



PGA of America Stylebook

(Revised- March 2018)

1. The PGA of America

The first reference in printed material to our Association should use our full name, **the** PGA of America with a capital “T” at the beginning, *but lower case “t” when appearing in the middle of a sentence.*

Example: Joining the discussion were the officers of the PGA of America.

Note: In certain instances (formal invitations, back cover of publications), the full legal name of our Association should be used (which is registered in the State of Florida and in our Articles of Incorporation) – 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.

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. The PGA of America’s MarComm Department changed this practice in January 2014, giving full credit to those titles after a name as seen in many partner news releases.

Examples:

- Presenting the award was PGA of America President Paul Levy.
- Paul Levy, President of the PGA of America, is President of Club Operations and Development for Sunrise Company. He also is CEO and General Manager at Toscana Country Club in Indian Wells, California.
- The president of the PGA of America, Paul Levy, presented the award.
- The PGA of America’s President, Paul Levy, presented the award.
- Bob Ford is the PGA Head Professional at Seminole Golf Club.
- PGA Head Professional Bob Ford celebrated his 30th anniversary at Seminole Golf Club.

Note:

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)

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.

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 [not “Utah Section PGA”] is the most prominent in the region.
- The letter was sent to the executive directors of all 41 PGA Sections.
- PGA of America Sections is 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 Dawes Marlatt.
- Dawes Marlatt, Senior Director of Educational & Organizational Development, 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.

5. Members

The preferred term when referring to an elected member of the PGA is: PGA Professional. Additionally, when referring to an Association member, capitalize “M” in **PGA Member**.

Do not capitalize when “member” stands alone in a sentence. *Example: She is a member of the PGA of America.*

Additionally, all PGA Professionals are Members of the Association, and the PGA hereby capitalizes in all references. *Example: Darrell Kestner is one of the most decorated PGA Members of the Association.*

A PGA Associate [formerly PGA Apprentice] cannot be a PGA Member until such time as he or she is elected to membership. PGA Associates 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
- PGA Member Deborah Jones
- 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

Example of an associate: Adam Smith, PGA Associate

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

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, North Carolina, 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 parentheses.

Examples:

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

7. Championships

The PGA of America conducts numerous Championships (cap C) such as the PGA Championship, Ryder Cup, KPMG Women’s PGA Championship, PGA Professional 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 Paul Levy.
- 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 Open Championship, the Masters, KPMG Women’s PGA Championship and all other women’s major championships when used to introduce a proper name.

Note: The Open Championship is the accepted industry title for what was once nicknamed “The British Open.” The Open Championship is a global, not solely British, event.

Examples:

- “I am a War Eagle and a PGA Professional,” said PGA Champion Jason Dufner.
- “I was delighted with the way I played today,” said Bay Hill Invitational Champion Tiger Woods.
- “It was a great day for scoring,” said ANA Inspiration Champion Lexi Thompson.
- PGA Champion and Open Champion Rory McIlroy joined Masters Champion Bubba Watson and former U.S. Open Champion Jim Furyk in the elite threesome.
- The Masters Champions joined PGA Champion Rory McIlroy on the range.
- Former PGA Champion David Toms made an ace, as did defending Buick Open champion Stewart Cink.

8. PGA Magazine

As the proper title of a publication, PGA Magazine *should not* be italicized, nor should it have quotation marks around it.

9. State Abbreviations

SPELL OUT: The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base. No state name is necessary if it is the same as the dateline. This also applies to newspapers cited in a story. For example, a story datelined Providence, R.I., would reference the Providence Journal, not the Providence (Rhode Island) Journal.

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

IN THE BODY OF STORIES: Except for cities that stand alone in datelines, use the state name in textual material when the city or town is not in the same state as the dateline, or where necessary to avoid confusion: Springfield, Massachusetts, or Springfield, Illinois.

Provide a state identification for the city if the story has no dateline, or if the city is not in the same state as the dateline. However, cities that stand alone in datelines may be used alone in stories that have no dateline if no confusion would result.

ABBREVIATIONS REQUIRED: Use the state abbreviations listed at the end of this section:

In conjunction with the name of a city, town, village or military base in most datelines. In lists, “agate,” tabular material, non-publishable editor’s notes and credit lines.

In short-form listings of party affiliation: D-Ala., R-Mont.

Do not use U.S. Postal Code abbreviations at any time in copy or results.

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.	

HEADLINES: *Avoid using state abbreviations in headlines whenever possible.*

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. (Washington State is the name of a university in the state of Washington.)

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, and 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, and 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, \$930,000 70-70-70-68-278 Tiger Woods, \$917,500 70-71-70-69-280

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 whole was played because the golfers were tied after 18. *[Do not hyphenate a match result unless used as an adjective: Example: Tiger scored a 1-up victory.]*

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, and 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
 - DC-10 but 747B
 - 2nd District Court
 - 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.)
 - Obama defeated McCain 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*

11. PGA of America Championships

Spectator Events

The PGA Championship, Ryder Cup, KitchenAid Senior PGA Championship and KPMG Women's PGA Championship are golf events owned and administered by the PGA of America. Admission is restricted to ticket purchasers only.

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, 2018 PGA Championship or 100th 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

The correct name of the event is the “Ryder Cup.” It is a biennial competition – contested once every two years; it is not a “biannual” event. The Ryder Cup also is the name of the actual trophy; it is not a “chalice,” which is a religious cup or goblet. The Ryder Cup is awarded to the winner of the event. The Ryder Cup is the stand-alone title, not “Ryder Cup Matches.”

Spectator Events

The Ryder Cup is held every two years and is owned and administered by the PGA of America and the Professional Golfers’ Association of Great Britain & Ireland and 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., 2018 Ryder Cup or 42nd Ryder Cup. References to the daily and individual matches should be spelled with a lower-case “m.”

Examples:

- the Ryder Cup
- the 2018 Ryder Cup
- the 42nd 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 Program
- 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:

- Former Ryder Cup Captain Ben Crenshaw is a golf historian.
- Former Ryder Cup Captains Ben Crenshaw and Tom Kite are longtime 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 last victorious in 2016.

[Note: “Team USA” is not permitted in copy not related to the U.S. Olympic Team. Its usage is copyrighted]

- The European Team has won 8 of the last 11.
- Some of golf’s top players have been on Ryder Cup teams.
- The two teams competed under extreme pressure.

KitchenAid Senior PGA Championship *[official title began in 2017]*

The KitchenAid Senior PGA Championship, first played in 1937, is the most historic and prestigious event in senior golf. *Use the event's full title sponsor* in first reference, and “the Senior PGA” or “Senior PGA” in ensuing references. It also should be preceded by the year or the specific event number – 2018 KitchenAid Senior PGA Championship or 79th KitchenAid 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 KitchenAid Senior PGA Championship and the use of KitchenAid Senior PGA in headlines.

Member Championships

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 Championship

The PGA Professional 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 2018 Pacific Northwest PGA Professional Championship

PGA Professional Championship

The (number of event or year) PGA Professional Championship

The 51st PGA Professional Championship

The 2018 PGA Professional Championship

Sponsors

The following companies are recognized in alphabetical order as presenting sponsors of the National Championship in the following order: Club Car; Mercedes-Benz; OMEGA. *(It is recommended to always confirm with Business Development concerning corporate brand presentations in print).*

Example: The PGA Teaching & Coaching Summit presented by OMEGA [“presented by” lower case for all usages when referring to presenting sponsors]

Partners

The PGA Tour is recognized as a contributing partner of the PGA Professional Championship. When both Associations are partnered in an initiative, such as “the Drive, Chip & Putt Championship,” we use upper case on “TOUR.”

Golf Channel, not “the Golf Channel,” is recognized as the media partner of the PGA Professional Championship.

Text

The full name of the Section or PGA Professional 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.

PGA Cup

The PGA Cup, not “PGA Cup Matches,” features the top PGA Professionals from the United States and Great Britain & Ireland, and is structured after the Ryder Cup. Reference should be either to the 2019 PGA Cup or the 29th PGA Cup. The competitors in the PGA Cup compete for the right to possess the Llandudno International Golf Trophy for a two-year period.

Women’s PGA Cup

Making its debut in 2019, the Women’s PGA Cup is a 54-hole international event for women PGA Members around the world. In first reference, “Women’s PGA Cup,” and use “Women’s Cup” for all ensuing references.

Senior PGA Professional 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.

National Car Rental Assistant PGA Professional Championship

The full name of the National Car Rental Assistant PGA Professional 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.

PGA Winter Championships presented by Premier Golf and GOLF ADVISOR

This six-event program is comprised of:

- PGA Quarter Century Championship
- PGA Senior-Junior Championship
- PGA Senior Stroke Play Championship
- PGA Four-Ball Stableford Team Championship
- PGA Women’s Stroke Play Championship
- PGA Stroke Play Championship

PGA Tournament Series

The PGA Tournament Series provides PGA Professionals with additional playing opportunities. It is conducted in 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.

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.

First Reference	Second Reference	Headline
2018 or 100th PGA Championship	Championship	PGA Championship
2018 or 42nd Ryder Cup	Ryder Cup	Ryder Cup
2018 KPMG Women's PGA Championship	Women's PGA Championship	KPMG Women's PGA Championship
Junior Ryder Cup	Junior Ryder Cup	Junior Ryder Cup
2018 or 78 th KitchenAid Senior PGA Championship	Senior PGA or Championship	Senior PGA Championship
PGA Professional Championship	Championship	2017 or 51st PGA Professional Championship
2019 or 29th PGA Cup	PGA Cup	2019 or 29th PGA Cup
2019 Women's PGA Cup	Women's Cup	2019 or Inaugural Women's Cup
Senior PGA Professional Championship	Championship	Senior PGA Professional Championship
National Car Rental Assistant PGA Professional Championship	Championship or PGA Assistants	Assistant PGA Professional
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

12. Golf Associations/Terms

Associations:

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

The PGA Tour is a separate organization composed of professional golfers, most of whom also are members of the PGA of America. The PGA of America conducts the PGA Championship, Ryder Cup and KitchenAid Senior PGA Championship. These events feature current or past PGA Tour members, but the events are not PGA Tour or PGA Tour Champions events.

For the purposes of PGA of America communications, only upper case "TOUR" when used in an announcement related to joint initiatives between the two organizations, otherwise use lower case "Tour." The PGA Tour began capitalizing "TOUR" as a means to separate its brand from the PGA of America.

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

Some frequently used event titles:

PGA Championship

Ryder Cup

KitchenAid Senior PGA Championship

KPMG Women's PGA Championship

Open Championship – (As noted earlier) Not “the British Open,” but its formal title. Avoid confusion with the U.S. Open, using the complete name in all references.

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

Masters - 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. Taken from the ancient Scottish “cadets,” or aides to part-time golfer Mary Queen of Scots.

Do not use “caddy.” [Caddy is a term to describe a small storage container, typically one with divisions. Ex.: A tool 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.

13. DIGITAL TERMS

Some frequently used terms, spellings and some definitions:

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

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

DVD - digital video disc - DVD is common usage

download - To transfer data from another computer to yours.

email - Short form of electronic mail. **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 websites.

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.

Hashtag: A type of metadata tag used on social networks that allows users to apply dynamic, user-generated tagging that makes it possible for others to find messages with a specific theme or content.

home page - The main page of a website.

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 - While many publications used to capitalize Internet, it is widely acceptable and more common to use the lowercase form.

Instagram - A mobile, desktop and Internet-based photo-sharing application.

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.

link - A reference link from some point in one website 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 “l” in the middle.

Snapchat

Twitter - An online news and social networking service on which users post and interact with messages known as “tweets.”

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 website of the PGA of America. Capitalize PGA in all usages

PGA.com; <http://www.PGA.com>, etc. When directing readers to it, PGA.com is sufficient.

PGA.org - The PGA's official website for members.

PGAmagazine.com - The electronic version of "PGA Magazine." Stories that appear in "PGA Magazine" can be accessed at www.PGAmagazine.com. In addition, PGAmagazine.com provides timely updates of news in the golf industry each week.

podcast - even though his 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."

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 website. However, when referring to the website, or directing readers to it, PGA.com is sufficient.

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

Website - A collection of related web pages, including multimedia content, typically identified with a common domain name. It is one word and not capitalized unless it begins a sentence.

wi-fi - the abbreviated form of Wireless Network Standards, is commonly used as "wi-fi" and contains a hyphen.

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 (*always capitalize*) enhances the game for any golfer.
2. PGA Tour and Champions Tour are to be used with lower case on “Tour,” with the exception of events where the PGA of America and the PGA Tour may partner

Example: 2013 PGA Habitat Build, featuring the PGA TOUR Wives Association, with the word “TOUR” upper case throughout.

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 (the industry-preferred term) 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, Florida.
9. PGA National Golf Club is part of PGA National Resort & Spa in Palm Beach Gardens, Florida.
10. PGA Center for Golf Learning and Performance and the PGA Education Center are all part of PGA Village in Port St. Lucie, Florida.

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 *2nd* may be used if it is the individual’s preference: *Davis Love III*

Note, however, that *II* and *2nd* 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. Use quotation marks, **not italics**, when referencing book titles.
4. Use quotation marks, not italics, for articles **within** publications.
5. Do not use quotation marks around such software titles as Microsoft Word or Windows.

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