

Content Advisory: The RSM Classic

Overview

Date: November 21-24, 2024

Course: Sea Island Golf Club (Seaside and Plantation Course)

Location: St. Simons Island, GA

Defending Champion: Ludvig Aberg

Storytelling Messaging

- Season End:** The 2024 PGA TOUR Season comes to a conclusion this week at The RSM Classic in St. Simons Island, Georgia, marking the final event of the FedExCup Fall. The top 125 for the following PGA TOUR season will once again be finalized at The RSM Classic, among other competitive consequences set to be determined at week's end – including the Aon Next 10 and PGA TOUR Player of the Year and Rookie of the Year nominations.
 - Winner's Benefits:** The RSM Classic is the eighth and final official PGA TOUR event of the FedExCup Fall, with all featuring winner's benefits – a two-year PGA TOUR exemption, 500 FedExCup points, and invitations to The Sentry, THE PLAYERS Championship, Masters Tournament and PGA Championship in 2025.
 - Aon Next 10:** The Aon Next 10 is an eligibility pathway to earn access into Signature Events (outside of The Sentry), recognizing the top 10 players, not otherwise exempt, from the FedExCup standings. Nos. 51-60 in the final FedExCup Fall standings at the conclusion of The RSM Classic will serve as the Aon Next 10 for the AT&T Pebble Beach Pro-Am and The Genesis Invitational.
 - The current Aon Next 10 includes (**bold = in the field**):
 - No. 51 Mackenzie Hughes**
 - No. 52 Maverick McNealy**
 - No. 53 Patrick Rodgers**
 - No. 54 Harris English**
 - No. 55 Seamus Power**
 - No. 56 Ben Griffin**
 - No. 57 Tom Kim
 - No. 58 Nick Taylor
 - No. 59 Nico Echavarria**
 - No. 60 Justin Rose
- Anniversaries:** The 2024 RSM Classic marks two significant anniversaries:
 - 20 years of the Davis Love Foundation:** Established in 2005 by Davis Love III, the Davis Love Foundation contributes to the well-being and progress of society by supporting both national and community-based programs that focus on children and their families.
 - 15 years of The RSM Classic:** 2010 marked the first year of The RSM Classic. A partner since the beginning, RSM took over as title sponsor in 2015. Two players have played in every RSM Classic: Zach Johnson, Chris Kirk.
 - In honor of 15 years, RSM will award the Coast Guard Foundation \$1,500 for every eagle or better at the par-5, 15th hole on the Seaside Course during tournament week. The charity donation begins at \$15,000 and will grow with eagle or better made.

- Together, the tournament and its Power of Love program have raised more than \$42 million for deserving charitable organizations since 2010 – with a new total being announced on Thursday. Charitable beneficiaries of The RSM Classic include the Special Olympics, Boys and Girls Club of Southeast Georgia and other local and national charitable organizations in the U.S., Canada, India and El Salvador.
3. **Home Game:** Fourteen of the 15 active PGA TOUR members who live in the Sea Island area are in the field, including tournament host Davis Love III and 2024 John Deere Classic winner Davis Thompson, son of tournament director Todd Thompson. In addition, incoming PGA TOUR rookie Paul Peterson calls St. Simons Island home.
- Jonathan Byrd
 - Harris English
 - Will Gordon
 - Ben Griffin*
 - Brian Harman
 - Zach Johnson
 - Patton Kizzire
 - Matt Kuchar
 - Davis Love III
 - Keith Mitchell
 - Andrew Novak
 - Paul Peterson
 - J.T. Poston
 - Greyson Sigg
 - Davis Thompson

**Moving to Jupiter soon*

4. **RSM Birdies Fore Love:** The annual RSM Birdies Fore Love competition concludes this week at The RSM Classic, with the player making the most birdies (or better) throughout the FedExCup Fall receiving \$300,000 to donate to a children- or family-focused charitable organization of his choice.

RSM Birdies Fore Love leaderboard: (**bold** = *in the field*):

- 134, Rico Hoey
 - **125, Justin Lower**
 - **124, Doug Ghim**
 - **120, Sam Stevens**
 - 117, Matti Schmid
 - **114, Carson Young**
 - **114, Jacob Bridgeman**
 - **112, Chad Ramey**
 - 110, Beau Hossler
 - **109, Vince Whaley**
5. **Special pairing:** RSM ambassador Kyle Westmoreland, who most recently finished 38th on the 2024 Korn Ferry Tour points list and last played on the PGA TOUR at the 2024 John Deere Classic (T61), will play the first and second rounds with PGA TOUR rookie Tom Whitney. This will mark the first official PGA TOUR pairing for the two United States Air Force Academy graduates.

Westmoreland became the first United States Air Force Academy graduate to earn a TOUR card when he joined in 2023, and Whitney followed after in 2024.

- Westmoreland served a five-year term and attained the rank of captain in the United States Air Force following graduation from the Academy in 2014. From 2014 through 2017, Westmoreland was stationed in Charleston, South Carolina, where he worked in financial management. In summer of 2017, Westmoreland was called back to the Air Force Academy in Colorado Springs, where he served as a combative instructor. When Westmoreland concluded his service in summer 2019, his official exit interview was delayed roughly two weeks because he Monday qualified into the Korn Ferry Tour's Utah Championship in late June and finished T25 for entry into the following week's event.
- Whitney turned professional in 2010 after graduating from the Air Force Academy and fulfilled a four-year term on active duty in the United States Air Force. He was assigned to the Francis E. Warren Air Base in Cheyenne, Wyoming, where he served as a nuclear missile operator.

Digital Content Plan

Notable On-Site Activations

Monday

Monday qualifying

- **Location:** Brunswick CC, Brunswick, GA
- **Qualifiers:** Marcus Byrd, Reid Davenport, Drew Doyle and Blake McShea

Tuesday

Pressers

Drone

- **Details:** Scenic elements of course (video + photos)

PGA TOUR Wives Association Wiffle Ball Classic

- **Details:** Capture annual wives' event with Savannah Bananas players also in attendance

Mini Mic Thanksgiving Hot Takes

Wednesday

Pressers

Drone

- **Details:** Scenic elements of course (video + photos),

XM New Breed of Golf Video Test

Davis Love III Day in the Life

Pro-Am Content

- **Details:** TBD surprise pro-am participant. Savannah Bananas players playing and caddying. Former NFL quarterback Matt Ryan playing amongst other notables

Caitlin Clark TBD Content

- **Details:** Playing in Pro-Am with Commissioner Monahan and will only play 9 holes

Charity Putting Challenge

- **Details:** Capture PGA TOUR players participating, Commissioner Monahan keeping score, any signage, and kids participating

Early Week TBD

Eagles on 15 (Seaside)

- **Details:** Capture any "Eagles on 15" signage, beauty shots of the hole, hole signage, aerials

Dev Das Interview

- **Details:** Kevin to interview Matt McCarty's caddie Dev for a profile piece

International Native Language Interview

- **Details:** Kevin Yu, Nico Echavarria, Mackenzie Hughes, Seamus Power, and Matti Schmid

Equipment Content

- **Details:** Titleist truck wedge grinds and tour. Callaway new putter. Keith Mitchell content to use for Imperial Branded Content. Michael Kim Vokey wedge content

Talk of the TOUR Podcast

- **Details:** Players requested Nico Echavarria, Austin Eckroat, and Denny McCarthy

Thursday-Sunday

Tournament B-Roll (Thur-Sun)

Flash Interviews, Winner Presser (Thur-Sun)

Cut Line Content (Fri)

The CUT (Sat)

US Coast Guard Helicopter Flyover (Sat Noon)

Birdies Fore Love (Sun)

Mic Champion for BTS Content (Sun)

Winner Melt Reel (Sun)

Pre-Produced Content

- 2023 RSM Classic (Aberg's First Win)
- Behind-the-Scenes Rafa Campos' win at Bermuda
- Compilation: Hole-in-One
- Compilation: Max Homa Birthday

- #TOURVault 2019: KH Lee's Eagle chip in ([PGATOUR_Korea](#))
- #TOURVault 2020: KJ Choi's bunker shot holes out ([PGATOUR_Korea](#))
- #TOURVault 2023: Si Woo Kim's chip in birdie ([PGATOUR_Korea](#))

Upcoming Notable Birthdays

- November 18, 1962 – Bart Bryant
- November 18, 1997 – Matti Schmid
- November 19, 1987 – Kyle Stanley
- November 19, 1990 – Max Homa

Inside the Field: International Players

(*Field as of Tuesday November 19 at 16:00 ET)

Argentina: Francisco Bide, Alejandro Tosti

Australia: Aaron Baddley

Austria: Sepp Straka

Belgium: Adrien Dumont de Chassart

Canada: Adam Hadwin, Mackenzie Hughes, Roger Sloan, Adam Svensson

China: Marty Dou, Carl Yuan

Chinese Taipei: Kevin Yu

Colombia: Nico Echavarria, Camilo Villegas

England: David Skinns, Callum Tarren, Ben Taylor, Matt Wallace

France: Paul Barjon, Martin Trainer

Ireland: Seamus Power

Italy: Francesco Molinari

Japan: Ryo Hisatsune

Mexico: Raul Pereda

New Zealand: Tim Wilkinson

Philippines: Rico Hoey

Puerto Rico: Rafael Campos

Scotland: Russell Knox, Martin Laird

South Africa: MJ Daffue, Dylan Frittelli, Garrick Higgo, Christo Lamprecht

South Korea: Sangmoon Bae, Sung Kang, S.H. Kim, Si Woo Kim, K.H. Lee, SY Noh

Sweden: Ludvig Aberg, Henrik Norlander