



# Broadcaster Manual

2024



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1

# PGA TOUR 101



# Professional Golf Ecosystem

## MAJOR GOLF ORGANIZATIONS



Premier men's professional golf tour



Operates the European men's tour, organizes the Ryder Cup, and now part of a 13-year operational joint venture partnership with PGA TOUR.



American organization of golf professionals. Organizes the PGA Championship and Ryder Cup



U.S. national association of golf courses and clubs. Governing body of golf for the U.S. and Mexico.  
Organizes the U.S. Open



Organizes the Masters Tournament



Ruling authority of golf throughout the world, except in the U.S. and Mexico





# PGA TOUR: What we are NOT

- The Professional Golfers' Association of America (PGA of America) is a separate entity from the PGA TOUR. It is a representative body for club and teaching professionals.
- The PGA TOUR does not own or operate the four Major Championships. They are hosted by the following:
  - **Masters Tournament** – hosted by Augusta National Golf Club
  - **U.S. Open** – hosted by United States Golf Association (USGA)
  - **The Open Championship** – hosted by The R&A
  - **PGA Championship** – hosted by the PGA of America
- Although the World Golf Championships (WGC) are official money events on the PGA TOUR, they are owned and operated by the International Federation of PGA Tours, comprised of the following:
  - **PGA TOUR**
  - **DP World Tour**
  - **Japan Golf Tour**
  - **Sunshine Tour**
  - **PGA Tour of Australasia**







# Top Talent

PGA TOUR members are among the **top** players in the world.





Formed in 2023 as a jump-start to the PGA TOUR for Division One athletes

- 12 events
- 7 countries

*International Developmental Tours*

Formed in 2023 after the TOUR merged the Canadian Tour and PGA TOUR Latinoamérica

- 11 events
- 1 country

Formed in 1989 as the main pathway tour to the PGA TOUR

- 26 events
- 3 Countries

*Pathway Tour*

Formed in 1929 as the world's premier membership organization for touring professional golfers and co-sanctioning tournaments

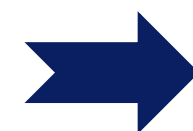
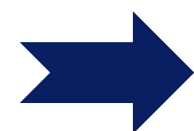
- 47 events
- 7 countries

*PGA TOUR*

Formed in 1980 for players aged 50+

- 29 events
- 2 countries

*Senior Tour*



# A TOUR For All

Aside from the main TOUR, the PGA TOUR **operates four other tours** to develop young talent and provide opportunities for golf legends.



# The FedExCup

The FedExCup is an exciting season-long points competition and playoff series to **crown the ultimate TOUR champion.**

Season runs January - December







### THE PLAYERS Championship

- Annual Event (March 11-17, 2024)
- Best field in golf on the iconic Stadium Course
- The biggest purse on the PGA TOUR (\$25 million)



### FedExCup Playoffs

- Season long points qualifying competition series
- FedEx St. Jude Championship (August 12-18, 2024)
- BMW Championship (August 19-25, 2024)
- TOUR Championship (August 26- September 1, 2024)



### Presidents Cup

- Biennial event
- International team match-play competition (no European players)
- 2024 | The Royal Montreal Golf Club, Quebec, Canada
- 2026 | Medinah Country Club, Medinah, IL
- 2028 | Melbourne, Australia (Venue TBC)



# Marquee Playing Opportunities





# International Player Landscape

The PGA TOUR currently boasts international players from **27 countries and territories.**



**2**

**LIVE  
PROGRAMMING**



# Live Programming

## 5000+ Hours of Live Programming Produced & Delivered to International Broadcasters



### Enhanced International Feed

**700+ hours** of live coverage of **ALL** PGA TOUR tournaments in 2024, providing a continuous feed from start to finish with additional footage inserted during the US breaks.



### PGA TOUR LIVE

**4,000+ hours** of live coverage from **33** PGA TOUR tournaments in 2024, including 4 days of coverage at 28 events with 4 feeds each day, including The Main Feed, Marquee Group, Featured Holes, & Featured Groups.



### BACKHAUL

A combined **300+ hours** from **34** PGA TOUR Champions and Korn Ferry Tour tournaments in 2024.





# Enhanced International Feed

The EIF is produced for the entire season of PGA TOUR events including Opposite Events, International Events & two events that are not included in the FedExCup race.

## WHAT CONTENT IS ADDED

- **Live Golf** - During domestic breaks, the EIF crew inserts live play as it continues
- **Commentary** - The EIF has its own announcer to provide English language commentary anytime EIF is filling breaks or covering sponsorships
- **Graphics** - The EIF crew includes a graphics operator that can generate custom graphics including leaderboards, full-screens and “shot pops”
- **Features** - If needed, the EIF crew will use features to fill the breaks

## WHAT CONTENT IS COVERED

- Commercial Breaks
- Network Promos (eg: full screen or lower third tune-in promos)
- Gaming Elements
- Sponsored Graphics
- Billboards
- Sponsored Features - sponsorship is covered, but feature may run (eg: AON, Shot of the Day feature)

## WHAT CONTENT GETS THROUGH

- Domestic Announcers
- Booth Hits
- Player Interviews
- Mini Leaderboards
- Non-Sponsored Graphics
- CEO Message
- Ticker
- Shot Tracers (eg: Toptracer chip)
- Wind Gauge (eg: Demand Science)
- AON Feature (but sponsored graphic is covered)
- Shot of the Day (but sponsored graphic is covered)
- Promos for PGA TOUR Products (eg: pgatour.com, The First Tee etc)
- Title Sponsor Elements
- FedExCup Elements



# PGA TOUR LIVE Programming



PGA TOUR LIVE coverage is provided for **4,000+ hours** of live coverage from **33** PGA TOUR tournaments in 2024, including 4 days of coverage at 28 events with four feeds each day which are The Main Feed, Marquee Group, Featured Holes, & Featured Groups

## Feed B MAIN FEED

Transitions to Featured Group during the EIF window

The most comprehensive tournament coverage prior to the EIF, showcasing the best action from across the course using a mix of Feeds C-E along with additional cameras dedicated to the Main Feed. Includes two studio announcers, and a dedicated walking reporter.

## Feed C MARQUEE GROUP

Transitions to Featured Group during the EIF window

Every shot from each player in the group, with two booth announcers and one walking announcer calling the action.

## Feed D FEATURED GROUPS

Transitions to Featured Hole during the EIF window

Coverage following two concurrent featured groups, with two booth announcers and one walking announcer.

## Feed E FEATURED HOLES

Transitions to Featured Hole during the EIF window

Exclusive coverage of key par 3 holes and the course's iconic, signature holes.

### For ALL feeds

- Full graphics package
- English commentary
- 3x2:00 min breaks per hour will be "covered" with a leaderboard graphic or beauty
- Break positions
- Feeds are continuous, production team will do a reset at the beginning of the EIF window
- 2 Booth announcers





# Backhaul Programming

The Backhaul is the live feed taken directly from the domestic broadcast truck. It consists of almost everything that airs domestically including graphics & sponsored elements. The backhaul does NOT include content produced for domestic commercial breaks.



## PGA TOUR Champions

- 25 events (Fri-Sun)
- 2 events (Thurs-Sat)
- Break fill is not provided and sponsorship from U.S. partners is not removed
- Editing is required to pull up the breaks and remove sponsorship



## Korn Ferry Tour

- 7 events (Thurs-Sun)
- Break fill is not provided and sponsorship from U.S. partners is not removed
- Editing is required to pull up the breaks and remove sponsorship



# World Feed

The World Feed is produced during the Presidents Cup and includes a dedicated English language host, analyst and walking reporter, along with additional cameras to allow for an even greater focus on international players and storylines.



## Presidents Cup

- The Presidents Cup is a biennial, match-play, global team competition with a team representing the United States and an International team that represents the rest of the world excluding Europe
- Produced from site utilizing the U.S. network feed in addition to several RF cameras that follow prominent international players
- The World Feed has its own English commentary team





# Graphic Parameters

**SD/HD SAFE ACTION**

LEADER F. LASTNAME E

PUTTS

1	1	2	2	3	3	4	1	5	2	6	3	7	1	8	2	9	3	10	3
10	3	11	2	12	1	13	3	14	2	15	1	16	3	17					

LEADER F. LASTNAME E

0TH 1 2 3

For Par

1.	LASTNAME 1	--
2.	LASTNAME 2	0000
3.	LASTNAME 3	0000
4.	LASTNAME 4	0000
5.	LASTNAME 5	0000
6.	LASTNAME 6	0000
7.	LASTNAME 7	0000
8.	LASTNAME 8	0000
9.	LASTNAME 9	0000

SD SAFE TITLE

SD SAFE ACTION

SD RASTER EDGE

HD SAFE TITLE

HD SAFE ACTION

Title Line 1

Round

1	LASTNAME	XX	XX
2	LASTNAME	XX	XX
3	LASTNAME	XX	XX
4	LASTNAME	XX	XX
5	LASTNAME	XX	XX
6	LASTNAME	XX	XX
7	LASTNAME	XX	XX
8	LASTNAME	XX	XX
9	LASTNAME	XX	XX
10	LASTNAME	XX	XX

1 LEISHMAN/SMITH -21 69

2 OOSTHUIZEN/SCHWARTZEL -20 71

3 WERENSKI/UIHLEIN -19 67

4 HORSCHEL/BURNS -18 69

MITCHELL/SNEDEKER -18 69

CONSTANT MINI BASELINE

L3 BASELINE

TICKER

NEXT Golfing World: The Arnold Palmer Invitational presented by Mastercard

LIVE

LIVE

PERSISTENT BRAND

PERSISTENT BRAND



# 1-Hour Highlights

## PGA TOUR

- 43 programs
- Delivered at 00:00 on Mondays
- Produced utilizing telecast, additional footage, & commentary
- Bridge narrator starts and finishes each episode and fills gaps
- Four (4) one second dips for commercial breaks

## Special Events

- Delivered at 00:00 on Monday's
- Utilizes same format as PGA TOUR 1-hr Highlights
- 1 program per Presidents Cup

## PGA TOUR Champions

- 27 programs
- Delivered at 13:00 on Tuesdays
- Utilizes same format as PGA TOUR 1-hr Highlights excluding bridge narration and additional footage

## Korn Ferry Tour

- 7 programs
- Delivered at 13:00 on Tuesdays
- Utilizes same format as PGA TOUR 1-hr Highlights excluding bridge narration and additional footage



\*1-hour highlights are available via Satellite/Fiber and [Imagen](#)



**3**

**NON-LIVE  
PROGRAMMING**



# Ancillary Programming

## PGA TOUR - The CUT

- 49 x 30-minute program
- Delivered at 18:30 on Tuesday's
- Available via Satellite/Fiber and Imagen
- Magazine style program providing viewers with behind-the-scenes coverage of players & tournaments
- Recaps each event on tour and other features

## Official Films

- 2-3 x 60-minute program
- Released at various times during year
- 52-minutes of content providing a high-quality documentary style program chronicling the key storylines from select events
- Produced by PGA TOUR Entertainment around the PLAYERS, FedExCup Playoffs, and Presidents Cup





# Ancillary Programming

## PGA TOUR Champions Year in Review

- 1 x 30-minute program
- Delivered at end of the calendar year
- 52-minutes of content providing viewers with a re-cap of the year on the PGA TOUR Champions
- Encompasses player features and other stories related to the season
- Includes four (4) one second dips to black for commercial breaks

## PGA TOUR Season in Review

- 1 x 60-minute program
- Delivered after the FedEx Season
- 52-minutes of content providing viewers with a re-cap of the season
- Encompasses player features and other stories related to the season
- Includes four (4) one second dips to black for commercial breaks



\*Official Films and Year in Review available via Satellite/Fiber and [Imagen](#)

# Short Form Content

## PGA TOUR Current Franchises

Tournament Preview	Released weekly, prior to the start of that week's PGA TOUR tournament. Includes a look at the top players in the field, the course, and other relevant headlines. No script available.
Shot of the Day	Delivered after every round, the Shot of the Day is video of the best shot from that day's PGA TOUR tournament round.
Round Recaps	Delivered after the day's telecast. Video recap of the most important competition shots from the round.
Shots of the Week	Compilation of the Top 5 shots from that week's competitions. Shots may come from across all Tours.
PGA TOUR: The CUT	Clips from weekly PGA TOUR magazine show episode.
Top 10s	Lists of Top 10s (best shots, memorable moments, etc)
Tournament Features	Miscellaneous features, produced on a weekly basis, based on current events and developing storylines.
PGA TOUR Profiles & Shorts	Short films focusing on one player or historical moment in PGA TOUR history.



\*Only available via [Imagen](#)



# Short Form Content

## PGA TOUR Current Franchises - Interviews and Press Conferences

Daily Tournament Interviews	Select player interviews following the completion of a player's round.
Press Conferences	Select player interviews from Tuesday and Wednesday of tournament week. Usually includes previous year's champion and marquee players.  Full winner's press conference that takes place in the media center. International winners will be asked for a separate, native-language interview.

## Current Franchises - Content from other Tours

PGA TOUR Champions	Round Recaps and Interviews
Korn Ferry Tour	Round Recaps and Interviews
PGA TOUR Americas	Round Recaps for select events



\*Only available via [Imagen](#)


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# **CONTENT DELIVERY**





# Weekly Content Schedule Example

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1-Hour Highlight Program	The CUT	Specials	<b>LIVE</b> Coverage = Enhanced International Feed +  x4 streams			
Content Advisory	Pre-Tournament Press Conferences		Localized Post Round Interviews			
			Round Recaps/Daily Highlights			
			Other Short-Form Content			
					Telecast Notes	
						International Winner Elevation

- The TOUR supports international broadcasters' elevation efforts on a weekly basis by sharing relevant tournament information, short and long form content, live programming, and an international media team that can help broadcast partners promote local heroes.
- Specials include Official Films, Year In Review programs and other content that may be produced and made available to partners throughout the year.

# Programming Delivery

## PGA TOUR Delivery Schedule

- All delivery times are included in the PGA TOUR International Delivery Schedule
- Updates are delivered via email, and the latest version is always available on the [EIF Website](#)

## PGA TOUR Programming is available via satellite & fiber through Eurovision

- Feed synopsis are emailed out to clients and available on [www.eurovision.net](http://www.eurovision.net) (registration required)
- Within the U.S. programming is delivered via fiber with drops at the following locations:
  - Eurovision L.A. Switch
  - Eurovision/Verizon D.C. AVOC
  - Encompass New York
  - HD 1080i 60hz
- Outside the U.S. programming is delivered via the following satellites:
  - Europe - Eutelsat 7B
  - Asia - Asiasat 5
  - Format: HD 1080i 50hz





# PGA TOUR Programming - Delivery Contacts

## Key Contacts - Eurovision

Transmission Problems – Eurovision Washington D.C.

+41 (22) 717 2790

sportsbookings@euovision-us.net

Decoder Authorization Issues—Eurovision Geneva:

+41 22 717 2790

Programming Re-Feeds: (\$330 per hour invoiced by Eurovision):

pgarefeed@eurovision.net

## Key Contacts - Enhanced International Feed

EIF AD Listen Only Line:

+1 904 940 1723 or Audio PID 5/6

EIF Producer:

+1 904 940 7113

Transmission Problems - PGA TOUR Entertainment TOC:

+1 904 940 7129

## PGA TOUR Champions & Korn Ferry Tour Events

AD Listen Only Line:

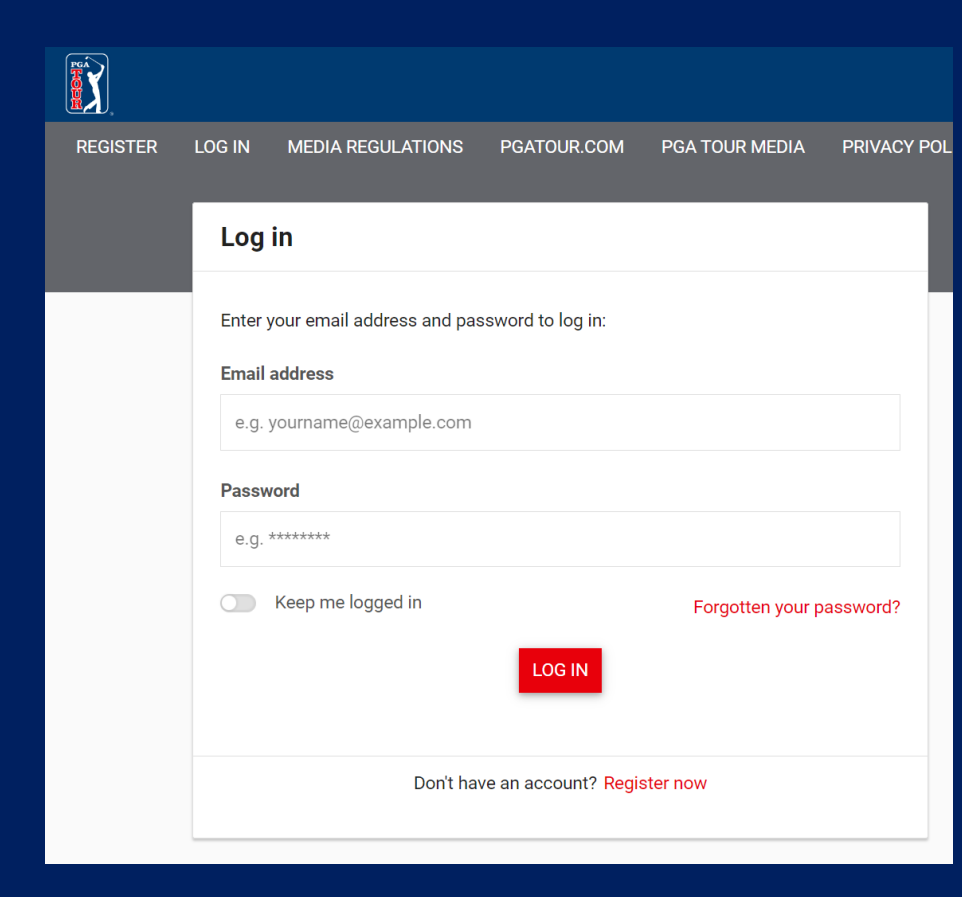
Provided on satellite document each week



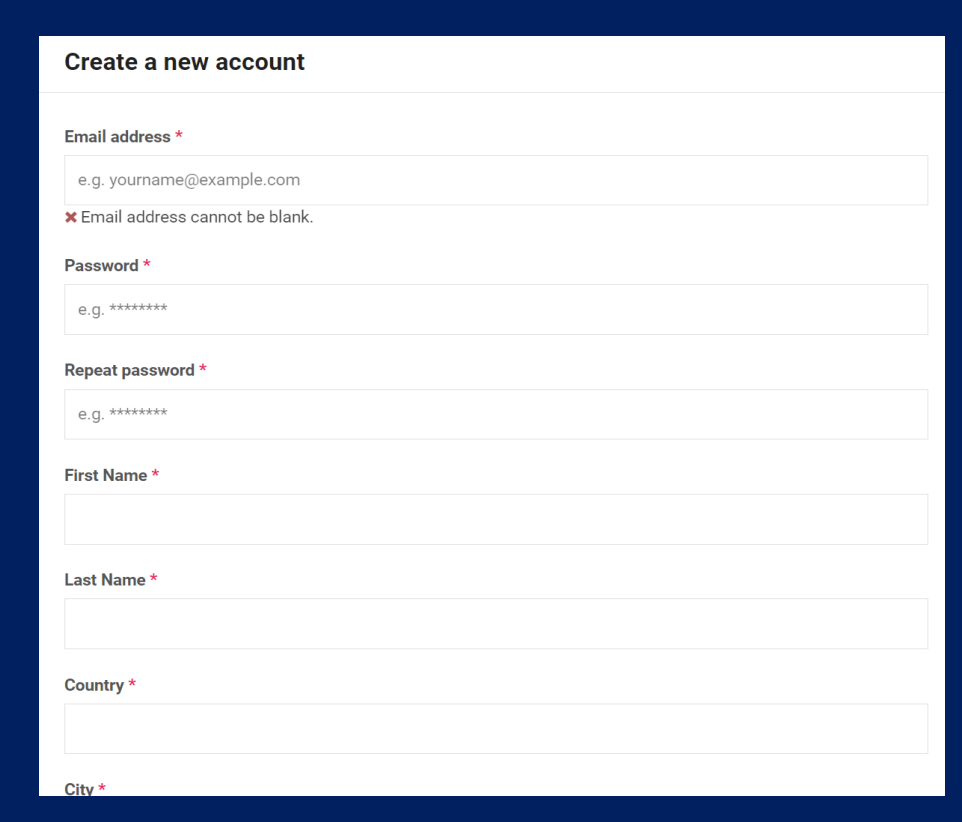
# FTP Delivery: Imagen

- URL: <https://pgatour.imagencloud.com/>
- The following content is available via Imagen:
  - All Short Form Content
  - Ancillary Programming
  - 1-Hour Highlights
  - PGA TOUR Promos
- Scripts, rundowns and music cue sheets are located on the EIF Website

*Please Contact Maggie Schwartzman at [maggieschwartzman@pgatourhq.com](mailto:maggieschwartzman@pgatourhq.com) for Login Credentials*



The screenshot shows the PGA TOUR website's login interface. At the top, there is a navigation bar with links for REGISTER, LOG IN, MEDIA REGULATIONS, PGATOUR.COM, PGA TOUR MEDIA, and PRIVACY POL. Below this is a 'Log in' section with the instruction 'Enter your email address and password to log in:'. It features two input fields: 'Email address' with the placeholder 'e.g. yourname@example.com' and 'Password' with the placeholder 'e.g. \*\*\*\*\*'. A 'Keep me logged in' checkbox is present, along with a 'Forgotten your password?' link. A red 'LOG IN' button is centered below the fields. At the bottom of the form, there is a link: 'Don't have an account? Register now'.



The screenshot shows the 'Create a new account' form on the PGA TOUR website. The form includes several required fields, each marked with an asterisk: 'Email address \*' (placeholder: 'e.g. yourname@example.com', with a red error message '✗ Email address cannot be blank.'), 'Password \*' (placeholder: 'e.g. \*\*\*\*\*'), 'Repeat password \*' (placeholder: 'e.g. \*\*\*\*\*'), 'First Name \*', 'Last Name \*', 'Country \*', and 'City \*'. The PGA TOUR logo is visible in the bottom right corner of the form area.





**5**

**PROMOTIONAL  
SUPPORT**



# Promotional Support

- :15 and :30 event tune-ins provided for PGA TOUR tournaments
- :30 FedExCup Season Excitement spots provided throughout the year
- Scripts, rundowns, music cue sheets and other relevant information is available on the [PGA TOUR EIF Website](#)





# Marketing Activation

## Marketing Requirements:

- Use of players may be used only to promote the PGA TOUR programming, not the broadcaster generally.
- All promotional pieces must use at least three or more players shown in equal prominence.
- If the promotion is tournament specific, the broadcaster may only use players who have committed to play in the tournament.
- Broadcaster may not imply a player's endorsement of any product or service.
- Any use of PGA TOUR licensed marks must adhere to brand standards for PGA TOUR licensed marks.
- Broadcaster should ensure that players' sponsors are up-to-date.

## Title Sponsor Exclusivity - PGA TOUR Title Sponsors are protected within their category for the live coverage of their respective event

- Cannot sell a presenting sponsorship within the Sponsor's category unless first offered to the Sponsor and they decline the opportunity or do not respond within 30-days
- Category details and contact information is provided by the PGA TOUR in December each year
- Category details can also be found in the under the Resources tab on the EIF Website

All partners are encouraged to submit proposed advertising and marketing materials to your client services representative prior to launch (Huw, Stephanie, Shuto, Chloe).



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# ADDITIONAL RESOURCES



# EIF Website

The Enhanced International Feed (EIF) Website is a resource providing all information regarding international broadcasting.

## Resources Available:

- Airtimes and delivery details for this week's events
- Notes and resources for commentating live tournaments
- Schedules and scripts for the following content offerings:
  - Highlights
  - The CUT
  - Other ancillary programs
  - Tournament promos
  - Tune-ins
  - Interviews
  - PGA TOUR Profiles

The screenshot shows the 'INTERNATIONAL BROADCASTING' page on the PGA TOUR website. The page features a grid of six content cards, each with a representative image, a title, a brief description, and a 'Click Here' button. The cards are: 1. 'Live Feeds' with an image of a camera operator, describing airtimes and delivery details for the week's events. 2. 'Commentator Resources' with an image of two commentators, providing notes and resources for commentating live tournaments. 3. 'Non-Live Programming' with an image of a trophy and 'SEASON IN REVIEW' text, offering schedules and scripts for highlights, The CUT, and other ancillary programs. 4. 'International Promos' with an image of a 'THE PLAYERS' sign, providing schedules and scripts for tournament promos and tune-ins. 5. 'Short Form Content' with an image of Tiger Woods, providing scripts and information for clips, interviews, and PGA TOUR Profiles. 6. 'Other Resources' with an image of a golfer, providing a link to find the International Delivery Schedule and other helpful resources. The PGA TOUR logo is in the top left, and 'PGATOUR.com' is in the top right.

<https://eif.pgatourhq.com>





# Media Website

The PGA TOUR Media Website is a resource providing information regarding all PGA TOUR, Korn Ferry Tour, and PGA TOUR Champions tournaments.

## Resources Available:

- Media Credential Registration – for onsite credentials
- Logos for TOURs and Individual Tournaments
- Player Headshots
- FedExCup Standings
- Tournament Specific Information:
  - Notes, hole locations, tee times, pre-tournament press conference schedule, stats and information
- Information regarding media regulations and title sponsor exclusivity
- Links to Official Media Guides
  - Digital media guides are updated on a weekly basis. Print versions of the media guides are now available through FedEx Office. [Click here](#) to place international book orders, login information below:

Username: pgatourmedia

Password: pgatour!



<https://pgatourmedia.pgatourhq.com>



# Tournament Tracker

## Tournament Tracker

- Data tool provided to international broadcasters interested in enhancing their broadcast through scoring and statistics. It allows commentators to add to the coverage by providing real time ShotLink data on all players and tournaments.

### Features Include:

- Hole Info
- Player Info – Track individual players
- StatCenter – Find any statistic
- Customized leaderboards
- Every page includes a real-time Mini-Leaderboard and Breaking News section so you can always stay on top of important developments

### Please Note:

- The information can only be used through commentary

The screenshot displays the ShotLink website interface for the 2018 BMW Championship. The main content area features a leaderboard with the following data:

POS	PLAYER	PROJ PTS RNK	TOTAL	THRU	TODAY
1	Fleetwood, Tommy		-10	F	-10
T2	Johnson, Dustin		-8	F	-8
T2	McIlroy, Rory		-8	F	-8
4	Steele, Brendan		-7	F	-7
T5	Watson, Bubba		-6	F	-6
T5	Grillo, Emiliano		-6	F	-6
T5	Kizzire, Patton		-6	F	-6
T5	Casey, Paul		-6	* 17	-6
T9	Na, Kevin		-5	F	-5
T9	Matsuyama, Hideki		-5	F	-5

A sidebar on the left provides a player spotlight for Tommy Fleetwood, showing his position (1), total score (-10), and today's score (-10). Below the main table, there are sections for 'NEWS' (No data to display), 'YTD PROJ PTS' (listing Seamus Power, Jay Don Blake, and Olin Browne), and 'PROJ PTS (EVT)' (listing Fleetwood, Johnson, and McIlroy).

<https://tracker.shotlink.com>



# Content Advisory

## Content Advisory

- A newsletter delivered before the start of the tournament outlining storylines and content pieces that may be available during a given tournament week. Short form content is made available via Aspera/Imagen for partners to use in their telecast.
- Items include:
  - Futurecaster Information
  - Storytelling Narratives
  - Content Plans
  - International Players in the field
- Email is delivered by:
  - Maggie Schwartzman at [maggieschwartzman@pgatourhq.com](mailto:maggieschwartzman@pgatourhq.com)
  - Paola Castillo at [paolacastillomalave@pgatourhq.com](mailto:paolacastillomalave@pgatourhq.com)
  - Colin Brown at [colinbrown@pgatourhq.com](mailto:colinbrown@pgatourhq.com)





# Images

## PGA TOUR Images

- Provides access to tournament imagery which can be used strictly for the purpose of promoting upcoming tournament broadcasts produced and delivered by the PGA TOUR.

If you are interested in acquiring tournament imagery, please contact your account manager.

### Getty Images

Brandon Lopez

T: +1 323 202 4061

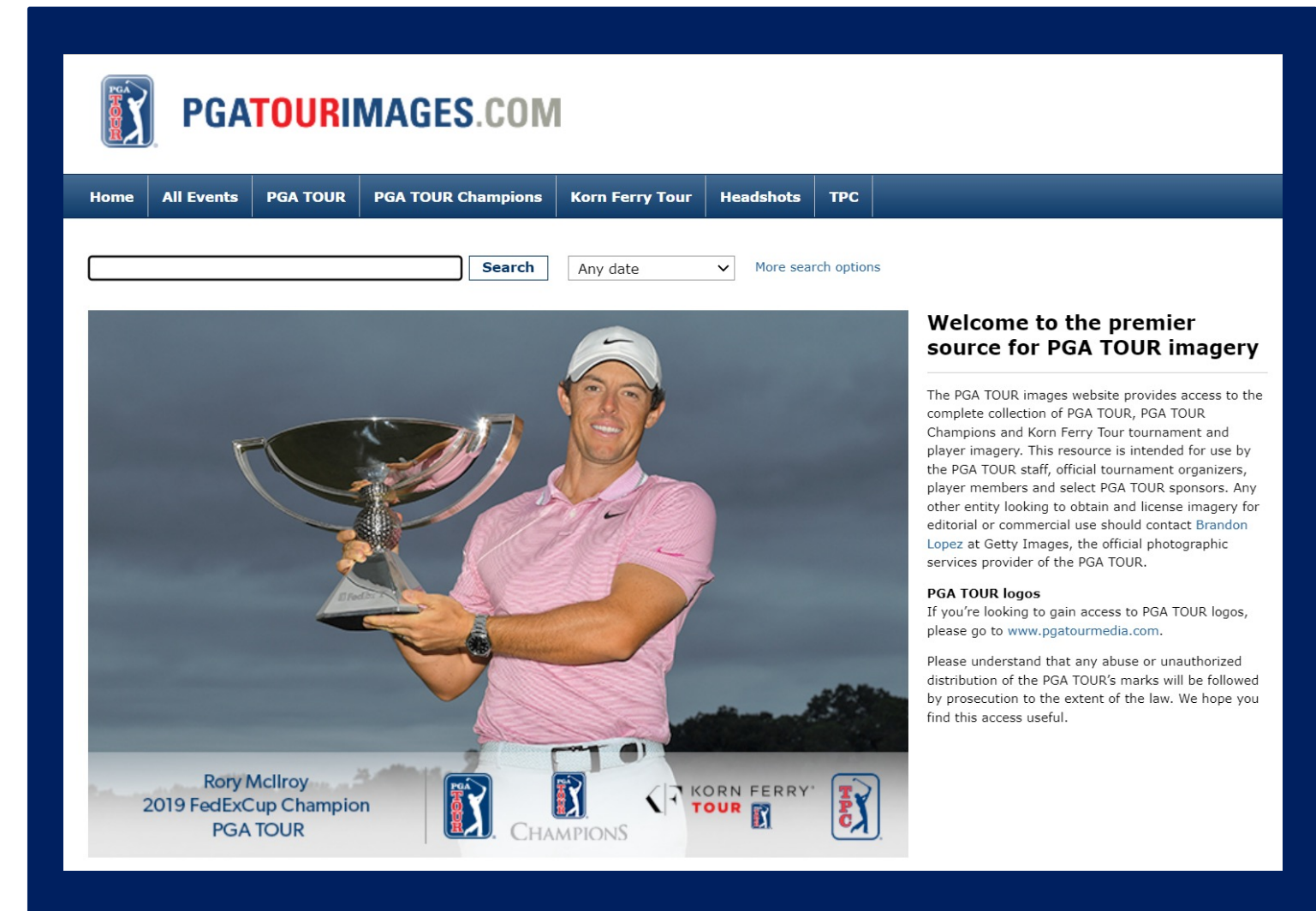
E: Brandon.Lopez@gettyimages.com

### PGA TOUR Photo Department

Michela Whiteside

T: +1 904 940 7020

E: michelawhiteside@pgatourhq.com



<http://www.pgatourimages.com>



# Production Resources

## Native Language Interview Requests

- For specific pre-tournament and post-round native language interview requests from International players, contact Dustin Atkatz, Maggie Schwartzman, and Paola Castillo. They will coordinate between International partners and assets onsite to secure native language interview content.

## Additional Footage of Native Players

- Additional footage of native players may be procured upon request, this is subject to broadcaster rights and availability. Contact Maggie Schwartzman and Paola Castillo.



# On-Site Commentary & Production Opportunities



- March 9 – 12, 2023
- Announcer booths in International Village
- Ability to add walking announcer for commentary



- August 7 – 27, 2023
- Announcer booths in trailers
- Ability to add walking announcer for commentary



- Sept 26 – Sept 29, 2024
- Announcer booths in trailers
- Focus on Asia, Canada and Latin America markets
- Ability to add walking announcer for commentary

## Advantages

- Adds to the authenticity and credibility of the production
- Create stronger sense of inclusion and access to the action for viewers
- Provide a behind the scenes look at the tournament
- Access to players and personalities for interviews





**7**

**INTERNATIONAL  
MEDIA  
CONTACTS**



# PGA TOUR Client Services Team Contacts

## Headquarters: Ponte Vedra Beach, Florida

- Kate Sharp – VP, Client Services  
T: +1 904 302 1869 E: [katesharp@pgatourhq.com](mailto:katesharp@pgatourhq.com)
- Stephanie Delgado – Sr. Director, Client Services International Media  
T: +1 407 247 3174 E: [stephaniedelgado@pgatourhq.com](mailto:stephaniedelgado@pgatourhq.com)
- Irene Acosta Plata – Sr. Manager, Client Services International Media  
T: +1 616 485 6062 E: [ireneacostaplata@pgatourhq.com](mailto:ireneacostaplata@pgatourhq.com)
- Rebecca Stanislawczyk – Client Services Coordinator, International Media  
T: +1 732 236 8009 E: [rebeccastanislawczyk@pgatourhq.com](mailto:rebeccastanislawczyk@pgatourhq.com)
- Jason Lee – Client Services Coordinator, International Media  
T: +1 413 310 6102 E: [jasonlee@pgatourhq.com](mailto:jasonlee@pgatourhq.com)

## EMEA Office: London

- Huw ap Simon – Sr. Manager, Client Services, EMEA  
T: + 44 203 903 6112 E: [huwapSimon@pgatourintl.co.uk](mailto:huwapSimon@pgatourintl.co.uk)

## China Office: Beijing

- Chloe Zhang – Manager, Client Services, China  
T: +86 185 1175 1212 E: [chloezhang@pgatourintl.com.cn](mailto:chloezhang@pgatourintl.com.cn)

## Japan Office: Tokyo

- Shuto Tamura – Manager, Client Services, Japan  
T: +81 80 5629 9721 E: [shutotamura@pgatourintl.co.jp](mailto:shutotamura@pgatourintl.co.jp)

## Production & Content Support

- Dustin Atkatz – Sr. Broadcast Director, International Content  
T: +1 904-940-7021 E: [dustinatkatz@pgatourhq.com](mailto:dustinatkatz@pgatourhq.com)
- John Wheaton – Sr. Content Producer, International Media  
T: +1 904 940 7243 E: [johnwheaton@pgatourhq.com](mailto:johnwheaton@pgatourhq.com)
- Colin Brown – Associate, International Content  
T: +1 330 321 3823 E: [colinbrown@pgatourhq.com](mailto:colinbrown@pgatourhq.com)
- Maggie Schwartzman – Production Coordinator, International Media  
T: +1 904 803 8610 E: [maggieschwartzman@pgatourhq.com](mailto:maggieschwartzman@pgatourhq.com)
- Paola Castillo - Production Coordinator, International Media  
T: +1 904 314 1665 E: [paolacastillomalave@pgatourhq.com](mailto:paolacastillomalave@pgatourhq.com)



# Team Structure

## Content & Production

Dustin Atkatz  
John Wheaton  
Colin Brown  
Logan Ripley  
Maggie Schwartzman  
Paola Castillo



## Business Development

Thierry Pascal   
Brian Williams   
Warner Bros. Discovery team 



## Partnership Management

Kate Sharp  
Stephanie Delgado  
Irene Acosta Plata  
Huw ap Simon   
Shuto Tamura   
Chloe Zhang   
Rebecca Stanislawczyk  
Jason Lee

## Research & Analytics

Dan Smith   
Jane Drake