

Sports Turf Managers Association Monthly PR Report



August 1 – August 31, 2014

Prepared by:



Representative Publicity

Outlet	Description	Date	Details	Metrics / Reach
WAFB-TV	Website	1-Aug-14	Interview with STMA member Eric Fasbender	260,000 monthly online visitors / CBS affiliate in Baton Rouge, La.
Boston Globe	Newspaper / Website	3-Aug-14	Interview in "Careers Section" with STMA member Mike Buras	576,000 daily readership / 2 million monthly online visitors
ExpertBeacon.com	Website	5-Aug-14	STMA member Jeff Fowler educational article	90,000 monthly online visitors
D Business (Online)	Magazine website	8-Aug-14	Interview with STMA Member Heather Nabozny	42,000 monthly readership / 136,000 monthly online visitors
AthleticTurf.net	Website	18-Aug-14	STMA Little League World Series	12,000 monthly online visitors
Sports Destination Management (Online)	Magazine website	18-Aug-14	STMA Celebrates 15th Anniversary at Little League World Series	5,000 monthly online visitors
Omaha World-Herald	Newspaper / Website	19-Aug-14	Interview with STMA member Dan Blank	906,000 monthly online visitors
AthleticTurf.net	Website	22-Aug-14	STMA - ALS Ice Bucket Challenge	12,000 monthly online visitors
AthleticTurf.net	Website	22-Aug-14	Interview with STMA member Jeff Monette, Wessen Lawn Tennis Club	12,000 monthly online visitors
Stadium Journey (Online)	Magazine website	25-Aug-14	An Inside Look at Tiger Stadium.. Interview with STMA member Eric Fasbender	69,000 monthly online visitors
			Interview with STMA	

The Oklahoman	Newspaper / Website	28-Aug-14	member Jeff Salmond	293,000 daily readership / 1.4 million monthly online visitors
TheFieldsofGreen.com	Website	31-Aug-14	"World Cup Legacy: Grass is Good" ghostwritten article	37,000 monthly online visitors
Western Turf	Magazine	1-Sept-14	STMA Toro Honors Three Students	Quarterly trade publication written for turf professionals with a circulation of 16,000
The Scorecard	Website	1-Sept-14	"World Cup Legacy: Grass is Good" ghostwritten article	Sports business website exploring key issues in the industry / Curated by some of the top sports marketing and management academics worldwide
Golf Course Management	Magazine	1-Sept-14	STMA President David Pinsonneault wins APWA Manager of the Year / STMA, Toro Scholarships	67,000 monthly readership

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 monthly online visitors.	Drafting a ghostwritten article by STMA member Kevin Mercer to submit in late September.
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.
ExpertBeacon.com	ExpertBeacon.com is a news website dedicated to sharing expert advice on everyday topics. The site receives approximately 90,000 monthly online visitors.	Submitting monthly educational articles by STMA member Jeff Fowler.
<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.
Kansas City Business Journal	Kansas City Business Journal has a weekly readership of 29,000. Its portal website receives about 9.2 million	Interested in a story on STMA member Trevor Vance of the Kansas City Royals.

	monthly online visitors.	
KGOU-FM	KGOU-FM is the NPR affiliate (106.3FM) in Norman, Okla. Its website receives about 191,000 monthly online visitors.	Interviewed STMA member Jeff Salmond on Sept. 3.
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.
KSHB-TV	KSHB-TV is the NBC affiliate in Kansas City, Mo. Its website receives about 353,000 monthly online visitors.	Interested in an interview with STMA member Trevor Vance.
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 1.8 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.
<i>Recreation Management</i>	Recreation Management has a monthly readership of more than 125,000.	Interview with STMA member Michael Hopkins for the September issue. Interested in article on STMA member Kevin Mercer for the November issue.
SB Nation	The portal website for SBNation.com receives around 11,310,000 monthly visitors.	Philadelphia Eagle fan site, BleedingGreenNation.com, interested in a story on STMA member Tony Leonard.
<i>Sports Illustrated</i>	Sports Illustrated has a weekly readership of 8 million. Its website receives about 3.6 million 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.	Interested in reviewing opinion article on World Cup debate of natural grass vs. artificial turf.

<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>	Stadium Journey is a quarterly print and digital magazine. Its website receives about 81,000 monthly online visitors.	Working on several STMA story angles with the editor and freelance writers.
<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 for a 2015 issue.
The Sports Business Exchange	The Sports Business Exchange receives about 15,000 monthly online visitors.	Submitting World Cup ghostwritten article soon.
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.
The Journal for Water Resource Management	The Journal for Water Resource Management reaches more than 52,000 readers with an audience of engineers, managers, policy makers and businesses in water supply and management.	Arranging interviews with STMA members for an upcoming article.
<i>Turf Life</i>	Turf Life 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 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.
WDAF-TV	WDAF-TV is the FOX affiliate in Kansas City, Mo. Its website receives about 659,000 monthly online visitors.	Interested in an interview with STMA member Trevor Vance.
<i>Western Turf</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.