

# The PGA of America Stylebook

*(January 2010)*

## 1. The PGA of America

The first reference in printed material to our Association should use our full name, The PGA of America with “The” capitalized even when appearing in the middle of a sentence.

Example:

- Joining the discussion were the officers of The PGA of America.

Note that in certain instances (formal invitations, back cover of publications), the full legal name of our Association should be used – The Professional Golfers’ Association of America.

Note: Golfers’ is possessive

Subsequent references to The PGA can be chosen from the following:

- (a) The PGA of America
- (b) The PGA
- (c) the Association

We encourage use of — The PGA of America — as it promotes The PGA initials and distinguishes us from other groups with PGA in their titles.

Association, when referring specifically to The PGA, should be capitalized.

There are occasions when “the” preceding PGA is lower case. Use lower case when “the” PGA acts as an adjective or modifier of the subsequent words, rather than a noun. For example:

- Brad Sullivan heads the PGA Education Department.
- It is the decision of the PGA Board of Directors.
- He sent the memo to the PGA Sections.
- PGA Professionals are participating in the PGA Championship.

“The” should be upper case when specific to The PGA as a body, and generally as a noun. For example:

- The PGA is growing quite a bit.
- Many licensees provide benefits to The PGA and our members.
- The PGA conducts the Ryder Cup.
- The apprentice applied for membership in The PGA to become one of more than 28,000 men and women PGA Professionals.

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## 2. Titles

The Associated Press Stylebook calls for the title to be capitalized when it **immediately precedes** the person's name and lower case when it stands alone or is set apart by a construction before the person's name. This includes, but is not limited to, the following titles: chairman, president, vice president, secretary, head professional, director of golf, or assistant professional.

Examples:

- Presenting the award was PGA of America President Jim Remy.
- The president of The PGA of America, Jim Remy, presented the award.
- The PGA of America's president, Jim Remy, presented the award.
- Fred Sanderson is the PGA head professional at Riverdale Golf Club.
- PGA Head Professional Fred Sanderson is celebrating his 10th anniversary at Riverdale Golf Club.
- The PGA head professional, Fred Sanderson, is celebrating his 10th anniversary at Riverdale Golf Club.

Exception:

PGA Professional is a registered trademark for PGA members. Therefore it is used as a proper noun with a capital "P" in Professional immediately following PGA. When referring to PGA members or apprentices, it is preferable to use the term "PGA Professional." (See No. 5)

PGA apprentices have no authority to use the PGA Professional designation.

Note: Only PGA members have the right to use the designation, "comma PGA" (i.e., Fred Sanderson, PGA) after their name. This designation should be used in all forms of communications. (Chapter 5, page 5)

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## 3. Board of Directors

Capitalize board and board of directors only when they are an integral part of a proper name, such as PGA Board of Directors.

Examples:

- The PGA Board of Directors includes 17 directors.
- The PGA Board met on Saturday afternoon for five hours.
- The agenda was finalized for the next board of directors meeting.

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## 4. Sections, Chapters, Departments, Programs

Capitalize Sections, Chapters, Departments and Programs.

Examples:

- The Utah Section of The PGA of America is the most prominent section in the region.
- The Utah PGA Section is the most prominent in the region.
- The letter was sent to the executive directors of all 41 PGA Sections.
- PGA of America Sections make up a network reaching “grassroots” golfers throughout the nation.
- The Section is the most prominent in the region.
- San Diego has a chapter in the Southern California PGA Section.
- The San Diego Chapter of the Section is well known.
- The PGA’s education programs are overseen by Senior Director Brad Sullivan.
- Brad Sullivan, senior director of the membership programs, oversees The PGA’s education programs.

The PGA of America requires that each Section use the national PGA logo with the name of the Section either underneath or to the right of the national logo as the Section logo. No other use of the Section name, initials or logo will be permitted without the expressed written permission of The PGA.

When the Section name is used underneath the national logo, the name should be centered and on one or two lines. When the Section name is used to the right on two lines, the beginning of each line should be flush left with the other.

When a Section requests permission to modify their logo for a special Section event or in the case of a Section anniversary, the actual logo should never be changed. Any modifications to the Section logo should be limited to text additions only as background, below the Section name, above the logo or around the curve of the logo.

The Section name, either underneath or to the right of the national logo, should not be changed or modified.

In all cases, the Section should submit rough sketches of any modifications to The PGA of America before they incur any major design or production costs.

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## 5. Members

The preferred term when referring to an elected member of The PGA is: PGA Professional

A PGA apprentice cannot be a PGA member until such time as he or she is elected to membership. PGA apprentices are not allowed to call themselves members, nor are they allowed to use The PGA of America logo.

Professional(s) should always be capitalized when preceded by PGA. If the term professional(s) is used in a generic sense, then it is lower case.

In an effort to differentiate PGA Professionals from others working within the golf industry, The PGA is requesting members to use PGA, PGA Professional or related designation after their name. Examples are:

- Deborah Jones, PGA
- Adam Smith, PGA Professional
- Deborah Jones, PGA Certified Professional/General Management

In signing correspondence, examples are:

Sincerely,

Deborah Jones, PGA

Sincerely,

Deborah Jones, PGA Professional

Sincerely,

Deborah Jones, PGA Master Professional/Golf Operations

When addressing correspondence to fellow members, examples are:

Deborah Jones, PGA  
Facility  
Street Address  
City, State, Zip Code

Deborah Jones, PGA Professional  
Facility  
Street Address  
City, State, Zip Code

Deborah Jones, PGA Certified Professional/Instruction  
Facility  
Street Address  
City, State, Zip Code

An example of an apprentice:

Adam Smith, PGA apprentice

**NOTE: The word “Professional” should never be shortened to “Pro.” For example, use “golf shop” instead of “pro shop.”**

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## 6. Golf Clubs, Country Clubs

First references to a club or course in the text of a story or in a caption should spell out its full name.

Example:

Pinewild Country Club, located in Pinehurst, N.C., is very scenic.

Subsequent references or agate listings of results can use the following abbreviations:

- Golf Club or Golf Course: G.C.
- Country Club: C.C.
- Golf and Country Club: G. & C.C.

The abbreviations for Golf Club, Golf Course, Country Club, etc., should not be used without periods in text. The only time this is acceptable is with tabular material that features more than two columns and spacing becomes a consideration.

When the location of a club needs to be identified, place the name of the city and state after the name of the club unless the name of the club is the same as the name of the city, then the name of the state should be placed in parenthesis.

Examples:

- The tournament was held at Eagle Hill Country Club, Lincoln, Neb.
- The tournament was held at Lincoln (Neb.) Country Club.

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## 7. Championships

The PGA of America conducts numerous Championships (cap C) such as the PGA Championship, Ryder Cup, PGA Professional National Championship, etc. In order to distinguish PGA events from events conducted by other organizations, we capitalize “C” in Championships. When referring to championships in the general sense, the “c” remains lower case.

Examples:

- “Our Championships are important,” said PGA President Jim Remy.
- There are four major championships in golf.

As an extension of this, we use Champion (cap C) when used in conjunction with PGA of America events. As a courtesy, we also extend this rule only to other major championships: the U.S. Open, the British Open and the Masters when used to introduce a proper name.

Examples:

- “I feel great,” said PGA Champion Vijay Singh.
- “I was delighted with the way I played today,” said Bay Hill Invitational champion Kenny Perry.
- PGA Champion Vijay Singh joined Masters Champion Phil Mickelson, British Open Champion Todd Hamilton and U.S. Open Champion Retief Goosen in the PGA Grand Slam of Golf.
- The Masters champions joined PGA Champion Vijay Singh on the range.
- Former PGA Champion David Toms made an ace, as did defending Buick Open champion Stewart Cink.



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## 8. PGA Magazine

As the proper title of a publication, *PGA Magazine* should always be italicized.

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## 9. State Abbreviations

**STANDING ALONE:** Spell out the names of the 50 U.S. states when they stand-alone. Any state name may be condensed, however, to fit typographical requirements for tabular material.

**NOTE:** Two-letter capitalized abbreviations (KY, MI, WA, etc.) are to be used for ZIP CODE addresses only. They are not to be used in text.

In everyday text (letters, memos, etc.) the names of states when used in conjunction with a city (e.g., Spokane, Wash.) should use the traditional state abbreviation.

**EIGHT NOT ABBREVIATED:** The names of eight states are never abbreviated in datelines or text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

**MEMORY AID:** Spell out the names of the two states that are not part of the contiguous United States and the six continental states that are five letters or fewer.

### **REQUIRED STATE ABBREVIATIONS:**

Ala.	Ill.	Miss.	N.C.	Vt.
Ariz.	Ind.	Mo.	N.D.	Va.
Ark.	Kan.	Mont.	Okla.	Wash.
Calif.	Ky.	Neb.	Ore.	W.Va.
Colo.	La.	Nev.	Pa.	Wis.
Conn.	Md.	N.H.	R.I.	Wyo.
Del.	Mass.	N.J.	S.C.	
Fla.	Mich.	N.M.	S.D.	
Ga.	Minn.	N.Y.	Tenn.	

**PUNCTUATION:** Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline:

- He was traveling from Nashville, Tenn., to Austin, Texas, en route to his home in Albuquerque, N.M.
- She said Cook County, Ill., was Mayor Daley's stronghold.

**Note:** When creating a dateline, states are not included for the following cities:

ATLANTA	DENVER	MIAMI	SALT LAKE CITY
BALTIMORE	DETROIT	NEW YORK	SAN ANTONIO
BOSTON	HONOLULU	OKLAHOMA CITY	SAN DIEGO
CHICAGO	HOUSTON	PHILADELPHIA	SAN FRANCISCO
CINCINNATI	INDIANAPOLIS	PHOENIX	SEATTLE
CLEVELAND	LAS VEGAS	PITTSBURGH	WASHINGTON
DALLAS	LOS ANGELES	ST. LOUIS	

**MISCELLANEOUS:** Use New York state when necessary to distinguish the state from New York City. Use state of Washington or Washington state when necessary to distinguish the state from the District of Columbia.

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## 10. Numerals

Some sample uses of numbers for golf terminology:

- **USE FIGURES FOR HANDICAPS:** He has a 3 handicap; a 3-handicap golfer; a handicap of 3 strokes; a 3-stroke handicap.
- **USE FIGURES FOR PAR LISTINGS:** He had a par 5 to finish 2-up for the round; a par-4 hole; a 7-under-par 64; the par-3 seventh hole.
- **USE FIGURES FOR CLUB DESIGNATIONS:** a No. 5 iron, a 5-iron, a 7-iron shot, a 4-wood.
- **MISCELLANEOUS:** the first hole, the ninth hole, the 10th hole, the back nine, the final 18, the third round. He won 3 and 2.

### Stroke (Medal) Play Summaries:

List scores in ascending order. Use a dash before the final figure, hyphens between others.

**On the first day**, use the player's score for the first nine holes, a hyphen, the player's score for the second nine holes, a dash and the player's total for the day:

First round:

Vijay Singh 33-35-70

Tiger Woods 36-35-71

**On subsequent days**, give the player's scores for each day, then the total for all rounds completed:

Second round:

Vijay Singh 70-70-140

Tiger Woods 71-70-141

### Final round, professional tournaments, including prize money:

Vijay Singh, \$30,000 70-70-70-68-278

Tiger Woods, \$17,500 70-71-70-69-280

Use hometowns, if ordered only on national championship amateur tournaments. Use home countries, if ordered, only on major international events, such as the PGA Championship. If used, the hometown or country is placed on a second line, indented one space:

Vijay Singh 70-70-70-68-278

Fiji

Tiger Woods 70-71-70-69-280

United States

### The form for cards:

Par out 444 343 544-35

Singh out 454 333 435-34

Woods out	434 243 544-33
Par in	434 443 454-35 – 70
Singh in	434 342 443-31 – 65
Woods in	433 443 453-33 – 66

### **Match Play Summaries:**

In the first example that follows, the “2 and 1” means that the 18th hole was skipped because Woods had a 2-hole lead after 17 with only one hole to play. In the second, the match went 18 holes. In the third, a 19th hole was played because the golfers were tied after 18.

Tiger Woods def. Phil Mickelson, 2 and 1.

Vijay Singh def. Ernie Els, 2-up.

Retief Goosen def. David Toms, 1-up (19).

### **General Number Usage:**

A numeral is a figure, letter, word or group of words expressing a number.

- Roman numerals use the letters I, V, X, L, C, D and M. Use Roman numerals for wars and to show personal sequence for animals and people: World War II, Native Dancer II, King George VI, Pope John XXIII.
- Arabic numerals are 1, 2, 3, 4, 5, 6, 7, 8, 9 and 0. Use Arabic forms unless Roman numerals are specifically required.

The figures 1, 2, 10, 101, etc., and the corresponding words - one, two, ten, one hundred one, etc. - are called cardinal numbers. The term ordinal number applies to 1st, 2nd, 10th, 101st, first, second, tenth, one hundred first, etc.

Follow these guidelines in using numerals:

- As a general rule, spell out zero through nine in text references. Subsequently, use Arabic numerals 10, 11, 12, etc.
- SENTENCE START: Spell out a numeral at the beginning of a sentence. If necessary, recast the sentence. There is one exception: a numeral that identifies a calendar year.

Right: Nine hundred ninety-three freshmen entered the college last year.

Wrong: 993 freshmen entered the college last year.

Right: Last year, 933 freshmen entered the college.

Right: 1976 was a very good year.

- LARGE NUMBERS: When large numbers must be spelled out, use a hyphen to connect a word ending in y to another word; do not use commas between other separate words that are part of one number: twenty; thirty; twenty-one; thirty-one; one hundred forty-three; one thousand one hundred fifty-five; one million two hundred seventy-six thousand five hundred eighty-seven.
- Casual Uses: Spell out casual expressions:

A thousand times no! Thanks a million. He walked a quarter of a mile.

Proper Names: Use words or numerals according to an organization’s practice: 20th Century Fox, Twentieth Century Fund, Big Ten Conference.

Millennium: 21st century (note lower case “c”)

## FIGURES OR WORDS?

### For ordinals:

- Spell out first through ninth when they indicate sequence in time or location: first base, the First Amendment, first in line. Starting with 10th use figures.
- Use 1st, 2nd, 3rd, 4th, etc. when the sequence has been assigned in forming names. The principal examples are geographic, military and political designations such as 1st Ward, 7th Fleet and 1st Sgt. Some punctuation and usage examples:
  - Act 1, Scene 2
  - a 5-year-old girl
  - DC-10 but 747B
  - a 5-4 court decision
  - 2nd District Court
  - the 1980s, the '80s
  - The House voted 230-205. (Fewer than 1,000 votes.)
  - George W. Bush defeated John Kerry 40,827,292 to 39,146,157. (More than 1,000 votes.)
  - Bush defeated Kerry 10 votes to 2 votes in Little Junction. (To avoid confusion with ratio.)
  - 5 cents, \$1.05, \$650,000, \$2.45 million
  - No. 3 choice, but Public School 3
  - 0.6 percent, 1 percent, 6.5 percent
  - a pay increase of 12 percent to 15 percent. Or: a pay increase between 12 percent and 15 percent.
  - From \$12 million to \$14 million
  - a ratio of 2-to-1, a 2-1 ratio
  - a 4-3 score
  - (212) 262-4000
  - minus 10, zero, 60 degrees
- OTHER USES: For uses not covered by these listings: Spell out whole numbers below 10, use figures for 10 and above. Typical examples: They had three sons and two daughters. They had a fleet of 10 station wagons and two buses.
- IN A SERIES: Apply the appropriate guidelines: They had 10 dogs, six cats and 97 hamsters. They had three four-room houses, 10 three-room houses and 12 10-room houses.

-- Source: *The Associated Press Style Guide*

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## 11. The PGA of America Championships

### **Spectator Events**

The PGA Championship, Ryder Cup, Senior PGA Championship and PGA Grand Slam of Golf are golf events owned and administered by The PGA of America. Admission is restricted to ticket purchasers only. They are televised to an international audience and showcase players from the PGA Tour and Champions Tour. In addition, the PGA Championship and Senior PGA Championship also feature PGA club professionals. They are not part of the PGA Tour, LPGA, or any other body. Any reference implying such a relationship is erroneous.

### **PGA Championship**

The PGA Championship is one of golf's four major championships. On first reference, the PGA Championship should be preceded by the year or the specific event number, 2009 PGA Championship or 91st PGA Championship. It is recommended that the full name always be used in first reference, although "the Championship" may be used on second reference.

### **Ryder Cup**

Please note that the correct name of the event is the "Ryder Cup." The Ryder Cup is also the name of the actual trophy awarded to the winner of the event.

The Ryder Cup is held every two years and is owned and administered by The PGA of America and The Professional Golfers' Association (U.K.)/PGA European Tour. The Ryder Cup is played in Europe and the United States on an alternating basis.

Ryder Cup should be preceded by the year or the specific event number, i.e., 2010 Ryder Cup or 38th Ryder Cup. References to the daily and individual matches should be spelled with a lower-case "m."

Examples:

- the Ryder Cup
- the 2010 Ryder Cup
- the 38th Ryder Cup
- the third match of the day
- the singles matches on Sunday
- As a modifier, "Ryder Cup" may also be used to describe elements such as:
  - Ryder Cup telecast
  - Ryder Cup Journal
  - Ryder Cup activities
  - Ryder Cup Captain
  - Ryder Cup Team

NOTE: When referring to an individual or specific individuals, Captain is considered a courtesy title and is capitalized.

Examples:

Ryder Cup Captain Corey Pavin is a golf historian.  
Former Ryder Cup Captains Ben Crenshaw and Tom Kite are friends.  
There was a gathering of former Ryder Cup captains last week.

When referring to a specific team that is preceded by a proper adjective, Team is capitalized.

Examples:

The U.S. Team was victorious in 2008.  
The European Team has won five of the last six matches.  
Some of golf's top players have been on Ryder Cup teams.  
The two teams competed under extreme pressure.

### **Senior PGA Championship**

The Senior PGA Championship, first played in 1937, is the oldest event in senior professional golf. We encourage the use of the event's full name at all times to avoid any confusion with other events. It also should be preceded by the year or the specific event number – 2009 Senior PGA Championship or 70th Senior PGA Championship – in the first reference. The only exceptions are the use of Championship (capital C) as a second reference when the material refers solely to the Senior PGA Championship and the use of Senior PGA in headlines.

### **PGA Grand Slam of Golf**

Golf's most exclusive Championship, the PGA Grand Slam of Golf features the winners of golf's four major championships in a 36-hole stroke-play event. The full name of the event, including the title sponsor, if applicable, should be used on first reference in text. In headlines and on second reference in text, PGA Grand Slam may be used.

### **Member Events**

The PGA of America conducts the following Championships in order to provide PGA Professionals the opportunity to compete in a variety of national events.

### **PGA Professional National Championship**

The PGA Professional National Championship is comprised of 41 Section Championships and the National Championship.

### **Section PGA Professional Championship**

Each Championship should be referenced as follows:

The (year and Section name) PGA Professional Championship  
The 2009 Pacific Northwest PGA Professional Championship

### **PGA Professional National Championship**

The (number of event or year) PGA Professional National Championship  
The 42nd PGA Professional National Championship  
The 2009 PGA Professional National Championship

### **Sponsors**

The following companies are recognized as presenting sponsors of the National Championship in the following order: Titleist, Footjoy and Cobra; Club Car

### **Partners**

The PGA Tour is recognized as a Contributing Partner of the PGA Professional National Championship.



Golf Channel, not “The Golf Channel,” is recognized as the Media Partner of the PGA Professional National Championship.

### **Text**

The full name of the Section or National PGA Professional National Championship should be used on first reference. On subsequent references, the name may be shortened to Championship when the text refers specifically to the one Section or National event. The article “The” (capital T) is part of the official name of the Championship.

### **PGA Cup**

The PGA Cup features the top PGA Professionals from the United States and Great Britain/Ireland, and is structured after the format of the Ryder Cup. Reference should be either to the 2011 PGA Cup or the 25<sup>th</sup> PGA Cup.

### **Senior PGA Professional National Championship**

The full name of the event should be used on first reference. Subsequent references may use the Championship when the text refers specifically to the event.

### **Callaway Golf PGA Assistant Championship**

The full name of the Callaway Golf PGA Assistant Championship should be used on first reference. The second reference may be shortened to Championship or the PGA Assistants when the text refers specifically to the Assistant Championship. The full name may be shortened to PGA Assistants for use in headlines.

### **TaylorMade-adidas Golf PGA Winter Championships**

This six-event program is comprised of:

- TaylorMade-adidas Golf PGA Quarter Century Championship
- TaylorMade-adidas Golf PGA Senior-Junior Championship
- TaylorMade-adidas Golf PGA Senior Stroke Play Championship
- TaylorMade-adidas Golf PGA Stroke Play Championship
- TaylorMade-adidas Golf PGA Match Play Championship
- TaylorMade-adidas Golf PGA Women’s Stroke Play Championship

All first references to the program and to the individual Championships should be the complete name, including the name of the title sponsor.

The word “Championship” may be used on second reference in text when referring to any or all of the six events that comprise the PGA Winter Championships.

On second reference for the individual Championships, the word “Championship” may be used. In headlines, the complete name may be abbreviated to Quarter Century, Junior, Senior, Senior Stroke Play, Stroke Play, Women’s Stroke Play and Match Play.

### **PGA Tournament Series**

The PGA Tournament Series provides PGA Professionals with additional playing opportunities. It is conducted in November and December each year and is comprised of six events.

Series (cap S) may be used on second reference when text refers specifically to the PGA Tournament Series or when describing the entire program. Headlines may use the word Series.

Sponsors: In the event of a title sponsor, it should be used on first reference.

## **PGA Junior Events**

### **Junior PGA Championship**

Full name should be used on first reference. Championship or Junior PGA may be used on second reference when the text refers specifically to the Junior PGA Championship. Junior PGA may be used in headlines.

Sponsors: Supporting sponsors should be listed in text in a separate paragraph.

### **PGA Junior Series**

The full name should be used on first reference and in headlines. Series (cap S) may be used in text on second reference.

### **Sponsors:**

Title sponsors should be used in headlines when room permits and always on first reference in text.

Presenting sponsors should always be used on first reference in text.

Supporting sponsors should be listed in text in a separate paragraph.

## Summary

First Reference	Second Referenc	Headline
2010 or 92 <sup>nd</sup> PGA Championship	Championship	PGA Championship
2010 or 38th Ryder Cup	Ryder Cup	Ryder Cup
Junior Ryder Cup	Junior Ryder Cup	Junior Ryder Cup
2010 or 71 <sup>st</sup> Senior PGA Championship	Senior PGA or Championship	Senior PGA Championship
PGA Grand Slam of Golf	Grand Slam	PGA Grand Slam of Golf
PGA Professional National Championship	Championship	2010 or 43 <sup>rd</sup> PGA Professional National Championship
2011 or 25th PGA Cup	PGA Cup	2011 or 25th PGA Cup
Senior PGA Professional National Championship	Championship	Senior PGA Professional National Championship
Callaway Golf PGA Assistant Championship	Championship or PGA Assistants	PGA Assistants
TaylorMade-adidas Golf PGA Winter Championships	Championships	Quarter Century, Senior Stroke Play, etc.
PGA Tournament Series	PGA Series	PGA Series
Junior PGA Championship	Championship or Junior PGA	Junior PGA
PGA Junior Series	Series	PGA Junior Series

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## 12. Golf Associations/Terms

### Associations:

**The Professional Golfers' Association of America** ("The" is always capitalized and Golfers' is possessive), The PGA of America (first reference), PGA of America (second reference) or The PGA (second reference). Headquarters is in Palm Beach Gardens, Fla. PGA Professionals teach golf at golf courses and teaching facilities across the country.

**The PGA Tour** is a separate organization made up of professional golfers, most of whom also are members of The PGA of America. The PGA of America conducts the PGA Championship, Senior PGA Championship, Ryder Cup, and the PGA Grand Slam of Golf. These events feature PGA Tour members, but the events are not PGA Tour events.

**The Ladies Professional Golf Association** (no apostrophe, in keeping with LPGA practice) or LPGA.

### Some frequently used terms:

**PGA Championship**

**Ryder Cup**

**Senior PGA Championship**

**PGA Grand Slam of Golf**

**British Open** - To avoid confusion with the U.S. Open, the complete name should be used in all references.

**U.S. Open Championship** - Use the U.S. Open or the Open on second reference.

**Masters Tournament** - No possessive. Use the Masters on second reference.

### Some Definitions:

**birdie, birdies** - One stroke under par.

**bogey, bogeys** - One stroke over par. The past tense is **bogeyed**.

**caddie** - The person who carries a player's golf bag. Do not use "caddy."

**eagle** - Two strokes under par.

**par** - The number of strokes it should take to complete one hole or one round of golf. The past tense is parred.

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## 13. Computer Terms

Some frequently used terms and some definitions:

**BlackBerry** – name of a popular personal digital assistant product has an internal capital B.

**Blu-ray** – high-definition disc format that is competing to replace DVD. The name Blue-ray is hyphenated with a lowercase r.

**blog** – a derivation formed from words, should not be capitalized.

**CD-Rom** - Acronym for a compact disc acting as a read-only memory device. CD-Rom disc is redundant.

**DVD** - digital video disc – DVD is common usage

**disc** - Except for computer-related references, use this spelling: laserdisc, videodisc, but hard disk.

**disk** - Use this spelling, not disc, for the thin, flat plate on which computer data can be stored. Do not use as an abbreviation for diskette.

**diskette** - A generic term that means floppy disk. Not synonymous with disk.

**download** - To transfer data or code from another computer to yours.

**e-mail** - Short form of electronic mail. Many e-mail addresses use symbols such as @

**Facebook** – although the logo for this social networking site is written without a lowercase f, don't let that fool you into not capitalizing it as you would the names of other Web Sites.

**hard drive (n.)** - The drive inside the computer. Usually provides more storage space and faster access times than a floppy disk. Most applications are stored on the hard drive.

**hard disk** - One or more rigid magnetic disks used to store data. Most hard disks are permanently connected to the hard drive, although there are also removable disks. The hard disk is generally synonymous with hard drive; use hard drive when possible.

**home page** - The “beginning” document in a Web site.

**HDTV** - High Definition Television – HDTV is common usage

**HTML** - Hypertext Mark-up Language. The codes and symbols which tell your Web browser how a Web page is supposed to be displayed on your screen.

**HTTP** - Hypertext Transfer Protocol. The method computers use to transfer Web pages back and forth.

**Internet** - Net is acceptable on second reference.

**Intranet** - A private network inside a company or organization that uses the same kinds of software that you would find on the public Internet, but that is only for internal use.

PGALinks.com is an Intranet, which is available (by password only) on the Internet.

**link** - A reference link from some point in one Web site to some point in another document or another place in the same document. Hyperlinks are usually displayed in some distinguishing way, e.g. in a different color, font or style.

**LinkedIn** – remember it's one-word with a capital I in the middle.

**logon** – used as one word in a sentence

### **Memory terms:**

- Byte - a set of 8 bits that represent a single character
- Kilobyte - a thousand bytes; usually abbreviated as K
- Megabyte - a million bytes
- Gigabyte - 1,000 megabytes
- Terabyte – 1,000 gigabytes

**online** - spelled as one word in all computer references.

**PGA.com** - The official Web site of The PGA of America. Capitalize PGA in all usages: [www.PGA.com](http://www.PGA.com); <http://www.PGA.com>, etc. When directing readers to it, PGA.com is sufficient.

**PGALinks.com** - The PGA's official Web site for members. Capitalize PGALinks in all usages: [www.PGALinks.com](http://www.PGALinks.com); <http://www.PGALinks.com>, etc. When directing readers to it, PGALinks.com is sufficient.

**PGAmagazine.com** - The electronic version of *PGA Magazine*. Stories that appear in *PGA Magazine* can be accessed at [www.PGAmagazine.com](http://www.PGAmagazine.com). In addition, PGAmagazine.com provides timely updates of news in the golf industry each week.

**PlayGolfAmerica.com** - Produced and hosted by The PGA of America, PlayGolfAmerica.com is an industry-sponsored Web site that serves as a link for consumers to access adult player development programs. The "P" "G" and "A" are capitalized.

**podcast** – even though its name derives from the Apple iPod, podcast should not be capitalized.

**RAM** - Acronym for random access memory, the "working memory" of a computer in to which programs can be introduced and then executed.

**software titles** – Capitalize, but do not use quotation marks around such titles as WordPerfect or Windows. Use quotation marks for computer games: "Links Extreme."

**The PGA of America This Week** - This is an internal e-mail from the Association directed to PGA Professionals. It is sent out each week to PGA members who have registered an email address with The PGA.

**upload** - To transfer data from your computer to another computer.

**URL** - Universal Resource Locator, the computer address of a World Wide Web page ... <http://www.PGA.com> is the URL of The PGA's official Web site. However, when referring to the Web site, or directing readers to it, PGA.com is sufficient.

**videocast** – derived from the abbreviation for "video on demand" should not be capitalized

**Web site** - A collection of documents on the World Wide Web maintained by one individual/group pertaining to the mission, interests, or goals of that individual/group. *Note capitalization of the word Web in Web site.*

**wiki** – Taken from the Hawaiian word for quick this word isn't capitalized.

**Wi-Fi** – the abbreviated form of Wireless Fidelity, should contain two capital letters and a hyphen.

# PGA of America Stylebook

## 14. Miscellaneous

1. Rules of Golf is upper case, as would be any specific rule, e.g., Rule 6.3. John Sanders is an expert on the Rules of Golf. Knowledge of the Rules enhances the game for any golfer.
2. PGA Tour and Champions Tour are spelled with initial caps.
3. When referring to the retail outlets at golf facilities, the correct term is “golf shop,” not “pro shop.”
4. When referring to a professional, do not use “pro.”
5. A practice area is a golf range or a practice range; it is not a driving range.
6. Hazards filled with sand are referred to as bunkers; they are not sand traps.
7. Golf cars are motorized vehicles for carrying two individuals and equipment; carts are generally manual pull/push vehicles that transport one bag of clubs.
8. PGA Golf Club is the official name of the golf facility that features 54 holes of championship golf. PGA Golf Club is located in PGA Village, Port St. Lucie, Fla.
9. PGA Country Club is located in Port St. Lucie, Fla., near PGA Village. All PGA members are automatically enrolled as members at PGA Country Club.
10. PGA National Golf Club is part of PGA National Resort and Spa in Palm Beach Gardens, Fla.
11. PGA Center for Golf Learning and Performance, PGA Education Center, and PGA Historical Center are all part of PGA Village, located in Port St. Lucie, Fla.

## 15. Miscellaneous

### Company Names and Name References

1. **Incorporated** – Abbreviate and capitalize as *Inc.* or *Ltd.* when used as a part of a corporate name. Do not set off with commas, even if it is included in the formal name: *Time Warner Inc. announced.* . . . The formal name need not be used on first reference – for example – Wal-Mart is acceptable for Wal-Mart Stores Inc. – but it should be contained in the body of any story in which the subject matter could affect a company’s business.
2. **Junior, Senior** – Abbreviate as *Jr.* and *Sr.* only with full names of persons or animals. Do not precede by a comma: *Jack Burke Jr.*

The notation *II* or *2<sup>nd</sup>* may be used if it is the individual’s preference: *Davis Love III*

Note, however, that *II* and *2<sup>nd</sup>* are not necessarily the equivalent of junior – they often are used by a grandson or nephew. If necessary to distinguish between father and son in second reference, use the *elder Smith* or the *younger Smith*.

## Composition Titles

Apply the guidelines listed here to book titles, movie titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art.

1. Capitalize the principal words, including prepositions and conjunctions of four or more letters.
2. Capitalize an article – *the*, *a*, *an* – or words of fewer than four letters if it is the first or last word in a title.
3. Italicize, but do not use quotation marks, when referencing book titles.
4. Use quotation marks, but no italics, for articles **within** publications.
5. Do not use quotation marks around such software titles as WordPerfect or Windows.

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