STMA members.
<i>Recreation Management</i>	Recreation Management has a monthly readership of	Interview with STMA member Michael

	more than 125,000.	Hopkins for August 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 interested in a few sports turf story angles.
<i>SportsBusiness Journal</i>	SportsBusiness Journal has a semi-monthly readership of approx. 43,000. Its website receives around 250,000 monthly online visitors.	Revising 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 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.	Recent interview with STMA member Tom Serensits. Passed along info for other STMA members for freelancer to interview for future articles.
<i>Stadium Journey</i>	<i>Stadium Journey</i> is a quarterly magazine in the UK.	Interested in STMA profile stories.
<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. Submitted ghostwritten content on STMA member Jeff Monette for Fall issue.
<i>TennisPro</i>	TennisPro is the official magazine of the Professional Tennis Registry, distributed to 14,000 tennis professionals in 117 countries.	Editor to review educational article by STMA members Mike Buras and Jeff Monette for a 2015 issue.
The Advocate	The Advocate is a daily newspaper in Baton Rouge, La. with a readership of 190,000. Its website receives about 484,000 monthly online visitors.	Arranging interview with STMA member Eric Fasbender prior to LSU football season.
<i>Turf Life</i>	Turf Life is an insert in <i>Florida Golf Central</i> , which has a monthly readership of 125,000.	Submitting a ghostwritten article on STMA in August for the September issue.
<i>Turf News</i>	Turf News 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.
WAFB-TV	WAFB-TV is the CBS affiliate in Baton Rouge. It website receives about 260,000 monthly online visitors.	Arranged interview with STMA member Eric Fasbender on August 1.
<i>Western Turf</i>	Western Turf is a quarterly trade publication written for turf professionals. It has a readership of 40,000.	Planning to feature STMA in next issue.