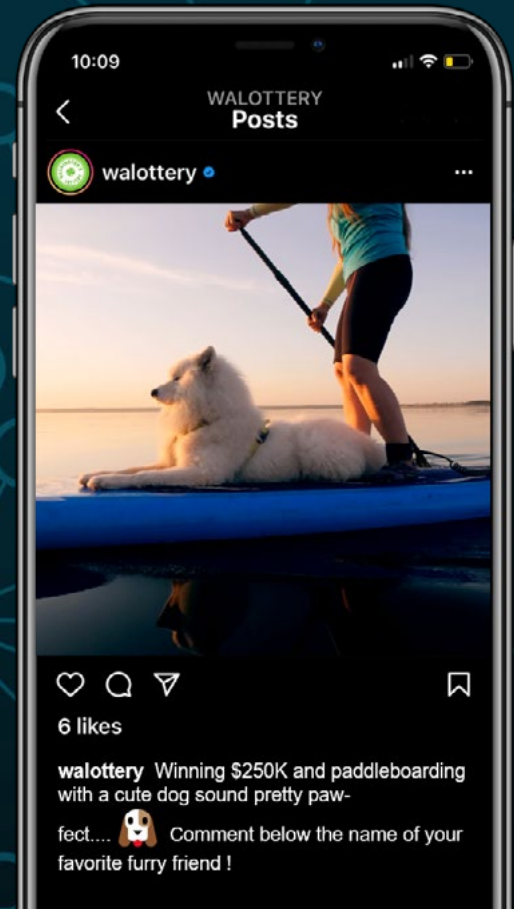


INSIGHTS

JULY/AUGUST 2022

FOCUS ON: Communications

- Winner Awareness
- Social Media Strategies
- Public Relations Challenges





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VP of Operations
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NASPL Email:
info@nasplhq.org

Websites:
www.naspl.org / www.nasplmatrix.org
p 440-361-7962
f 440-867-2327



After July’s successful Professional Development Seminar in Indianapolis, the NASPL team has turned their sights to the upcoming World Lottery Summit (WLS).

Lottery leaders from around the world will gather in Vancouver, British Columbia, October 16-20, 2022, for this year’s highly anticipated WLS. This spectacular event, organized in partnership with the World Lottery Association (WLA) and our hosts at the British Columbia Lottery Corporation (BCLC), features an exciting and informative program and must-see keynotes.

An inspiring lineup of cutting-edge speakers, all leaders in their respective fields, will share their unique perspectives on the future of the industry, business and technology around the globe.

From lottery innovation and creativity to sports data rights and adapting to a post-pandemic world, the World Lottery Summit agenda has something for everyone.

WLS also will feature the annual NASPL Awards, honoring the most creative, groundbreaking and inspiring work produced across the North American lottery industry with the prestigious Batchy, Hickey and Buddy Roogow Innovation Awards. Additionally, this year we’re excited to introduce the first NASPL Futures Award, celebrating our members’ forward-thinking initiatives in environmental sustainability.

Sincerest thanks to WLA President Rebecca Paul, BCLC President and CEO Pat Davis, NASPL Executive Director David Gale, and their dynamic teams for working together to plan what is sure to be an unforgettable event.

Don’t miss out. Visit worldlotterysummit.org to learn more and register today.

Sending my best,

Gretchen Corbin

President and CEO,
Georgia Lottery Corporation
NASPL President

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CONTENTS

FOCUS ON: Communications



44



10



26

6 Up Front

News from around the industry.

10 Making a Difference: Peter Alvarado

Director, Regulation & Oversight Division, District of Columbia Office of Lottery and Gaming

18 Research Corner: Game Changers! The New Jersey Lottery Online Community Platform

By Terry Murray
Senior Manager Marketing Insights, Northstar NJ Lottery

22 Urge Surfing: One New Tool to Help People Who Are Struggling With Their Gambling

By Odessa Dwarika, Director of Programs and Services, and Chelsea Turner, Director of Responsible Gambling, Massachusetts Council on Gaming and Health

26 Recognizing Excellence

This year's winners of the prestigious Powers Award and Ott Brown Scholarship.

40 Are We There Yet?

Navigating the intersection of digital and retail.

FOCUS ON: Communications

44 Spreading the Word

Lotteries exist to raise revenues for good causes through enjoyable games, and the communications teams are responsible for day-to-day messaging to all stakeholders.
By Patricia McQueen

48 Communication Challenges

56 Winner Awareness

70 Social Media

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Lotteries Shine at NCPG Awards



Every summer at its national conference, the National Council on Problem Gambling honors individuals, affiliates and organizations for outstanding accomplishments in the field of problem gambling and responsible gambling during the previous calendar year. The 2022 awards ceremony was held in Boston on July 22 at the NCPG National Conference on Gambling Addiction & Responsible Gambling. The ceremony was exclusively sponsored by the Ohio Lottery and emceed by Chip Polston, Senior Vice President, Communications, Public Relations and Social Responsibility for the Kentucky Lottery.

Earning the Monsignor Joseph Dunne Lifetime Award for Advocacy was Marlene Warner, Executive

Director of the Massachusetts Council on Gaming and Health. It's a well-deserved honor for the hard-working Warner, who is a recognized expert in the field. She has worked tirelessly with lotteries, casinos, NCPG affiliates and state legislators. For the North American Association of State and Provincial Lotteries, she developed a responsible gambling training program for lottery retailers; she continues working with NASPL and provides a periodic column here in *Insights* magazine.

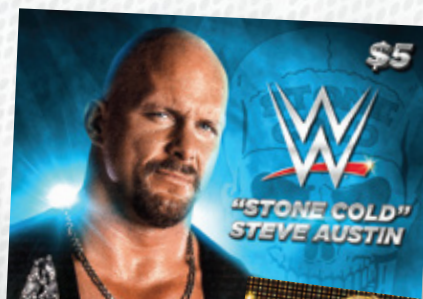
"To receive this lifetime award is such a momentous and humbling experience," said Warner. "Msgr. Dunne worked tirelessly to help people struggling with gambling disorder. I am a strong advocate for people to have the best possible information,

guardrails and programs to aid them in keeping gambling safe and healthy with the help of all available partners – legislators, regulators, operators and community-based service providers. Together we can eliminate gambling problems."

Among other award-winners in 2022, a number of lotteries received NCPG honors. For its "Give a Child a Toy, Not a Ticket" holiday campaign last season, the Connecticut Lottery won the Gift Responsibly Campaign Award. The Ohio Lottery won the Public Awareness Award for its ongoing campaign and website "Keep it Fun, Ohio." The Corporate Website Award went to the Hoosier Lottery.



The Oregon Lottery was recognized with the Corporate Multi-Cultural Communications Award for its comprehensive campaign "Coping with Problem Gambling." The digital



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and print media campaign was created with the understanding that the multicultural population in Oregon is growing and becoming more diverse, and it is important to ensure that problem gambling messaging is relevant, creative and compelling for all Oregonians, regardless of gender, race, ethnicity, sexual or gender identity, or ability.

NCPG's Corporate Newsletter Award went to the North Carolina Education Lottery for the March 2021 edition of the retailer newsletter *Lottery Link*. Featuring a responsible gambling theme, this edition of the newsletter included beneficiary information, Play Smart details and advice on how to help customers who might be experiencing a gambling problem.

Ohio for Responsible Gambling won the Corporate People's Choice Award for "Get Set Before You Bet – Life Can Be Complicated." ORG is a partnership of the Ohio Lottery Commission, Ohio Casino Control Commission, Ohio State Racing Commission, and the Ohio Department of Mental Health & Addictions.

The sports betting giant DraftKings, which works with a number of lotteries, was named in three NCPG awards. The company was given the Corporate Social Responsibility Award, and two individuals also received awards. The Don Hulen Annual Award for Advocacy went to Julie Hynes, DraftKings' Senior Manager, Responsible Gaming. The Don Feeney Award for Responsible Gambling Excellence went to Senior Director of Responsible Gambling Chrissy Thurmond.

Other NCPG award recipients were:

- **Lifetime Research Award:** Lia Nower, JD, PhD, Director, Center for Gambling Studies at Rutgers University
- **Joanna Franklin Annual Award for Direct Service:** Jody Bechtold, CEO and Co-Founder, The Better Institute
- **Jim Wuelfing Annual Award for Prevention:** Derek Longmeier, Executive Director, Problem Gambling Network of Ohio

- **Jeffrey M. Beck Recovery Ambassador Award:** Stephen Block, President, New York Council on Problem Gambling

- **Dr. Durand Jacobs Dissertation Award:** Michelle L. Malkin, Ph.D., Assistant Professor, Department of Criminal Justice, East Carolina University

- **Denise Phillips Community Outreach and Multicultural Wellness Award:** Denise Phillips, Private Practice Clinician (awarded posthumously)

- **Media Award:** "Powerball Experiment and Problem Gambling Awareness Month," Stephanie Haney, WKYC NBC 3 – Cleveland

- **Affiliate Multi-Cultural Communications Award:** "Kaleidoscope," Evergreen Council on Problem Gambling

- **Affiliate Newsletter Award:** Massachusetts Council on Gaming and Health

- **Affiliate Public Awareness Award:** Evergreen Council on Problem Gambling

- **Affiliate People's Choice Award:** "Ivy Tech Community College Media Contest," Indiana Council on Problem Gambling

- **Affiliate Website Award:** Indiana Council on Problem Gambling

"Congratulations to all the recipients of the 2022 NCPG National Awards," said NCPG Executive Director Keith Whyte. "Their exemplary work in problem gambling and responsible gambling serves as a template for others to follow." ■

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MAKING A DIFFERENCE

Peter Alvarado

**Director, Regulation & Oversight Division
District of Columbia Office of Lottery and Gaming**

The addition of sports betting to a lottery's product mix brings in a whole new level of operational requirements in even the most routine operations. Throw in just a couple of complications, and it's a job that can boggle the mind of even dedicated experts like Peter Alvarado. Fortunately, he was more than up to the task presented by the very unique environment established by the government of the District of Columbia, wherein the DC Lottery effectively competes with itself while facing the toughest geolocation challenges in the industry.

"Peter's wealth of gaming and regulatory experience has made him an invaluable leader of our sports betting regulation and oversight efforts, ensuring we optimally continue to learn and evolve within such a dynamic and fast-growing industry," said Frank Suarez, Executive Director of the District's Office of Lottery and Gaming (DC Lottery).

Alvarado joined the DC Lottery in January 2020, first to manage the licensing and regulation of privately-operated sports betting in the District, and more recently his role was expanded. Now, he oversees all of the organization's licensing activities, from traditional lottery retailers and the GamBetDC sports betting program to charitable gaming and even electronic games of skill, a new addition to the mix. He also develops or collaborates on agency-wide strategic, operational and marketing plans, and ensures regulatory compliance across all activities.

He's the perfect person to spearhead such a complicated sports betting implementation, with extensive experience in financial crimes and money laundering from a career that included stints with the Internal Revenue Service and the Financial Crimes Enforcement Network on the government side, as a consultant with

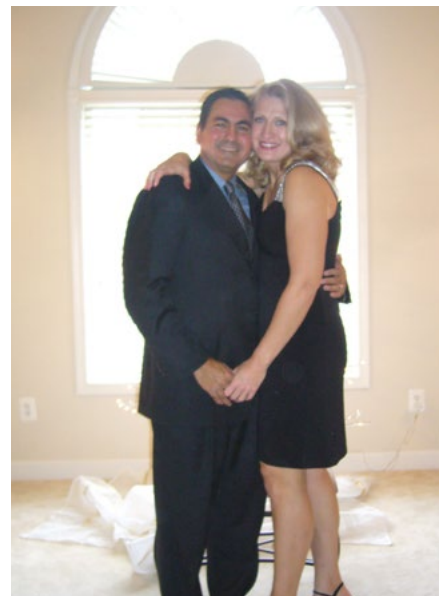


Deloitte Transactions and Business Analytics, and operational experience in compliance gained from nearly four years at the San Manuel Casino (now known as Yaamava' Resort & Casino) in California.

When he took the role at San Manuel in 2016, "It was a time when the casino industry was just waking up to the need to implement strong anti-money laundering (AML) policies and procedures across their operations," Alvarado said. And now, four years after the sports betting floodgates were opened with the effective repeal of the Professional and Amateur Sports Protection Act (PASPA) in May 2018, both casinos and lotteries operating sportsbooks have had to ramp up their efforts even further. This is especially important for sports betting at retail, where anonymous bets can still be made and the risk of sports books being used to launder illicit funds has also

"Peter's wealth of gaming and regulatory experience has made him an invaluable leader of our sports betting regulation and oversight efforts..."

- Frank Suarez



“I think of travel more as an adventure – it’s not just about being in a resort by the beach.”



increased. “Here at the DC Lottery, we had to set up all the controls necessary to handle the large cash transactions that can happen with sports betting,” said Alvarado. Federal law requires reports on cash transactions over \$10,000 as well as reports on suspicious activity. With at least 50 retailers in the district offering sports betting kiosks, monitoring cash transactions and suspicious activity is challenging even with single-bet limits of \$600. To this end, Alvarado explained some of the measures taken. “We have, among other controls, trained our retailers, installed security/surveillance cameras, and added a cash alert system that sends notices to DC Lottery staff when the cash inserted into the kiosks reaches a pre-determined level.”

Away from worries about governmental compliance and money laundering, Alvarado and his wife Corrin spend a lot of time traveling with their children, 22-year-old Austin and 17-year-old Maria. Austin was an Ultimate Frisbee player at the College of William & Mary and continues competing in tournaments. Maria is a Georgetown Visitation high school basketball player, and

spends the summer season with her Amateur Athletic Union team competing in tournaments all over the country. She is also busy with the recruiting process with various colleges. “Managing her career is like a fulltime job for Corrin and me,” noted Alvarado, who is happy to have the extra “work.”

Aside from these sporting activities, the family loves to travel. The Azores are a favorite spot, but there’s always the call of new places. “I think of travel more as an adventure – it’s not just about being in a resort by the beach.” An upcoming destination this fall is Portugal, and there’s a return trip to China planned for next summer. Other adventures to date have included Turkey, Greece and Chile.

Alvarado has a law degree from Whittier Law School and a Bachelor of Science in Business Administration from California State University, Los Angeles. He is an active member of the bar associations in both California and Washington, D.C., an active member of the Association of Certified Anti-Money Laundering Specialists and a member of FinCEN’s Bank Secrecy Act Advisory Group.

INNOVATING

WITH OUTSTANDING GAMES





How did you end up at the DC Lottery?

During the four years I worked at the San Manuel Casino, I “commuted” to Washington, D.C., where my family stayed. Eventually the separation and traveling became too much, and I decided to rejoin my family and move back to the D.C. metropolitan area. It was perfect timing, as the DC Lottery had just announced the position to oversee the new sports betting program. This provided me an opportunity to stay in the gaming industry and regulate a relatively new gaming area. I knew sports betting was going to be a huge industry – the Nevada casinos historically used it primarily to get customers in the door and had no reason to really develop it with the near-monopoly they had. But once PASPA was overturned, I saw it as a big opportunity to take sports betting outside the casinos and fully develop its potential.

From your perspective, what were the critical elements for the launch of the DC Lottery’s sports betting platform?

It was important to have a strong set of internal controls in place prior to launch to ensure the product was introduced in a legal and safe manner.

For example, the initial launch of sports wagering in May 2020 was mobile only. This required a robust geolocation application to ensure players could only place bets within the bounds of the District of Columbia. If that were the only issue it would have been relatively easy, but we also had to institute controls so players could not place bets in designated areas within the District such as the exclusivity zones of Class A operators (e.g., Capital One Arena, Nationals Park, etc.) as well as areas covered by the Shipstead-Luce Act that include the National Mall and Rock Creek Park. In short, geolocation in the District is like no other jurisdiction – it is very complex.

Other critical elements for both sports betting and iLottery were account setups including a robust customer identification program, deposit and payment methods, betting limits, responsible gambling messaging, and self-exclusion. For sports betting we also had to create a list of allowable bets and sporting events. In addition, we had to develop an AML program to ensure compliance with the Bank Secrecy Act and guard against DC’s sports betting



platform being used to launder illicit funds or commit other illicit activities.

What are the unique challenges of both operating sports betting and regulating private operators?

I think the biggest challenge is ensuring, as best we can under the law, that both Lottery-operated sports betting and private sports wagering entities are operating under the same set of rules. For example, mobile app accounts go through a similar know-your-customer process to ensure a player’s identity is verified. Allowable bets and sporting

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events are no different and both must have a responsible gambling program that includes self-exclusion. Internally, we have instituted processes to keep the licensing and compliance oversight responsibilities separate. After all, the private operators we regulate are actually our competition! In general, separate staff are assigned to Lottery-operated matters (GambetDC) and privately-operated sports wagering. Internally, information received from private operators is tightly controlled and shared on a need-to-know basis (e.g., Chief Legal Counsel and Executive Director). Managing both can be a delicate balance but I can say, without hesitation, that decisions on the private operator side are not in any way impacted by District-operated sports wagering and vice-versa.

Did anything surprise you as you learned about the lottery industry?

I had never given much thought to the lottery industry, and what surprised me was how much money lotteries bring in for their governments. For many jurisdictions, they are critical funding sources; in some cases second only to state income tax.

Is there anything you wish lotteries could do differently?

In general, lotteries are state-run monopolies, but I view them as competitive businesses particularly in areas where the public commutes across state lines on a daily basis (for example, New York-New Jersey and here in the District, Maryland and Virginia.) As competitive businesses, they need more autonomy in order to be flexible and nimble to react quickly to changes in market conditions. While some lotteries have a degree of independence to avoid rigid government procurement and contracting rules, I believe others struggle to run a competitive lottery under the umbrella of government guidelines. The DC Lottery has a little bit of independence

as a separate agency under the Office of the Chief Financial Officer, but we are still subject to many government rules regarding contracting and other areas. It makes it tough to act quickly.

In addition, you sometimes have staff that are not incentivized to push for sales. For example, I have seen in at least one jurisdiction where the lottery sales staff does not have a commission or bonus structure. What sales business in private industry does not provide incentives to sales staff? If not a commission, at least a bonus structure for reaching sales goals. My past experience working for government organizations is that it is easy for staff to become complacent and lose the sense of urgency in their daily activities. This is true even in areas such as law enforcement where the goals are altruistic. As a result, senior leadership has come up with unique ways to incentivize staff to perform their duties when there is no financial incentive. This is so important as lotteries provide not just entertainment but are a critical source of revenue for the state.

What do you enjoy most about working at the DC Lottery?

The DC Lottery operates in a challenging environment. It competes with the adjoining jurisdictions (Maryland and Virginia) in lottery and sports wagering businesses. In addition, operating within the nation's capital brings a host of other considerations such as reliance on commuters, geolocation complexity and political changes. It makes everything more difficult, but you are never bored. That is what I like. A challenging environment that requires me to come up with innovative ways to solve unique issues. I enjoy being at the ground level of a new industry in the District, where much of what you do has never been done before and usually there is no one to turn to that has experience in resolving the issues. It forces you to be creative. ■

“I enjoy being at the ground level of a new industry in the District, where much of what you do has never been done before and usually there is no one to turn to that has experience in resolving the issues.”



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Game Changers!

The New Jersey Lottery Online Community Platform

By **Terry Murray**

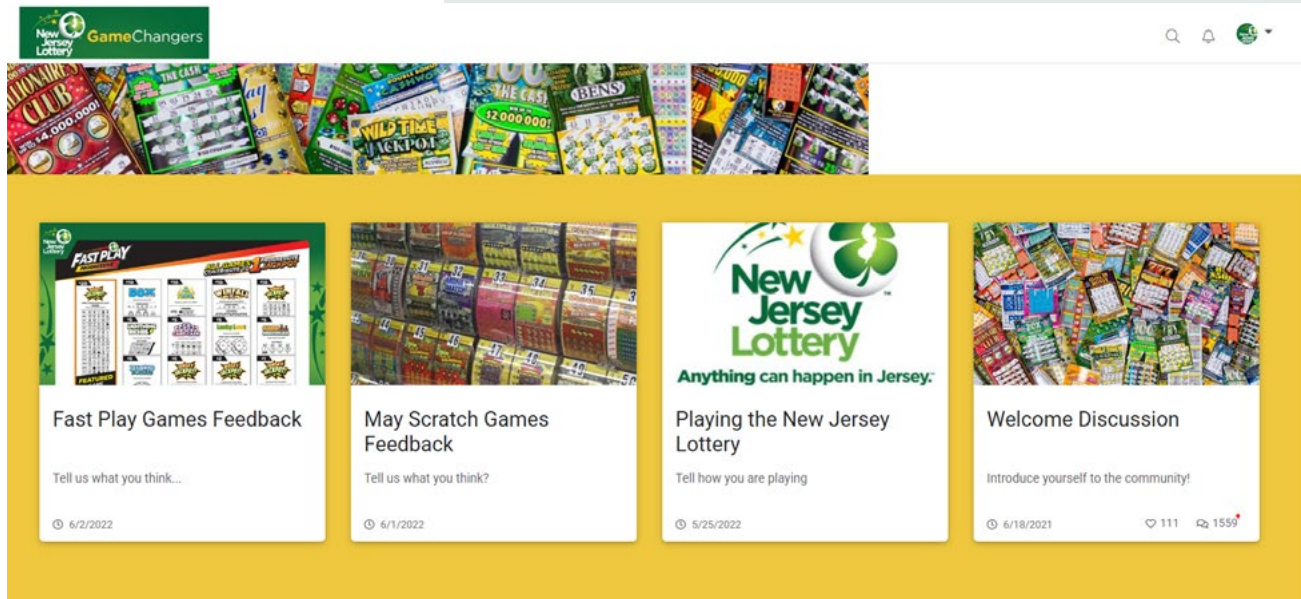
Senior Manager Marketing Insights,
Northstar NJ Lottery

Northstar New Jersey (Northstar) launched the New Jersey Lottery's online player community platform called Game Changers in 2014. After eight years, Northstar continues to mine new value from Game Changers. Players in the research community are always ready to provide immediate feedback on product and promotional test ideas or in-market experiences. It's that research agility – typically 1,000 responses within 48 hours, plus a ready willingness to participate virtually in one-on-one interviews, that have delivered extra value and insights during the past year. When timing is critical, surveys launched to the community always provide a rapid response.

Most recently Game Changers added value in Northstar's goal to achieve Level 4 of the World Lottery Association's Responsible Gaming Framework, the highest level of achievement. The Lottery must recertify every three years; we completed the last one in 2019 and are currently in progress to recertify in 2022. To be recertified, the Lottery must show its continuous improvement efforts since the previous certification. Responsible gaming research is an important component that drives continuous improvement and innovation in the Lottery's responsible gaming program. Four responsible gaming research surveys are conducted yearly via the Game Changers community, and actions are taken based on research results. These surveys and the recent actions we have taken are:

- **Annual Player Responsible Gaming Survey**
We increased specific responsible gaming tips, information and messages via email and social media, based on low awareness scores or a decline in awareness.
- **Annual Employee Responsible Gaming Survey**
We highlighted in a refreshed Employee RG Training Video the game design process, including Gamgard and the Product Development RG Self-Assessment. This informs staff that the Lottery analyzes the risk a specific game may have on at-risk demographics.
- **Annual Retailer Responsible Gaming Survey**
In low scoring and/or downward trends on retailer surveys, we included an article in the monthly *Retailer Focus* regarding that specific responsible gaming information and/or initiative.
- **Responsibility Webpage Feedback Survey**
Currently, we are refreshing the responsible gaming webpages based on feedback from this survey.

Since we launched Game Changers, Northstar has worked with several different vendors to facilitate the community. The current vendor is Fuel Cycle, chosen in 2021 because of its costing, suite of analytical tools and community experience, as well the user-friendly Alchemer survey programming platform. Currently, there are over



3,000 New Jersey Lottery players registered with the community. While challenging, Northstar's goal is to have the demographics of the community mirror that of the state overall. As an incentive, a sweepstakes is held each month among members who participated in at least one survey during that month; 10 members win a \$10 Scratch-Off ticket.

Recruitment and Projects

Northstar continuously recruits new members to keep the community fresh and ensure that it represents different types of players. Sources of recruitment include the Lottery's player VIP Club, in-person promotional events around the state, homepage banners on the Lottery website, social media posts (including video ads) related to the community, and player word of mouth. In past years we have also leveraged recruiting from general population surveys conducted among New Jersey residents.

All members are required to complete a detailed profile questionnaire on their demographics and Lottery playership, as well as segmentation questions for draw games and Scratch-Offs. This enables us to analyze data from the perspectives of different players – from the regular, more deeply-engaged players, to the occasional, lapsed and non-players. Game Changers also allows specific targeting of players (e.g., Powerball players, younger players, or by region).

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- Mobile App
- Hot / Cold Numbers
- Watch Drawings
- Jackpot Squad
- Game Changers**
- Claim a Prize/Tax Requirements
- Find A Retailer
- Video Podcast

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2. Complete the Game Changers survey when it arrives in your inbox. Be sure to add njgamechangers@njsnj.com to your contact list.

101 Days of Summer Game Changers Sweepstakes Rules

GameChangers

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Our aim is to better understand you in order to help us provide the best possible Lottery experience to everyone.

Your opinion matters to us. That is why we are recruiting for a special group of New Jersey residents called **Game Changers** - and we'd like you to be one of them! Any person 18 or older can join! You don't have to be a long time NJ Lottery player, an occasional player, or even someone who has never played before.

Your valuable feedback will help us to improve our games, products and services.

Game Changers has monthly drawings for a chance to win one of ten (10) \$10 Scratch-Off tickets!

HOW IT WORKS

1. Fill out a brief member profile.
2. Receive surveys via email. We encourage you to participate. How many is up to you!
3. Surveys should take no more than 5-10 minutes.

"A good way to stay current with the lottery."
- Stanley Z. (Haskell, NJ)

"I enjoy being a part of your community. It has been a wonderful experience for me. Thank you."
- Susane D. (Union, NJ)

"I like doing the surveys & getting my inputs!"
- Andrea M. (Avenel, NJ)

Game Changers Monthly Sweepstakes Rules

JOIN GameChangers



Northstar uses the Game Changers panel on a variety of research projects including name testing, concept/product testing, promotions and advertising evaluation testing, tracking studies on key games and topics, and conducting regular check-ins with players on their current overall game playership. One important feature we utilize is the ability to recruit for qualitative research from the community, either for focus groups or in-depth interviews, which has saved time and costs.

The platform also allows for outside sample incorporation. Studies have been conducted with a sample of our retailers and our Lottery sales representatives, in addition to studies that may require a robust general population sample to augment for lighter, lapsed or non-Lottery players.

The Game Changers community has added value to many prior business decisions. Here are some other recent research projects we have conducted:

- In 2021, recruitment for in-depth interviews for “color commentary” and further feedback on the recent launch of the Lottery’s New Year’s Eve Raffle. Players were easily recruited via a screener sent to the Game Changers community to target two groups: those aware of the Raffle and who purchased, and

those aware of the Raffle who had not purchased. Recruitment took only one day and interviews were scheduled to start two days later. The rapid setup enabled Northstar’s product and marketing teams to obtain feedback on the Raffle leading to the decision to increase social media posts on the availability of the Raffle. The research also helped to the decision-making process to optimize future Raffles.

- In 2018, New Jersey authorized sports betting in the state. One month after the launch of sports betting in New Jersey, Northstar instituted a monthly tracking study to monitor the effect of legalized sports betting on more engaged lottery players. The ongoing tracking study showed that sports betting had minimal impact on engaged lottery players, and it continues to monitor the effect of sports betting on lottery play in New Jersey.

Even eight years in, Game Changers remains an important research tool for Northstar and the New Jersey Lottery. It provides the ability to engage different types of players regularly and receive continuous feedback, as well as gather insights to help expand the Lottery’s player base and increase playership. ■



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URGE SURFING:

One New Tool to Help
People Who Are Struggling
With Their Gambling

By **Odessa Dwarika**, Director of Programs and Services, and **Chelsea Turner**, Director of Responsible Gambling, Massachusetts Council on Gaming and Health

Treating individuals with a gambling disorder is challenging. Research shows that it is often underreported due to co-morbidity with substance use disorder and the stigma often attached. There is no one-size-fits-all model. Some individuals seek treatment in a clinical setting, others attend GA (Gamblers Anonymous), and others may have success with self-help methods. And, while abstinence works for some, harm reduction methods of treatment are becoming increasingly used to mitigate against potential harm. In the lottery world this might include:

- Setting a daily or weekly budget on your spend;
- Making a decision to only go to restaurants with Keno once a month;
- Taking a month off from gambling entirely and spending that amount on a new outfit, or a movie and dinner out, or a special birthday present for your grandkid;
- Making sure you understand the odds on the game you are playing (a \$2 scratch ticket is likely to have significantly better odds of winning than a Mega Millions ticket, but a significantly smaller top prize); and/or
- Not scratching your tickets in the car and going right back into the store with whatever winning tickets you might have.

One new harm reduction tool that is gaining attention internationally, including in the United States, is urge surfing. Urge surfing can help with many different behavioral disorders including over-exercising, over-eating, video gaming addiction, and problem gambling.

What Is Urge Surfing?

Urge surfing is a technique developed in the 1980s by clinical psychologist Dr. G. Alan Marlatt, who specialized in mindfulness-based relapse prevention. Its application to the field of problem gambling recovery is very promising. Urge surfing can be used to manage unwanted behaviors of all kinds, including disordered gambling. An urge is a sensation that often precedes a compulsive behavior and is accompanied by strong emotional and physical sensations. People struggling with unwanted, impulsive behaviors are naturally encouraged to identify and avoid triggers so they can manage addictive behaviors. But because triggers are often emotional, and because access to gambling is so incredibly pervasive and accessible, preparing people to experience cravings safely is key to any successful relapse prevention plan.

Instead of fighting a craving to gamble, the practice of urge surfing allows people to pause and observe the sensations in their body. Armed with the knowledge that the average craving can last between 10 and 30 minutes, this tool allows people to “ride” the sensations of the craving without acting. They can notice when it gets stronger and when it diminishes, and they can learn to identify and describe the physical sensations happening in the body when they are experiencing the craving. As with any mindfulness tool, the intervention creates space between a feeling and a reaction, and builds the brain’s ability to resist future cravings. Furthermore, urge surfing supports overall emotional regulation by building tolerance to stress and discomfort.

Programs addressing substance use disorder, anger management, binge eating, gambling and other behavioral health issues have taught clients urge surfing techniques



using a variety of methods. In-person guided meditations, videos and printed material are all ways to learn about and practice urge surfing. It is a low-barrier tool in that it can be with or without additional treatment. This means that case managers, helpline volunteers, self-help group members, friends and family can use and share the technique.

Dartmouth-Hitchcock Center for Addiction and Recovery offers three metaphors using water to help understand the concept:

Ocean wave: Imagine that urges are like ocean waves that arrive, crest and subside. They are small when they start, will grow in size, and then break up and dissipate. Surfers have to trust that the waves will eventually get smaller and reach the shore even when the waves feel large and overwhelming. You can ride the “wave” by using your breath as a kind of surfboard until the urge passes.

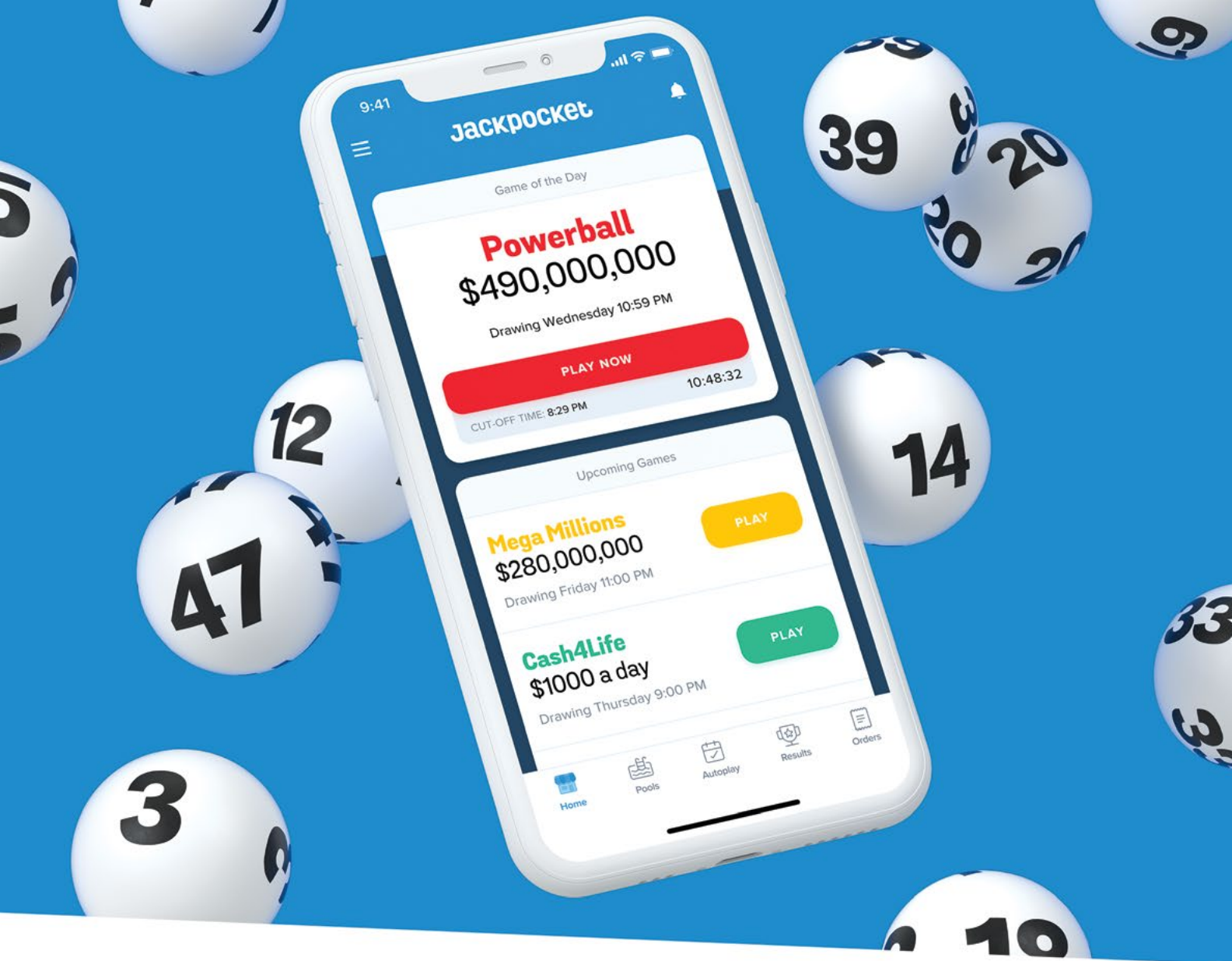
Riptide: A riptide is a strong current of water flowing toward the sea (away from the beach). If you are caught in one and try to swim directly to shore (fighting the riptide) you will become exhausted and will not be effective. If you swim in the direction of it or parallel to the shore, you will eventually float out of the riptide and be able to make your way back to shore.

Waterfall: Trying to fight urges is like trying to block a waterfall. You can end up being overwhelmed with the water. With the approach of mindfulness, you can step behind the waterfall and watch the water (cravings, impulses and urges) go right past.

So how do you urge surf? A guided meditation is an easy way to walk people through the steps of urge surfing. Many health care providers are trained or are being trained in this mindfulness technique. A search

for “urge surfing” on YouTube will bring up hundreds of videos on the topic along with guided meditations. A quick visit to your smartphone’s app store will reveal dozens of resources devoted to helping people practice the technique.

There is ample evidence that mindfulness-based intervention is effective for not just addiction, but other psychiatric disorders including depression and anxiety. In fact, use of mindfulness may indeed prevent as well as relieve distressing emotions and destructive behaviors. Integrating urge surfing into problem gambling harm reduction, treatment, and recovery initiatives may offer significant benefits to those who struggle. ■



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Recognizing Excellence

During the 2022 **Professional Development Seminar**, NASPL announced this year's winners of the prestigious Powers Award and Ott Brown Scholarship.

Ed Powers **POWERS AWARD**



Named in honor of the late **"Father of U.S. Lotteries"** Edward J. Powers, the NASPL Powers Awards are presented each year in recognition of the extraordinary contributions made by lottery and vendor employees through outstanding job performance.



Jenny Barber

Key Account Manager, IGT – Indiana

In her role, on behalf of the Hoosier Lottery, Jenny is responsible for multiple key retailer accounts, including Walmart. The partnerships she has cultivated across the organization to help build creative strategies and tactics have not only deepened her understanding, but also created a formidable team approach focused on success at one of the leading retailers in the world. She is persistent with her retailers and utilizes empirical data to drive performance-based decisions, leading to Walmart's 40% sales growth under her guidance. The leadership she has shown, with a strong emphasis on project management, has been instrumental in the growth of lottery business and recognition from Walmart as a national leader.



Tom Bash

Marketing & Communications Specialist III, Nebraska Lottery

Tom is responsible for the coordination and production of a wide array of communication and marketing materials used across the entire state to build public awareness and generate sales and proceeds for Nebraska Lottery beneficiary funds. He also provides a significant level of support to the Department of Revenue management team on special projects throughout the year and manages the Lottery's print shop. His vast experience allows him to facilitate the design and production of necessary materials in a very time-efficient manner and provide input to Lottery marketing and vendor personnel on the relevant usefulness of such materials within the context of promotional events. The Nebraska Lottery team considers themselves extremely fortunate to have such a consummate professional on their team.



Dale Bowersock

Scratch Ticket Strategy Coordinator, Texas Lottery Commission

Dale has been coordinating the Texas Lottery's scratch ticket portfolio for almost 18 years. His hard work and creative eye for ticket design has led to numerous extremely successful scratch ticket launches. Most recently, Dale has been focused on the launch of the nation's first \$100 ticket, using the experience he gained when he brought the first \$50 lottery ticket to market in 2007. It's the Texas Lottery's first new price point in 15 years, and Dale worked carefully with vendors to craft an innovative prize structure, with the largest instant win cash prize for a scratch ticket. In addition to being a scratch genius, he is a genuinely great coworker, adviser and industry guide, regularly offering his expertise to other jurisdictions.



Susan Clayton

Director of Product Development, Louisiana Lottery

Since stepping into her role in 2000, Susan has been one of the main drivers responsible for two decades of tremendous revenue growth, fueling a 200% increase in scratch-off ticket sales. Within the last three years, she has successfully planned and launched a new daily pick game, navigated a matrix change for the in-state jackpot game, and introduced an entire suite of new games with Fast Play. She also drives all strategic alliances, including a 12-year partnership with the New Orleans Saints and the Louisiana-based Tony Chachere's. Susan has successfully engaged in product development as a one-person operation since her tenure began. With the many exciting product development opportunities on the horizon for the Louisiana Lottery, she will be integral in its bright future.



Cheryl Earsley
Scratch & Promotions Coordinator, Washington's Lottery

Cheryl has grown as a leader in the organization who can take control in a high-pressured environment, becoming the driving force during Washington's "Shot of a Lifetime" and "A Heroes Thanks" vaccine promotional lotteries. She worked closely with agency drawing officials and auditors to create a weekly drawing process for prizes that would have the same rigor as a typical lottery drawing, spending a great deal of time behind the scenes, making sure communication channels were strong and everything ran smoothly. Thanks to Cheryl's leadership, the campaigns went off without a hitch.



Steven J. Fox
Manager of Vendor Compliance, Connecticut Lottery Corporation

After spending years with Scientific Games and IGT, increasing the quality of gaming systems, Steve found his true home at the Connecticut Lottery in 2011. There he has created processes for groups that elevated them to efficient, goal-oriented departments. His work over the years in vendor compliance has filled the critical role of ensuring the integrity of the game for players. Steve has dedicated his professional career to not only making the Lottery function better, but to protect the public, create a path for others to follow in this industry, and bring intense intellectual curiosity and humor to everyday work life. The CLC is more than lucky to have this personality and brain on the team.



Shelly Gerteisen
Director of Product, Florida Lottery

Shelly is relied upon heavily for thoughtful innovation, development of new games and promotions, strategic marketing, and leadership. In addition to her management role, she also serves as the Lottery's Scratch-Off Product Manager and is responsible for the launch of approximately 40 new scratch-off games each year. She consistently carries heavy workloads and volunteers herself for projects that promote both personal and professional growth while helping the Lottery efficiently achieve its mission to maximize revenues for the enhancement of public education, all while upholding the highest standards of integrity and public trust. In addition to her many contributions, Shelly recently spearheaded the development and implementation in Florida's Cash Pop draw game. Thanks largely to her tireless work, Cash Pop has been an overwhelming success, contributing more than \$47 million in sales over six months and exceeding budget forecast by over \$27 million.



Michael Gonzalez
Director of Product Development, Strategic Planning & Data Analytics, Ohio Lottery

Mike's duties include the oversight of data analytics, strategic planning, and the management of the Ohio Lottery's draw-based product line. Under his tenure, the Lottery has launched a \$40 EZPlay Progressive game, enhanced Keno on self-service kiosks, and found new ways to cross-promote EZPlay with scratch-off games. He also, often voluntarily, takes on additional projects with other departments and provides revenue forecasts that help guide future initiatives. Recently, Mike's knowledge of analytics, marketing, and game trends culminated over his years at the Ohio Lottery have helped the Mega Millions consortium perform research regarding potential gameplay features and enhancements with a newly formed multistate research group. Under Mike's leadership, the group is well on its way to performing legitimate field research for quantitative and qualitative measures, which will help guide the consortium into a thoroughly researched and optimally profitable game solution.



Mark Hackney

Account Development Manager, IGT – Kentucky

As Kentucky's primary point of contact, Mark works both in front and behind the scenes to coordinate the vast array of resources necessary to support the complex Lottery environment. One of the major projects of his tenure includes managing the implementation of the platform that allowed the Kentucky Lottery to become one of the first states to sell tickets via the internet. He also oversaw the move of the gaming system out of the data center in Kentucky to a pair of remote out-of-state locations – another big initiative that helped ensure the smooth running of the Lottery's systems. He has been a tremendous resource to the KLC, and his calm, positive and collaborative demeanor helps the team maintain focus on maximizing proceeds to the Commonwealth. He is the embodiment of everything you want in a vendor partner.



Wes Harms

Director of Operations, Minnesota Lottery

Wes's leadership was largely responsible for the Minnesota Lottery's record sales and return to the state in this past fiscal year. He has implemented successful new security resources available to retailers 24/7, and his drive to continually raise the bar when it comes to increasing efficiency and implementing greener practices is an incredible benefit to the Lottery as well. A new key metric for scratch games sellthrough rates and over expense amounts is one example of the continuous effort to improve efficiency. Wes led the implementation of a MUSL compliance lockdown alternative, saving the Lottery \$20,000 annually in security guard costs and improving the security and process of multistate Lottery games. He and his team were happy to lend their expertise in conducting secure, random drawings to help the Minnesota Department of Health and Minnesota IT Services agencies with their efforts in support of COVID-19 vaccination incentives as well. Wes is a great leader, and he is the force behind his team's consistently exceptional growth and accomplishments.



Jo Ann Hastie

Senior Operations Manager of Finance, South Carolina Education Lottery

In her 20-year tenure, Jo Ann's tireless contributions and willingness to multitask has enabled SCEL to continue to operate at a very high level amidst numerous challenges. In the past year in particular, she has been asked to wear many hats, managing internal operations, retailer accounting and the claims center. Her dedication to the Lottery's mission, employees, vendors and players has directly impacted the organization's successful track record of consistently exceeding transfer goals to the Education Lottery Account. She is patient, compassionate, detail oriented and dependable. Regardless of the challenge at hand, Jo Ann meets it head on and certainly embodies the standard of excellence established by Ed Powers.



Clark Hepper

Deputy Executive Director, South Dakota Lottery

Clark contributes to all end-to-end Lottery operations – including instants, online tickets, and video lottery products – to ensure the public's trust and confidence. He also provides guidance to the Lottery commission, licensees, vendors, operators, staff, public and policymakers to ensure comprehension and support of the complex lottery processes. Clark is an advocate, promoting the Lottery as a safe and fun form of entertainment that provides a critical revenue source for our state. Recently, his project management savvy became evident with the successful conversion of the new video lottery central system and process to secure a new digital draw system. Clark has earned the respect and credibility of the Lottery staff as a person who leads by example. He is a hard worker with high expectations and an ability to motivate others to achieve success.



Eric Hu

Computer Operator, DC Office of Lottery and Gaming

Eric's tenure with the Lottery has been exceptional, verifying and publishing daily draw game results in a timely and accurate manner and performing all necessary monitoring, reporting and notification activities required. Over the past year, he not only successfully delivered on his job as an Operator, but also stepped in to assume the role of a supervisor while still performing his day-to-day responsibilities. In addition to the added supervisor responsibility, Eric went above and beyond to quickly gain user acceptance testing skills, with minimal training. With the skills he learned from more experienced testers, he continues to play a critical role in the Lottery's central gaming system upgrade project. As a result of his work ethic, capacity, spirit and performance, Eric was formally selected to fill the supervisory position for the operations group as the result of a public recruitment process.



Ben Keebler

Technology Manager, IGT – Virginia

Ben Keebler is a household name that the Virginia Lottery calls upon for challenging requests. Ben works with the Lottery's CAT team, his own QA team and various engineers to troubleshoot and resolve issues found in production as well as during testing. His team is responsible for functional requirement document creation, software testing, determining root causes and more, turning over code to lottery CAT resulting in fewer than 5% defects. He is all about providing exceptional customer service, always going above and beyond his area of responsibility and setting other priorities aside to help someone in need. He regularly works with the Lottery's data team as well, assisting in creating queries and reports against IGT's data to find what they need. Ben is a very humble individual, always giving credit to those that deserve it and never looking for any recognition in return.



Jeremy Kyzer

Regional Vice President of Sales, Scientific Games – South Carolina

Since starting his role in support of the South Carolina Educational Lottery in 2013, Jeremy and his team have assisted SCEL in launching 821 games; that's 821 sets of working papers, 203 launches and more than 2.5 billion tickets ordered. He and his team also led the Lottery through a successful conversion and an upgrade to their Player's Club App, integrating it with their internal Player's Club platform and central gaming system and allowing state-of-the-art ticket scanning with e-Playslips. By presenting new concepts and ideas, analyzing game performance and discussing industry trends, Jeremy has been able to collaborate with the Lottery in the instant game development process, creating and executing strategies to maximize the Lottery's transfer dollar. His experience in printing, new product development and account management continue to be key factors in South Carolina's success.



Patricia Lantz

General Counsel, Multi-State Lottery Association

An invaluable employee of MUSL, Pat helps guide staff through a maze of internal policies and procedures covering contracting, human resources, finance, drawings and myriad other matters. She also advises the MUSL board, product groups and committees on legal matters, and drafts necessary modifications to all MUSL documents. Shortly after joining MUSL, she helped guide the consortium to a successful conclusion of litigation, providing guidance to better position MUSL's future. And in the past year, she helped negotiate agreements with the Australian lotteries to prepare the Powerball game for international growth. Pat's tireless efforts have been nothing short of pivotal in the industry, and through her continued diligence and dedication she has become a linchpin in MUSL's board and management team operations.



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Bill Lockhart

Financial and Gaming Operations Manager, Virginia Lottery

Bill has been a valued member of the Virginia Lottery since 1988, before the first ticket was even sold. As part of the Lottery's start-up team, he has held several key roles in Finance and contributed not only to Virginia's success, but to the success of regional and national games as well. Bill has remained on the cutting edge of technology for operational improvements in the complex and often tedious world of lottery accounting operations. He is committed to continuity of services and effective solutions, always maintaining his eye on the goal of success and making a difference every single day. Though Bill's meaningful career with the Virginia Lottery is coming to a close, his legacy will live strong.



Jennifer Luhrs

Vice President, General Counsel and Corporate Secretary, Kentucky Lottery Corporation

Jen helped lead the Lottery's COVID response from the first days of the pandemic. In her typical calm and cool demeanor, she helped guide the efforts to keep the workforce safe while at the same time keeping Lottery products in front of the public. She did a fantastic job staying on top of this ever-shifting landscape and was a key player in the success of the Lottery's efforts. She has also done outstanding work in helping coordinate a response to the increasing threats posed by unregulated grey machines, analyzing numerous versions of proposed legislation as well as existing laws and court cases in other states. Jen has her finger on the pulse of all things legal and compliance, and she can balance multiple priorities without missing a beat. She navigates whatever comes her way with a fantastic attitude and is a valued part of the Kentucky team.



Sylvia Main

Senior Director of Sales & Marketing, Pollard Banknote - Wisconsin

Sylvia has been Pollard's Account Executive on the Wisconsin account for over 15 years. During that time, she has excelled in addressing the specific needs of the state. She truly took the time to learn the market and the client, and continues to grow with them, adapting to changing conditions and learning from successes and "definitely not successes." Her constant goal is providing products that players not only purchase, but enjoy enough to play again and again. Sylvia has always been clearly committed to delivering proposals and recommendations that are in tune with Wisconsin's lottery market, needs and branding, while also based on research and industry trends. In fact, Sylvia was an integral part of the success of the world's first \$20 Crossword, launched by the Wisconsin Lottery in 2011.



Jim Nielsen

Deputy Director and Chief Operating Officer, Maryland Lottery and Gaming

Jim oversees numerous critical operational functions on the lottery side of business, including but not limited to the central system contract, agent administration and the instant ticket warehouse. On the gaming side of the business, he oversees casino gaming regulation, licensing and enforcement. Despite his many responsibilities, he has been a driving force in helping the Lottery achieve record-breaking sales - even during the pandemic - and has managed to keep the ship moving full steam ahead. A man of great integrity and motivation, Jim's significant contributions to his agency and to the industry have positioned Maryland Lottery and Gaming for continued growth and success in all future endeavors.

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“ The Trusted Draw system achieves non-repudiation in its random number generation process by using a cryptographic digital signature as the seed for a software RNG algorithm... it is unpredictable through its creation by a hardware security module (HSM) while it is verifiable by use of a public key and a standard algorithm. ”
[attested by Bulletproof, a GLI company]



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Robert Nitz

Director of Information Security, Multi-State Lottery Association

In his role, Bob trains and oversees a staff of three IS professionals whose duties include maintaining MUSL's internal security requirements and performing MUSL's Rule 2 security reviews of lotteries and vendors. He also serves as MUSL's representative on the WLA Security Rules Committee, helping shape lottery security requirements globally, and on the NASPL API Subcommittee, which is continuing to provide a pathway for lotteries to sell tickets on plain paper and take advantage of changing technologies. Bob's contributions to day-to-day lottery operations have been considerable. His affability, dedication and professionalism have helped MUSL and the entire industry improve security standards to better meet the common goal of offering the most secure lottery products in the world.



Madhavi Porter

Project Manager, IGT - Florida

Madhavi has worked alongside the Florida Lottery since 2013. She is a true partner, dedicated to ensuring the Lottery's success, constantly adapting and working with the team to prioritize requests to improve processes that increase efficiency and productivity. During the past few years, Madhavi has been instrumental in helping the Florida Lottery navigate their way through conversion and beyond, implementing a new operations system, distributing new equipment, rolling out new programs and updating many systems that have been in place since 2005. Most recently, she was pivotal in her role as the Lottery introduced a new game: Cash Pop. She routinely worked through holidays and after hours to ensure that Cash Pop would launch on time and was fully functional, immediately identifying gaming system changes which were accurately captured, tested and rolled out into production to meet deadlines. The Florida Lottery always knows they can count on Madhavi's dedication, perseverance and innovation as an industry partner.



Nicholas Rebh

Information Technology Manager, Michigan Lottery

Nick began his career with the Michigan Lottery in 2001 overseeing operations in the data center. A veteran of two gaming system conversions, and a third in progress, Nick has long since established himself as a go-to person for project implementation and process development. This includes playing an instrumental role in the integration of internet sales into the Lottery's IT ecosystem. Currently, Nick and his team are the nexus coordinating multiple aspects of central gaming, internal controls and the drawing team for a minimum of 62 in-state and multijurisdictional drawings every week. He inspires confidence in the successful completion of every project he tackles, recognizing the accomplishments of his team at every opportunity, and drawing on 20 years of hands-on experience to move operations into the future.



Teri Rosa

Vice President of Customer Operations, Georgia Lottery Corporation

In Teri's position leading the Georgia Lottery's prize validation efforts, she oversees the paying out of prizes to players while also heading up the team that handles retailer contracts for both traditional lottery retailers as well as COAM (coin-operated amusement machine) retail partners. As you can imagine, leading these two groups is no small feat. As the Lottery adapted to the changing environment of the pandemic, Teri was invaluable, and she and her team continue to be the backbone of the organization. Not only does she understand the mission of supporting educational programs for Georgia's students, Teri also has a heart for service and an "above and beyond" attitude that can be seen not only by the Lottery team, but also by the players she interacts with on a daily basis.

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2020



2022

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Linda Sanderson

Regional Sales Manager, IGT – Texas

Spending significant time in the field, Linda ensures that IGT managers and sales representatives properly represent the Texas Lottery and optimize retailer support for Lottery products. She does an outstanding job of communicating Lottery priorities to her team and acting on concerns escalated from the field, and excels at facilitating collaboration among the Lottery, IGT and retailers. For example, she recently led the integration effort of the NASPL API with the state's dominant grocery chain, implementing Receipt Ticket and ticket redemption functionality through their POS system. She continues to serve as the liaison for the partnership as they introduce other new innovative solutions as well.



Susan Singley

Director of Advertising, North Carolina Education Lottery

Susan has been a valued team member since the organization's inception in 2006. Under her inspirational leadership, the NCEL has created and aired some of the industry's most imaginative and original television, radio and digital campaigns. Her creative talents and insights into player motivation have been instrumental in helping the Lottery achieve continuous sales growth every year throughout its first 15 years. Many who know Susan are well aware of her incomparable work ethic and commitment to the NCEL's success. What's especially noteworthy this year was the leadership she demonstrated after the Deputy Executive Director of Brand Management and Communications unexpectedly resigned last August. Susan stepped up to shoulder both jobs, so the Lottery didn't miss a beat. Her commitment and drive are key factors in the continued success of the North Carolina Education Lottery.



Mary Stanford

General Manager, Intralot – New Mexico

Mary oversees the central gaming system, including new games and other development. She is also responsible for the Lottery's field staff for marketing activities and terminal service technicians. Mary is the Lottery's trusted advocate with the Intralot corporate office. She exemplifies doing "whatever it takes" to support her staff, the Lottery and retailers. A recent major distinguishing accomplishment was Mary's management of a key Lottery initiative. The state of New Mexico created a program called Vax 2 the Max to encourage COVID-19 vaccination. The Lottery participated by conducting cash drawings and staffing wheel spin events at vaccination sites across the state. Coordinating all field staff and travel, managing ticket giveaways and maintaining COVID-19 safety protocols were challenges. Mary led this important logistical endeavor. Thanks to her, the Lottery was able to contribute significantly to a major state of New Mexico effort.



Shannon Struempfler

Director of Account Development Management, IGT – Washington

Shannon has been the epitome of partnership with Washington's Lottery. He understands the portfolio, the players and the business, providing industry best practices while also confidently proposing new opportunities to help shape the Lottery's future. He is open to new ideas and works with the Lottery as they break new ground on innovative initiatives. Among other things, he has been instrumental in the Lottery's debit card project, optimizing Washington's draw portfolio and the launch of a first-of-its-kind Lottery retail store. Shannon has been a reliable and trusted colleague, and he understands what a strong partnership looks like and works hard to make sure it is sustained.



Chuck Taylor

Director of Legal Affairs & Compliance, Hoosier Lottery

Chuck is a respected adviser to the Management Team, regarding both legal issues and business operations. In the Lottery's partnership with IGT, he ensures that the business plan complies with the integrated services agreement and operating standards, while monitoring KPIs and other aspects of the plan to ensure integrity and accountability in all areas of Lottery operations. Over the past year, when iLottery was being considered in Indiana, he played an integral role in communications with state legislators, explaining the potential impact of modernization on the Lottery's mission to maximize revenue in a socially responsible manner. His legal knowledge and business acumen are invaluable to the current and future success of the Hoosier Lottery.



Julie Terrell

Draw Game Coordinator, Texas Lottery Commission

Julie's project management and game design skills have been instrumental in keeping Texas' draw games fresh and innovative for players. There's no challenge – or game introduction timeline – that she hasn't met and surpassed. During her tenure at the Lottery, she has worked on more than twenty draw game changes, while also keeping the Texas draw game portfolio relevant in a changing and increasingly digital world. Julie is a great co-worker, willing to pitch in wherever needed. She is detail-oriented and goal-focused, managing the largest projects while remaining focused on the day-to-day promotions and sales that lead to increased revenue and impressive returns for education and veterans in the state.



Vince Torrez

Executive Vice President for Security, New Mexico Lottery Authority

Vince has been a part of the New Mexico Lottery for more than 26 years, rising from a security agent to a key executive. The Lottery has been resilient in the face of the pandemic, thanks in no small part to Vince's steadfast leadership and teamwork. While much of the Lottery converted to remote operations, he led a team of employees whose jobs required them to be in the building. Thanks to Vince's guidance, physical security and ticket distribution did not miss a beat. Other matters such as stolen ticket incidents and background checks for changing employees and vendors continued without issue as well. Serving as a key member of the Lottery's COVID-19 response team, Vince's accomplishments impacted his personal growth too, by honing his ability to adapt to a rapidly changing environment.



Grace Wang

Chief Information Officer, Arizona State Lottery

Grace's distinguishing accomplishments during the past year have been numerous. However, one accomplishment in particular stands out, and that is the successful implementation of a new internal control system. Her technical knowledge and understanding of the Lottery's business processes allowed for a completely smooth and seamless transition to the new system with no incidents or disruptions to drawings. The success of this project demonstrates Grace's continuing development and achievements as a leader and technical subject matter expert for all of the IT systems and resources operated by the Arizona Lottery. She is a vital resource for the Lottery and adds value to the organization with everything she does.



Don Weber

Field Marketing Representative, Wisconsin Lottery

Don strives to give his customers the best service possible, no matter the situation or time of day. He goes above and beyond his duties, with on-the-job training for new hires, assistance in covering additional territories and working with the warehouse committee to increase efficiency. Thanks to Don's hard work during the pandemic, his territory saw the highest instant sales growth in the state. He is flexible, caring and quick with a smile. His retailers have a lot of respect for him, and love when "Don, the Lottery Guy" comes to visit. He is the type of employee everybody wishes they could have!



Jess Wright

Account Development Manager, IGT - South Dakota

Jess exercised his unique skill set while working with multiple agencies and partners to deliver a multifaceted Lottery central system. This involved working with many state agencies and vendors, both on-site and remotely, which enabled the delivery of a quality product within the prescribed time period. Jess continues to work with the Lottery team to tweak the delivered product, which in turn creates efficiencies for the SD Lottery team and makes it even better. When asked about the delivery of the central system, Jess always mentions two words: honesty and pride. Honesty, in that every step was achieved through open and honest discussion. And pride, in that he was proud of the efforts put forth by the Lottery and IGT teams.





Ott Brown **NASPL** **SCHOLARSHIP**

This award represents what was most important to its namesake, the late **Ott Brown**: creating opportunities for people to learn and grow. In that spirit, this scholarship allows the worthy recipient to participate in an upcoming NASPL Lottery Leadership Institute at no cost.



Caroline Hinson

Product Manager, South Carolina Education Lottery

When Caroline joined the South Carolina Education Lottery in 2019, she hit the ground running and submerged herself into the business and the lottery industry as a whole. Since then, she has become the expert in helping to analyze trends and sales data to support the timing and offering of instant tickets to lottery players in the Palmetto State. Her self-motivation and desire to help others has laid a strong foundation for her to be called upon as a resource and leader, across all departments. Complacency is not in Caroline's vocabulary, neither personally nor professionally. She challenges others to be creative thinkers and strives every day to help SCEL continue to grow their business.



Are We There Yet?

Navigating the intersection of digital and retail



Technology is moving the world forward in ways we never imagined, and the traditional business of lottery will never be the same.

Already digitally connected consumers collided with a global pandemic that dramatically changed the way they manage the flow of their daily lives – including how they purchase and experience entertainment. Add a labor shortage and supply chain

challenges, and there's no turning back now. We've arrived squarely at the intersection of retail and digital.

Who better to make it a smooth ride through than lottery tech guru Steve Beason? The industry vet is back at Scientific Games and revving to go. Beason returns to SG to lead digital and sports betting, previously driving technology innovation at the company as Enterprise Chief Technology Officer and President of

the company's Lottery Systems Group from 2005 to 2016.

It was a smart move and Beason, always the visionary, has a lot to share – not only for what's next in digital, but what's now.

"It's great to be back at Scientific Games, especially in the exciting role leading digital and sports betting – two areas that are growing quickly and vital to the future growth in the lottery sector," said Beason, whose

35-plus year career began with the Hong Kong Jockey Club and included time at several major lottery and gaming companies.

Yes, we've reached the next era of e-commerce, but consumers still want the sensory brick-and-mortar experiences. What's different is that now digital and retail have to link seamlessly into one convenient experience.

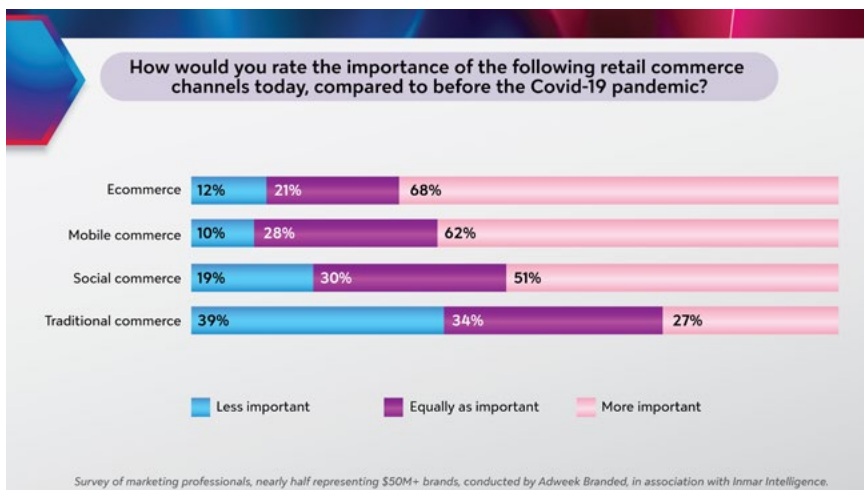
"Leveraging features like mobile wallets allowing cashless purchases across retail and iLottery is a good example of this," he explains.

Lotteries that are pivoting in this new world will succeed. Agile systems technology fueled by player insights is crucial. The right technology and tools, and knowing how to use them, is the path to performance, relevance with consumers and ultimately, sustainability of lottery.

So with the pandemic exposing lotteries to the risks of retail, is it less important to develop retail channels and more important to develop digital? A holistic approach to the entire ecosystem must be taken, with emphasis on not shifting investment in the in-store lottery experience to over-emphasize digital.

What's different is that now digital and retail have to link seamlessly into one convenient experience.

"Players are now able to play a branded paper instant game in the retail channel and see that same game in the iLottery channel, and have promotional advantages given



to them for engaging in cross channel play within the lottery ecosystem,” says Beason.

Not only do consumers want to move back and forth between brick-and-mortar and digital experiences, they also want their interactions with a brand to be linked. Constantly.

Technology enables that link, but for lotteries is systems agility a roadblock to change? A player’s journey and overall experience with the lottery’s brand is completely driven by the agility of gaming systems technology, online platforms and tools.

“Digital engagement programs such as those included in the Scientific Games Enhanced Partnership allow lotteries to increase sales by connecting with players through personalized marketing campaigns. Our SGEF customers who use this value-added managed service typically see a significant incremental increase in cross-channel sales,” he explains.

Investing in an analytics-driven digital marketing strategy is also key to creating a seamless experience for players. This is where solid customer relationship management software (and CRM experts to manage it) is a must-have. Understanding players on an individual level and being able to interact with them on a personal level is key to any brand’s success – and lottery is no exception.

Consumers not only expect brands to engage with them in highly personalized and relevant ways, they demand it. Lottery consumers are not different, and markets must stand ready to deliver to lottery players the right message, at the right time, on the right channel, with the right incentive.

It’s important to understand that consumers expect their in-store and digital experiences to blend as one cohesive experience. Lotteries cannot view the two experiences as separate.

According to an Inmar Intelligence

study of 1,000 consumers, the new era is one of equality between digital and physical retail stores. The study indicated people prefer to shop in a traditional retail store for certain product categories. As an example, 53% said they prefer to shop for consumer packaged goods in a physical store, while 17% want to buy those products online. This means lotteries have to balance creating a great digital experience with their brand AND delivering a rewarding in-store experience.

Let’s not forget loyalty and rewards programs that many consumers now demand with all of their purchasing.

From a technology standpoint, this includes lottery inventory management technology that prevents out-of-stocks and enables quick and easy purchases at checkout with new in-lane technology along with player self-service options.

Let’s not forget loyalty and rewards programs that many consumers now demand with all of their purchasing. And lottery loyalty programs are not an exception from the consumer demand for cohesive omnichannel experiences. Lottery

players expect to be rewarded for their engagement with lottery products across channels – and to be able to earn and redeem both at retail and online.

In addition to using loyalty and rewards to integrate players’ digital and retail experiences, lotteries should be looking at other integration options like buy online and pickup in-store. With consumers controlling their own shopping journeys, convenient access to their favorite products – including lottery games – is crucial.

Inmar found that integration – like BOPIS, curbside pick-up, in-store aisle navigation, updates on inventory, and mobile payments – gave consumers more freedom to choose their preferred experience. Interestingly, their study found consumers were willing to try new technologies and ways to shop if they improved their shopping experience. In fact, the number of those “not interested” in new conveniences was extremely slim.

This is what is happening now, but what’s next? How are marketers going beyond just offering cohesive omnichannel engagement experiences, to influencing and accelerating the adoption of such advancements by investing in cutting-edge technologies?

“We’re investing heavily in predictive analytics and the ability to utilize those insights with engagement tools in real time, in the moment, across channels,” Beason shares. “You’ll see that the winners in this space will not be those who simply react to consumer behavior, but those who can predict and be responsive to such behavior, optimizing sales across all channels in the most responsive and most efficient way.” ■

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Spreading the Word

Lotteries exist to raise revenues for good causes through enjoyable games, and the communications teams are responsible for day-to-day messaging to all stakeholders.

By Patricia McQueen





here are a lot of moving parts to a lottery's communications team. Although specific tasks will vary depending on departmental structures and agency-of-record assignments, these savvy individuals may be responsible for directly assisting players with any and all inquiries, from simple questions on how to play and how to claim to resolving any problems that may arise; spreading the word about games, jackpots and unclaimed prizes; winner awareness efforts; responsible gambling messaging; internal staff communications and retailer newsletters; general education about a lottery's mission and revenue milestones; and beneficiary awareness programs. For many lotteries, the latter is often a primary focus – sometimes because there is a single, powerful beneficiary of lottery funding, and sometimes because there are a number of such beneficiaries.

For example, the Arizona Lottery has more than a dozen state-mandated beneficiaries and a robust "Gives Back" sponsorship program (funded with marketing dollars). As a result, Lottery messaging always includes and emphasizes the "Where the money goes" concept. "It is vital to us, and to the people who rely on our transfers, that all of our stakeholders have a clear and compelling idea of the good that they are doing by playing our games and supporting our agency," said Public Information Officer John Turner Gilliland.

And then there's the example set by the Georgia Lottery at its inception in 1993, the first in the nation to use lottery proceeds primarily to fund scholarships for students. So it's not surprising that ongoing, everyday messaging is focused on the Lottery's mission to maximize revenues for HOPE Scholarships and Pre-K preschool programs, the billions of dollars raised for these programs, and the millions of beneficiaries and their families who have been impacted by these important educational programs. Georgians feel good about purchasing a Georgia Lottery ticket because the messaging has reinforced their knowledge that, when they play, Georgia's students win.

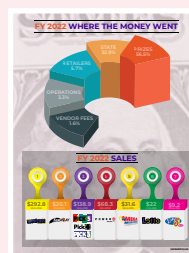
The overall goal for any lottery's communications team is well-described by the Tennessee Education Lottery: "Continuous enhancement of the Lottery's positive image internally and externally." This goal is met by highlighting the huge variety of benefits the Lottery brings to Tennessee in a fun, informative format via advertising and other marketing strategies, social media, press releases, website, CEO memos to staff, and more. The messaging includes the dollars raised for education, paid in prizes and paid to retailers, and also includes a focus on responsible gambling.

While corporate social responsibility is an increasing area of interest for lotteries across the spectrum, the British Columbia Lottery Corp. is going beyond CSR to emphasize social purpose. By focusing on connecting

Louisiana Lottery Spotlight

Our communications plan calls for the following ongoing messaging:

- **Brand and Product Positioning**, including game education and awareness (how to play, odds of winning, game closures, launches/changes, drawing information, etc.), jackpot alerts, giving our stakeholders "a reason to smile," unclaimed prize alerts and promotions.
- **Responsible Gaming**, including minimum age to play, responsible play tips and problem gambling awareness.
- **Beneficiary Messaging**, including financials with quarterly treasury transfers and "where the money goes" education.
- **Winner Awareness**, including both monthly winnings tracking, game and locations data and anecdotal winner stories.
- **Retailer Education**, including recruitment, onboarding, lottery sales and operations training and compensation/benefits.
- **Internal Communications**, including corporate financials, mission/vision/values, new products/changes, cybersecurity, board meeting notes, communications onboarding and marketing results reporting, etc.



Our communications team oversees and utilizes the following tactics and channels to distribute these messages: Website at louisianalottery.com. Social media, including Facebook, Twitter, Instagram, YouTube and LinkedIn. Mobile app notifications. Players Club broadcast email program. News releases, media kit and media relations. Photography, videography and presentation scripting and production. Bimonthly 24-page, color retailer newsletter, *Exchange*, and game sell-in guides. Player brochures and pamphlets. Microsoft Teams (used as an employee

intranet promoting two-way communication and collaboration). Quarterly state-of-the-lottery "Town Hall" style employee meetings with our President/CEO. Promotions development and deployment including web-based, social media, regional retailer onsite sales promotions and radio listener call-in. QR code development and measurement.

- **Kimberly Chopin, Director of Communications, Louisiana Lottery**



North Carolina Education Lottery Spotlight

You'll see a variety of messages across multiple communications channels with the N. C. Education Lottery. You'll see winner stories going on our media releases, popping up on our popular blog, and getting shared on Facebook, Twitter and Instagram. News of new games and promotions get the spotlight of our rotator banners for the big audience that comes to nclottery.com, and are shared on social channels with engaging graphics and fun social promotions. In addition, email marketing delivers the news of games and promotions to everyone who signs up. We try to use all our communications channels to deliver the news our players want the way they want to get it.

We've also had recent successes creating buzz around our Powerball and Mega Millions jackpots. This is another reversal occurring during my 12 years in lottery PR and communications. Before, journalists seemed a bit cynical about growing jackpots. Now, probably due to the growth of online news, that is changing. When they post stories about jackpots on their websites, they see readers clicking on them. When journalists share those stories on their station Facebook pages or Twitter feeds, they see the engagement they get. So they are dropping the gatekeeper role of deciding what is news and giving people what they would like to read. We had lots of fun with the dueling jackpots angle in May and June. A major TV station in our state wanted a photo showing the dueling jackpots, so we went up the street to where we had a double billboard featuring Mega Millions and Powerball, snapped a photo, and it ended up on the 6 o'clock news and on the station's news website, the most popular one in our region. We write about rankings, trends and trivia, tie big wins from \$30,000 to \$5 million to the big jackpot, how much the jackpot runs are raising for education, and major milestones like \$400 million. It's working for us.

-Van Denton, Director of Communications, NCEL

with players, BCLC is continuing on its path towards responsible, player-centric gambling that is underpinned by a social purpose to generate win-wins for the greater good. This social purpose means that for every decision made, BCLC must demonstrate it's a "win" for both parties, and always consider how to create additional value for players. "We want to have the healthiest players in the world, which is why we focus much of our communications efforts on sharing with players the information and tools needed to make informed decisions on gambling," said Senior Communications Specialist Shelley Wong. "Additionally, we strive to be as transparent as possible with our players for a better understanding about our company, new products and, of course, winners."

With all their communications needs, lotteries have to be agile given the unpredictable nature of the games and the big wins. A billion-dollar jackpot can overshadow all other efforts, and a million-dollar winner can take center stage, especially in a smaller jurisdiction or region. And as more lotteries venture into new product lines, player education becomes a priority, at least for a while.

A number of tools are readily available for lotteries, with social media often leading the way. A website and even multiple microsites can be powerful platforms if used creatively. Email marketing is also a good way to get messages out, either to a general player base or limited to players' club members. Press releases, especially on winner awareness, can be particularly successful when directed to regional media outlets to highlight local winners. There is an increasing use of video content, either celebrating big winners or grouping together smaller winners on a regular basis.

For this special *Insights* section, we asked lottery communications teams around North America for a variety of information. A few offered detailed insights into their operations and shared some recent success, and we've spotlighted three of them here. On the following pages, you'll find additional lottery-contributed responses in three areas: the types of challenges lotteries face, their winner awareness efforts and their social media strategies. As always, we thank these hard-working lottery professionals for sharing their experiences. ■

Pennsylvania Lottery Spotlight

The Pennsylvania Lottery Communications Team consists of two Lottery employees, the Press Secretary and Deputy Communications Director, and is at the forefront of both internal and external Lottery communications messaging. Messaging includes creating and distributing daily press releases about winning tickets to media outlets across Pennsylvania, upcoming game and promotion announcements, beneficiary news and responsible gambling, to name a few. Our team is also responsible for handling media inquiries focusing on various Lottery-related and gambling topics.

The Lottery Communications Team also handles daily customer service inquiries and player requests, including how to verify and claim a prize, troubleshooting a game and more. We also review all social media, marketing and retailer messages for accuracy before they are sent out to the public.

One of our top priorities is winner awareness. We work hard to gather winner stories every day. The goal is to share those stories on our social media accounts and our website, and sometimes we'll host press events with winners. By sharing winner stories, we are creating transparency and showing other players that everyday people like them are winning the lottery.

Other tasks we tackle at Lottery Communications include drafting two quarterly newsletters. Our *Sales Maker* is explicitly dedicated to our Lottery retailers, informing them of new games, retailer incentive program updates, promotions and more. The Lottery's internal newsletter, the *PAL Connection*, focuses on our hardworking staff, highlighting birthdays, work anniversaries, promotions, project updates and upcoming events.

Finally, we like to say that benefiting older Pennsylvanians isn't just a tagline; it's what we do every day. The Pennsylvania Lottery remains the only state lottery to direct all proceeds to programs that benefit older residents. In an effort to highlight our mission, our Lottery Communications team gathers on-camera interviews with Lottery beneficiaries from across the commonwealth and creates short videos, which can be found on palottery.com and on our social media pages throughout the year, particularly in May during Older Americans Month and in July during #LotteryWeek.

-Diana Dietz, Deputy Communications Director, Pennsylvania Lottery

Executive Director



Dear PA Lottery Retailers,

First, thank you for your continued partnership over the past fiscal year. We experienced some challenges, but we also saw great success. Around 7,600 retailers earned at least one bonus through our Sales Incentive Program by increasing their sales by at least 0.1%, totaling over \$29 million in bonus commissions earned. Around 1,500 retailers earned an additional \$92,510 by working with us to implement Best Practices, helping to keep Lottery fun for mind with players.

In looking ahead, even more than ever we determined to help you accomplish your sales goals.

I'm also excited to report that the Pennsylvania Lottery's first ever \$50 Scratch-Off, \$5 Million Money Maker, has been the leading top seller for the past 6 months. Ensuring that your stores have this popular game in stock and on display for sale is vital to Scratch-Off sales growth.

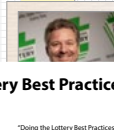
Finally, a friendly reminder to ask your District Sales Representative about how to incorporate our Best Practices to drive more sales at your location! I look forward to seeing your growth throughout our partnership this upcoming fiscal year.

Best in Selling



Drawn 8/10/22

Deputy Executive Director



Dear PA Lottery Retailers,

As we close the door on this latest fiscal year, I wanted to share my appreciation for your continued efforts and determination throughout these challenging times. Now more than ever, we know the importance of every single player, every single sale and every single sale while facing a variety of obstacles. The I to call you our partners.

Invest this year, providing retailers like you an Lottery Best Practices. When you do, you can receive a ribbon. By adding certain Best Practices elements to your space, winner awareness area, increased signage make your store a Lottery destination that encourages us for their Lottery needs. Some retailers who a 6% bonus to their Scratch-Off sales.

Use this new fiscal year to optimize your Lottery Sales Representative or Corporate Sales Manager for your effort.

Retailer Shares How Lottery Best Practices Help Boost Sales

The manager of the Wrightsville Sunoco in York County said they've been in business for at least 14 years, and because they implement Pennsylvania Lottery Best Practices, business is booming.

"Lottery Best Practices are important because our customer who buy Lottery also buy drinks, chips and order from the deli we have here," said Jayshel Desai, Manager, Wrightsville Sunoco, York County.

Before you walk into the Sunoco on Hellam Street, you see signs that Lottery is sold inside. Then when you walk in, there is a digital screen showcasing the latest jackpots and games. Scratch-Offs are on display, Keno and Derby Cash Horse Racing are visible on monitors hanging on the wall and there are many previous winning tickets hanging around the store letting customers know that winning can and does happen at this location.



Desai went on to express her appreciation for her District Sales Representative, Kasandra "Kasi" Fry, who she says is eager to help grow her Lottery business.

"When the new tickets come in, they tell us which one is the good sell. I like Kasandra she always helps us, I'm so proud she works with us," said Desai.



"When the customer comes in, they buy something a little more, they play the Lottery," said Desai. "We sell a lot of people win here. Every day."



Wrightsville Sunoco Sales Representative Kasandra "Kasi" Fry with Wrightsville Sunoco Manager Jayshel Desai.

"Doing the Lottery Best Practices is really helpful. It's really good for us and the customer too," added Desai. "The customer look forward to it."



Desai went on to express her appreciation for her District Sales Representative, Kasandra "Kasi" Fry, who she says is eager to help grow her Lottery business.



Wrightsville Sunoco Sales Representative Kasandra "Kasi" Fry with Wrightsville Sunoco Manager Jayshel Desai.

First 40-Bin PHDS Terminal In PA

The first 40-bin PHDS Terminal High Ticketation Terminal with SCIQ was installed on April 11, 2022. The retailer, Daily Mart, located at 3801 Derry St., Harrisburg, loved the new terminal, noting that it was especially easy to load tickets and retrieve money from the new bill acceptor. The training was held by Scientific Games and covered the functions of the new vending machine.



Daily Mart Retailer with Scientific Games representative.

Special Message from PennDOT

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 Harrisburg 717-702-8230
 Clearfield 814-765-0206
 Pittsburgh 412-270-2760
 Erie 814-835-2423
 Lehigh Valley 610-807-3319

PA Lottery Toll-Free:
 1-800-695-7481
Equipment Service & Repair:
 1-800-695-7353
Ticket Terms:
 1-888-393-4744

Interpreter Language Line:
 1-800-975-7353
Drawing Results:
 1-877-312-6637

Reminders:
 Check and verify winner ID, when
 claiming prizes. Prizes over \$10,000 require
 a notarized affidavit.
 By law, Lottery players
 must be 18 or older.

Confidential help for problem gamblers is available. Lottery retailers are asked to promote responsible play every day, and to create a safe and healthy environment for underage play. Call the free, 24-hour helpline: 1-800-GAMBLER

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FOCUS ON:
Communications

Communications Challenges





In a perfect world, lottery communications teams would be able to focus on winners, games, responsible gambling and revenues generated for good causes. While those are still the primary areas of messaging, there are other topics that require attention from time to time. It may be the need to correct misinformation on any number of subjects, from beneficiaries to game specifics. Or it's the challenge of working with the media in a digital world where traditional norms have gone out the window. Or simply player education – after all, as the industry tries to attract new players, it's not always easy to explain the games to those newcomers.

We asked lotteries what communications challenges they have faced recently. Of course, everyone would likely agree with the sentiment expressed by the Georgia Lottery: “We view challenges as opportunities to share our story, connect with the public and keep them informed.”

Yet as you read through the following edited responses from a number of lotteries' communications leaders, you might find other common ground. We're sure they would be happy to share further details about how they are handling some of these challenges.

Beneficiary Awareness

California Lottery. Like other lotteries, California Lottery consistently tackles debunking “lottery myths” – essentially misinformation about how the Lottery operates and how Lottery funds are used. We continuously work on bolstering the public narrative by creating and publishing content that communicates our mission of raising extra money for public education in California. That content appears on our website and all our social media platforms, and we also infuse messages about our mission into as much earned media as possible. We also want to ensure that

our own staff not only understands our mission but, when appropriate, serves as champions of that mission. Our PR team, which is known as the Lottery's Public Affairs and Communications team (PAC), helps CA Lottery employees understand our business, how our sales are doing and general Lottery operations. The PAC team produces a monthly newsletter and video to update all Lottery employees on the latest Lottery news, work and achievements. Having our own team members updated and informed allows them to provide accurate information to their family, friends or anyone.

Michigan Lottery. As a state agency, managing politically charged posts and the spread of misinformation (“With all these Lottery games, there shouldn't be any potholes in the roads!”) is a challenge. No matter how many times we set the record straight or explain that Lottery funds aren't part of the transportation budget, we'll always get these comments! Being direct in response may not convince everyone, but does help get our message out in a concise way. We've also had instances where the social community self-moderates, with some followers correcting incorrect statements from others. Building those brand advocates has been an important part of our social presence.

North Carolina Education Lottery. The biggest communications challenge we face remains sharing our beneficiary story in a compelling way so that North Carolinians can see and understand how the money raised by the Lottery is changing lives. North Carolina has a great cause to serve – public education – but the benefits can be hard to see. Traditional media are even less likely now to report good news or do stories on programs that work. A release that the lottery raised \$900 million for education seems to go nowhere. Before the pandemic, we turned to

major marketing, advertising and PR campaigns, such as our “Proud Moments” and “NC School Heroes” programs, to overcome that. Those type of campaigns got paused by the pandemic. We've also expanded our community relations programs and built new partnerships with education groups. We've found success in the partnerships because they open doors for us to meet and speak with education influencers. When we do a good job, it changes the way those influencers – from school superintendents to school board members to principals and county commissioners – view and discuss the Lottery in their home communities. It's more of a brick-by-brick approach but it works.

Oklahoma Lottery. We have been very fortunate to not encounter some of the issues others have faced in the year I've been here. The largest number of “complaints” we hear on social are that they don't believe our proceeds have done anything for education. Fortunately, over this past legislative session we were able to get a new bill passed that allows for some of our proceeds to go toward a teacher empowerment program that will be much easier for us to message. We are still in the midst of trying to get iLottery passed here, so that is going to become an issue and we are preparing for that.

Player Concerns and Education

Arkansas Scholarship Lottery. One of the things we're challenged with is how to communicate game mechanics to players who are new to lottery. While we do provide “how to” videos on our website, it can still be daunting to a new player. Additionally, something that we strive to do daily, but that is also a challenge, is communicating with, and reaching, new players. This is often hard, as most new players don't understand lottery or have a preconceived notion about lottery.



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and shows that there are real people behind the corporate identity.

Louisiana Lottery. Graduating 30 years ago in mass communications with a focus on journalism, the methods and philosophies we were taught then are often different than what we see practiced today in traditional media. This is likely due to reporter staffing shortages, poor training and the need for revenue-generating clicks. On a local level, we have created public relations equity with the media by being responsible, forthcoming, diligent, communicative and transparent. From a national front, however, it seems we are hit more frequently with media inquiries where there is a predetermined, and often hidden, agenda, with little interest in the “truth.” This can certainly be frustrating and challenging. The good news is that at no other time in our history have communications and public relations professionals had more owned media channels at their disposal to get out their messages and tell their stories to those who matter. We are less dependent on traditional media than in the past. Another challenge we face as communicators is staying constantly abreast of new and ever-changing platforms that require an understanding of technology. While creating a balance sheet hasn’t changed much in accounting over the last decade, communicators’ tactics have changed by leaps and bounds!

Maryland Lottery. As newsroom staffs have gotten much smaller, we find there are fewer experienced reporters, and those that contact us know very little about lottery. Reporters also tend to do more of their reporting via email or by filing records requests rather than making direct contact by phone or in person. Without those direct conversations, we don’t have the opportunity to provide important context and background information. As a result, reporters often misunderstand

and draw their own conclusions that aren’t entirely accurate. And because they’re making their own interpretations of records or data, they often approach us with slanted or leading questions that are designed to elicit responses that bolster their intended narrative. On a fairly regular basis, we receive large-scale requests for sales data from journalists or economics researchers that require tedious, time-consuming responses. They always ask for the data to be broken down retailer by retailer (and sometimes game-by-game for each retailer), and the clear intent is to correlate sales and zip codes in an effort to prove that the lottery disproportionately sells or markets to certain populations.

New Hampshire Lottery. There has been such an evolution as to how media is reported, with more and more reporters being paid by the story, so a big challenge is just getting your story in the right hands. It used to be so easy to serve up a story. Now it’s hit or miss if a reporter(s) will pick it up.

New Mexico Lottery. The FOI requests that all lotteries are receiving from college students are a challenge because their requests are broad and time-consuming. New Mexico has a small staff with limited resources and time. Many of the people making the requests do not make the effort to look up and follow procedures or rules, nor do they correct their errors when informed.

Pennsylvania Lottery. One of the challenges for us to explain, and something that keeps coming up repeatedly, is the “frequency of winning” reporter question. We find that most reporters don’t have a complete understanding or knowledge of how playing the lottery or chances of winning work. We see those inquiries as an opportunity to educate the media. Other challenging inquiries

from media include questions about both legal and illegal competition, lottery-related legislation, and questions about any procurement that may be ongoing. We’re fortunate that the Lottery Communications Team works with a tremendous group of well-versed individuals in various topics. We work with our colleagues to answer some of these tough questions.

Tennessee Education Lottery. One PR challenge is that media frequently misquote and make mistakes in their reporting. They don’t do simple homework (such as looking on our website) and sometimes aren’t even sure who they are calling at the Lottery. Our strategies to address this issue are to include as much information as possible in press releases to answer questions before they are asked; provide concise, simple messaging; maintain positive relationships with media – and remain patient. We also follow up with the reporter, or sometimes editor, to point out any errors and educate them on what went wrong in their story and ask for a clarification and/or correction. Finally, we request that questions and requests from media be in writing (email), and we give our responses in that same format (unless it’s a recorded interview). This helps document the exchange.

Virginia Lottery. Because of downsizing in newsrooms, we are seeing an increasing amount of inaccuracies in news stories. It is also increasingly difficult or even impossible on some websites to point out a mistake and request a correction. One recent example was when we updated all our logos. The other side of that coin, also a byproduct of newsroom downsizing, is that we are seeing an increase in news organizations simply clipping and pasting our news releases. When a news organization copies our news release verbatim, we know they got it right.

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Other Challenges

DC Lottery. Given the rise of our iLottery and GambetDC platforms, we are working through how to build community in a much more digital world, where winnings are often smaller and we don't see people to take a photo of them with a prize check.

Florida Lottery. Honestly, our biggest challenge is staffing. We're losing talented employees to the private sector for higher salaries and remote work options. Other lotteries that are under the state government umbrella are likely facing the same issues. It would be interesting to see the ways in which other states are adapting in order to remain competitive in today's job landscape.

Nebraska Lottery. The most challenging thing I've faced during my time at the Nebraska Lottery was the Holiday Bonus Bucks programming issue in September 2018. Immediately after we launched our \$5 Holiday Bonus Bucks Scratch game, we discovered the game was misprinted and tickets showed winning combinations that didn't match the programmed outcome. We activated our crisis communication plan and spent several months communicating with players, retailers and the media. In the end, 150 of the 400 misprinted tickets that were sold were returned to us and inspected. We were able to pay out the valid winning tickets and provide \$100 in Scratch tickets to everyone with a misprinted ticket.

New Jersey Lottery. In our communications office, a major challenge we faced was the beginning of the pandemic in 2020. As with many departments and organizations, every decision and public communication was tinged with uncertainty amid an ever-changing world. Over the two years that followed, we found

routines and protocols that worked for both Lottery staff and our players. We continued to modify and loosen restrictions as appropriate, and recomunicated our office availability and claims processes to the players. Additionally, we frequently retune our games and create add-ons and extra drawings, both for our avid players and to increase revenue. As we do, the communication of game rules and results becomes more complicated. We field many questions about new game changes and are constantly finding ways to simplify the language as much as reasonable to make our portfolio of games more approachable.

New York Lottery. We have faced challenges relating to the pandemic and the availability of locations for players to redeem their tickets. We've also implemented an appointment system to ensure staff and player safety at NY Lottery Customer Service Centers.

Virginia Lottery. One key area for us is addressing and correcting demonstrably false narratives on our social media posts. Every lottery deals with the same player comments like "It's rigged!" or "Nobody in my geographic area ever wins." However, it's comments like, "That winner is actually a Virginia Lottery employee. Lolol" that are empirically and borderline maliciously false, and we try to address these. In a recent example, the original commenter came back into the conversation hours later with a classic response of "It was just a joke. All y'all taking it too seriously." Which, you know, is a deflection. However, by us addressing their original comment with facts about Virginia Lottery employees being unable to purchase and play our games, we were able to reverse the sentiment of other players who saw the first comment and thought it was true. Every lottery social media

administrator knows a handful of followers on their channels who will never change their opinion regardless of how many times you try to explain security measures, probability and odds. It's worth trying, because often those players just want to feel heard. But dispelling that misconception is and always will be a challenge. In a related area, there are scammers. Whether they appear in the form of lookalike social media accounts or they work overtime to spam your comment section, they challenge our organization's integrity and the safety of our players. And all you can do is play a constant game of whack-a-mole by reporting and blocking them, and encouraging your followers to be alert and to do the same actions.

Washington's Lottery. In Washington, our state laws require lottery vendors to be licensed. Recently, a group came into the state and tried to offer lottery tickets for sale via an app-based courier service and media jumped all over the story. The problem was that they weren't licensed and we believed their operation violated state law, as did the Gambling Commission. So we had to reach out to all the outlets who had done these "isn't this cool?!" stories and say "not so fast." We've also had challenges from time to time when a player or a retailer feels like they've gotten the short end of the stick and want to use the media as the way to "solve" the problem rather than through the official process we have in place for disputes, and those are situations in which no one wins.

West Virginia Lottery. The process for getting some communication messages approved in West Virginia is a bit harder than one would think. As a state agency, there are several levels of approval that must occur before a press release can finally go live in most cases. ■



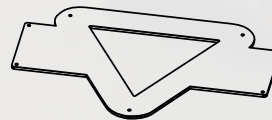
Vending Machine Jackpot Signs

Triangular design for visibility from any angle

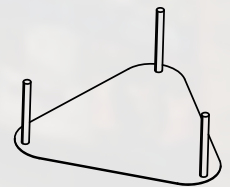


3-Game Option

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- Up to 36 inches high
- Proven effective with a 12% lift in test stores
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Optional Mounting Plate



Optional Riser Base

CM GLOBAL

Winner Awareness



Just about every lottery will say that winner awareness is one of the key tasks for their communications teams. It's such a critical component to reassure the public that real people do in fact "win the lottery." It's one reason why the trend towards anonymity presents a challenge – the sense is that if winners remain anonymous, it lessens the "proof" that there are real winners.

In many jurisdictions lottery winner information is still public record; in fact, some lotteries still require a level of publicity for a big win. In Québec, for example, winner identification in the form of an official photo and dissemination rights is mandatory.

Anonymity in some cases has actually helped – without fear of identification, winners may be more willing to tell their story. And lotteries are learning that even without names or photos, good winner stories are picked up by local media. After all, these stories still generate plenty of clicks – and what media site doesn't want more clicks?

Lotteries are increasingly adding video content to their winner awareness efforts. There may be videos of individual winners if available, but more often the videos are simply recaps of several recent winners presented in an engaging way.

We asked lotteries for their winner awareness strategies in this day and age where many winners may either be anonymous or simply hesitant to share information. Their edited responses follow; as always, we thank those who participated. There are a lot of creative ideas here, ideas you might find useful at your lottery!

Arizona Lottery

When the Arizona state legislature passed a permanent anonymity law for winners of \$100,000 or more, we thought it would seriously hinder the effectiveness of our winner awareness efforts. Even though every winner of prizes in that range has since chosen permanent anonymity, it has not resulted in any observable decrease in winner awareness news coverage. News outlets are satisfied with the prize amount, winning location and date of sale. That said, we have seen success with the standard check-over-the-face photos, and also by working with winners to share information that they are comfortable with, expanding the storytelling aspect of the releases announcing our biggest jackpot winners so that

readers can identify with winners even without their names.

Arkansas Scholarship Lottery

We show winners' tickets with the person's first name and hometown on social media, even if they won't take a photo and want to remain anonymous. We also use real winners in many of our TV/video spots.

British Columbia Lottery Corp.

In Canada, lottery winners' identities are made public unless there are extenuating circumstances. However, players at times may feel reluctant to discuss their win. We have found players get more comfortable when they understand why we share stories: to show that real people win the lottery. We know that for every

lottery winner, there are millions of other players who are curious about who won.

Right now, we're finding that our winning ticket posts on Facebook and Instagram are helping with winner awareness. Additionally, Facebook Live events for winner celebrations, and sharing videos of winner stories on our social channels, also raise awareness.

When we draft winner stories, our goal is to balance the winner's privacy while sharing information that will hopefully resonate with our players. There is great interest in winner stories right now from media outlets and we are seeing increasing engagement for this type of content. In fact, our media contacts let us know that lottery related stories are their most



popular content. While celebrating jackpot wins is important, we have also found that sharing stories of smaller prize wins resonates well in smaller media markets and helps create more excitement around the lottery.

Winning the lottery is an exciting time, and throughout the process we try to make our winners feel as comfortable as possible. Sometimes this involves finding solutions to balance storytelling while supporting our winners. For example, last year, a neurodivergent individual won a major jackpot. The winner felt uncomfortable answering questions in front of a large audience, so instead of hosting a public media event, BCLC planned a more intimate celebration for the winner to have with our CEO. We captured video and photos to still share the story with media and demonstrate transparency.

California Lottery

Winner awareness is an important effort that allows us to humanize the Lottery and demonstrate that real people win every day. In California, winners' names, where they bought their ticket and how much they won are all public information as part of our Public Records Act. Our PR team realizes winners are more often than not hesitant to share any more information about themselves. We work closely with big winners on helping us achieve our goals around winner awareness, and often they will agree to let us include a quote in our news releases. That makes the winner announcements more compelling and credible to the public.

We often tell winners that there are two questions asked most frequently: How did it feel to win so much money? What do you plan to do with the prize money? We also let our winners know of the possibility that news reporters may try to track them down for an interview on their own. Once winners understand that, they may be more apt to work with us on a

quote or even a media interview. We saw a good example of this in late 2021 when we worked with the man who bought the only jackpot-winning Powerball ticket worth \$698 million. We helped arrange an exclusive interview with him on a local NBC affiliate.

We also work with our retail partners to amplify winner awareness. Our PR team often includes quotes from the store manager or owner in our news releases that express how they feel about their place of business selling a winning lottery ticket and the bonus they get from that. In addition, we've developed different ways to showcase the vast number of winners across the state. For SuperLotto Plus, Mega Millions and Powerball, we have a map and drop pin template to showcase where a winning ticket was sold (city) and the amount won. For Scratchers, we utilize a different template style, yet still showcase where a winning ticket was sold and the prize amount. Each week we also highlight two 2nd Chance winners by name. Further, we share the year-to-date millionaire count monthly. We also share the number of total prizes paid, which

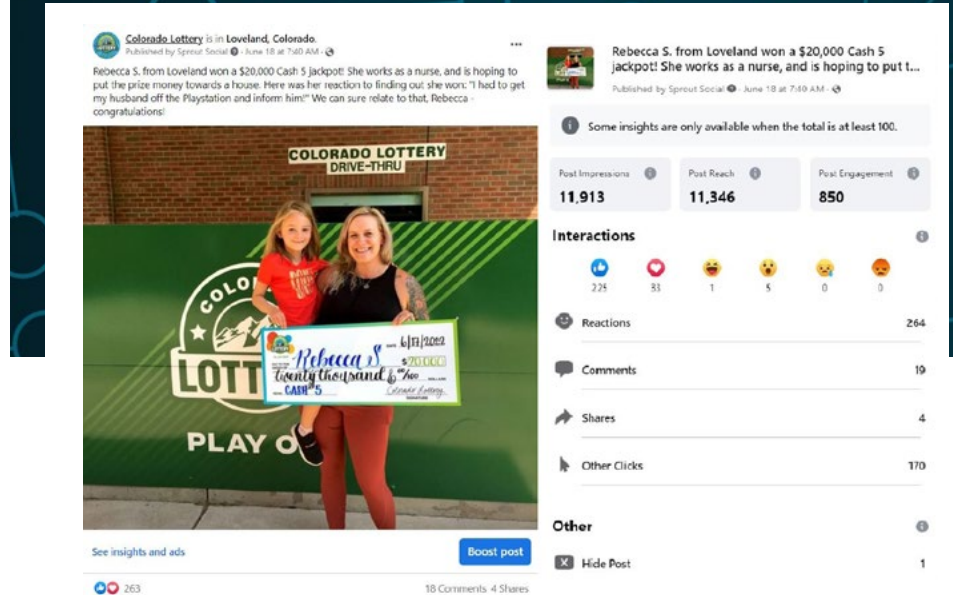
helps showcase winners big and small.

Colorado Lottery

Fun disguises and fake names on the novelty big check help encourage winners to tell their stories at the claims office. We also offer winners Lottery-branded t-shirts and premium items/swag when they claim. Interactive giveaways on social media and events helps entice winners to share their stories. We also encourage winners to share their winning story on their own social media pages and tag us.

DC Lottery

The DC Lottery communications team tries to personally connect with big winners (\$25,000+) who visit our Prize Center. A series of questions was developed to coax out winner stories – winners are asked the questions directly or are allowed to write their stories down if they are a bit shy. Each story is different and told in a unique way. Recently, two sisters won DC5 and claimed \$75,000; one sister won \$25,000 and the other won \$50,000. While one sister was more willing to share than the other,





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the “sisters win” still made for a great story. Everyday people telling their winning story really encourages others to share their stories.

Florida Lottery

Find a special or distinct aspect and capitalize on the winners who have a unique story. Then, if possible, follow up with those winners and re-release a “where are they now” update. In Florida, we recently had tremendous success with this strategy from one of our winners who credited his pregnant dog as the reason behind his \$2 million Scratch-Off win. We were able to build a relationship with the winner, which led to us distributing an “in case you missed it” release two weeks later when the dog had puppies – complete with puppy photos! The media coverage we were able to generate from this winner was enormous and reached a national and international audience of more than 626 million!

The “where are they now” winner releases are still very new to us so we don’t have a magic formula to share. We just try to make a genuine connection with all of the high-tier winners that come to our headquarters office to claim. A member of our Communications team greets

every high-tier winner to walk them through Florida’s public disclosure laws and the press release, and to get their story and hopefully a great photo! We really strive to create a welcoming winner experience and that has helped us tremendously in getting unique angles and follow-ups for our winner releases.

Georgia Lottery

Even when winners are anonymous, there are opportunities to share their stories. We can promote the story without the winner’s name, as well as focus on the game, prize amount, retailer and city, along with a number of creative facts and details that will capture the attention of the media and public.

Idaho Lottery

Winner awareness is made harder because even winning \$1,000,000 is not what it once was – to the news media. With that in mind, a six-figure win is still life changing. Flooding the news media market with winner stories is much less effective than telling really good stories. There’s always room for a well told winner story. Our focus has been on selecting those stories that are more compelling and sharing those – they are the

stories that break through the news clutter and can make it to broadcast. Otherwise, we reinforce our business proposition – players win playing – through our owned media channels.

Iowa Lottery

Winner hesitancy is definitely an issue for us all. The comments from players we have seen are almost always based on fears of the unknown – for example, fears about people asking them for money if word gets out that they’ve won a lottery prize. We explain that especially with social media, there are no secrets anymore! If that person posts about their win online or tells someone else who posts about it, word will get out. Are they actually planning to tell NO ONE about their win? We explain that we’re here to help them tell their story in a controlled way, something we call a “one-and-done.” It may be news today, but by sharing the basic facts, it is a one-day event and then the world goes whirling on by to something else. We also explain that in nearly all instances, the amount of money they have won changes hands every day through the sale of businesses, homes and land. It’s certainly a wonderful amount to win, but in most instances, their win does



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not put them into a category that is out of the norm. And of course, we print out photos for our winners, give them tchotchkes and t-shirts, and send them home with the ceremonial check in their name as “evidence” of their win. A big win doesn’t happen every day and we want it to be a fun moment that they will remember!

When we do get willing winners, it’s still up to us to find a way to break through the clutter in today’s busy world of information. We have repeatedly found that it still comes down to the honed skill of identifying the details people will find fascinating. It’s not always easy, and not every player interview will yield those results. But when they do, good storytelling ability can make the difference in raising the profile of your lottery. This year alone, we’ve had some great stories, like a \$1 million Mega Millions winner who credited a “mistake” for his win – the retail clerk printed only one play when the customer wanted five. Another ticket with four more plays came up with a winning \$1 million prize. The story went viral and ended up being featured all over the country and even on some sites in Europe.

Kentucky Lottery

When the pandemic hit, we had to take a hard pivot in how we handled winner awareness. But even before that, we were noticing a definite change as more and more players declined photos and interviews. So we came up with two small shifts that increased our volume of winner stories – use of ticket art and generic player identifiers. We started using images of their winning ticket; media has responded well to this and we see images of the winning ticket in many stories. Generic player identifiers based on location – for example, “a Montgomery County man” or “an Owensboro woman” – have been embraced by media and players. We’ll initially ask a player if they want to participate in publicity, and the

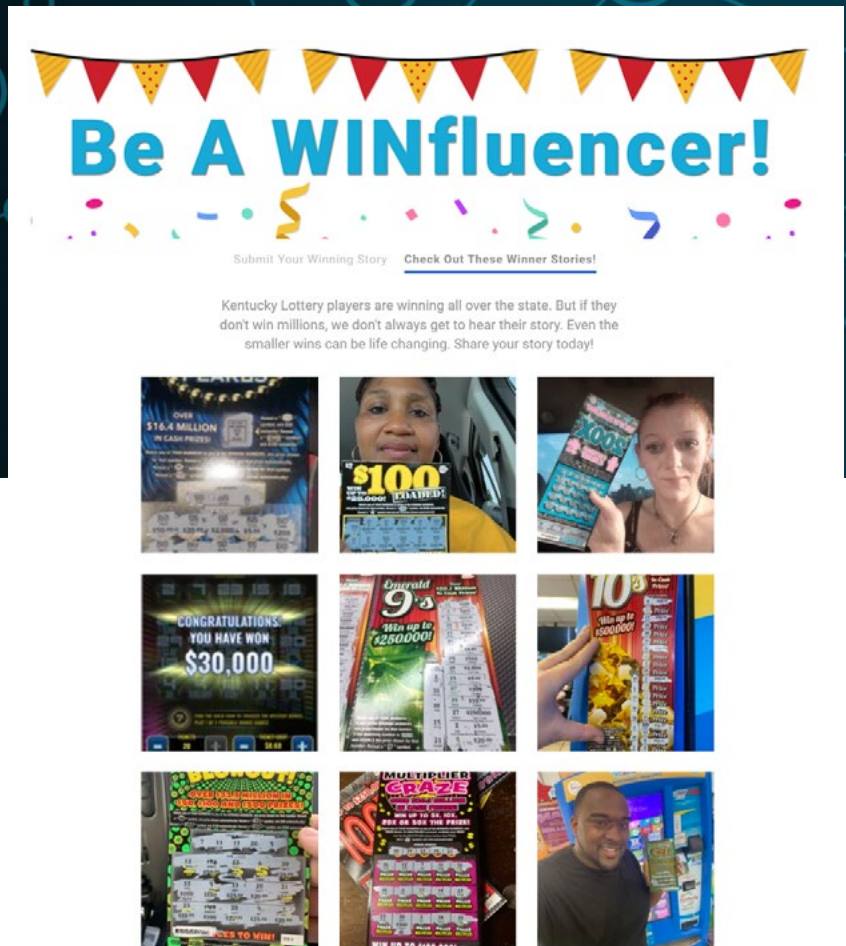
overwhelming majority say no. When we ask them if we can use one of these generic identifiers and tell their story, the majority say yes. We can then interview them and get the backstory of their win without outing them. And while most media outlets in the state know they can send an open records request and get the name of any winner, in my 18 years in this position we’ve never had one go down that path (unless it was a Powerball winner). By making these two small changes, we’ve been able to provide solid winner stories to a number of outlets.

Our players love to see and learn about winners, but if it’s not a big win we don’t always get to hear their story. We made several digital enhancements to increase the number of winner stories available to us and to promote those stories

more effectively. Winners submit their story and upload an image to our website. We then feature these smaller, but still potentially life-changing winner stories. Players can either submit their stories online on our Winfluencer landing page or use our hashtag #kywinfluencer in social for a chance to be featured. Through our Winfluencer campaign we have been able to learn about so many great winning moments and have our players advocate on our behalf. In just a few short months, we have been able to collect 350 winner stories to feature and share.

Louisiana Lottery

Our winner awareness program is implemented on a regional basis. We utilize iPads on tripods in each of our sales regions, with photo “green screen” type backdrops and online





submission/permission forms. We tour our regional offices on an annual basis to train staff on interview techniques and photography skills so that they can act as our “field reporters” to capture and submit stories to our communications team at headquarters. We reach out to winners if additional information or details are needed. We offer prize packages to those who agree to participate in winner awareness and advertise this fact at our offices where prizes are claimed. At our headquarters, where large jackpots are claimed, we have a media room with custom backdrops where we can capture photos and video of our big winners. As a benefit and courtesy, we follow up with winners who participate in our efforts by sending them a survey about their experience and a copy of their edited photo.

Maryland Lottery

We interview winners daily and publish their stories on our website and on social media. We also send winner stories to statewide media outlets on a regular basis. Many outlets publish these stories, boosting our winner messaging. We’ve had to be creative as a matter of routine because Maryland Lottery winners have the option to remain anonymous. We interview winners of \$20,000 or more who visit our office

in Baltimore to claim their prizes. About 15% of those winners allow us to publish their names and photos. Since the overwhelming majority decline publicity, we have come up with creative alternatives. Our interviews are conducted in the Winner’s Circle room, where we have a variety of props that winners can use to disguise or hide their identities for photos. Our tried-and-true method of getting a photo when a winner does not wish to reveal their identity is to have them hide behind the oversized novelty check. And since the checks are dry-erase boards, we can easily remove the winner’s name and write in a colorful nickname, which we then also use in the writeup on the winner that gets published on our website. Our most famous example of this came in 2012 when we had three winners who shared a portion of a Mega Millions jackpot. They dubbed themselves “The Three Amigos,” and hid behind the check, giving us a photo to use with our press release on the jackpot win.

Massachusetts Lottery

Winner stories continue to generate significant interest in Massachusetts, with some media outlets running every one of our stories. With approximately 200 prize winners of \$1 million or more each

year, we tend to limit the number of stories we send for mass distribution, focusing on the ones that have a unique human interest element. We recently added a dashboard to our website that allows users to see where all prizes over \$600 have been sold. The data is updated daily, adding draw and monitor game prizes won from the previous day’s drawings and instant game prizes that were claimed the previous day. While the dashboard does not include names of winners, it allows users to search by game, date range, prize amount and the city/town where winning tickets are sold. One news outlet writes on a daily basis, noting the top prizes from the previous day and where the winning tickets were sold. Other reporters have written stories summarizing prize-winning tickets that have been sold in specific cities and towns in their coverage area over a period of time. While not as personal as specific winner stories, it is a way to get the message out that people are winning, and it’s happening all across the state, offering local appeal to smaller media outlets.

Michigan Lottery

Winner awareness continues to be very important in Michigan for transparency and to promote our games. Generally, we write a news



release on every winner of more than \$200,000, even if a winner wants to stay anonymous. We've found that anonymity matters less in picking up coverage if we can make a good local connection. Each release focuses on key points of the player's winning story and highlights the selling retailer as well. We've been fortunate that in most cases players are happy to provide quotes so long as they are identified only by their city or county. For those on the fence about waiving anonymity, we allow winners who let the Lottery publish their photo keep a large novelty check with their winning prize amount. You'd be surprised by how many people really want to hang that check on their wall!

Mississippi Lottery

In Mississippi, players have the option to remain anonymous, which most choose. Getting creative is tricky. Cultivating a vibe with the player helps. We find we are most successful in scoring winner pictures when we can relate to them, make them laugh, etc. We are improving.

Missouri Lottery

Since a winner anonymity law kicked in last summer in Missouri, we have found big winners to be a little more receptive to interviews because they know their name will not be attached to the story. Winner photos are surely missed – and can make picking up the story less attractive to media – but it does allow us to visit more with winners, find interesting angles about their experiences and obtain fun quotes we might not have gotten in the past. We are also in the process of incorporating Selfie Stations at each of our claim offices. The areas will feature interactive kiosks, complete with selfie camera, Lottery backdrop and props. Winners will have the opportunity to take a photo and share it via their own Facebook, Instagram or Twitter accounts directly from the kiosk. They may also choose to email the

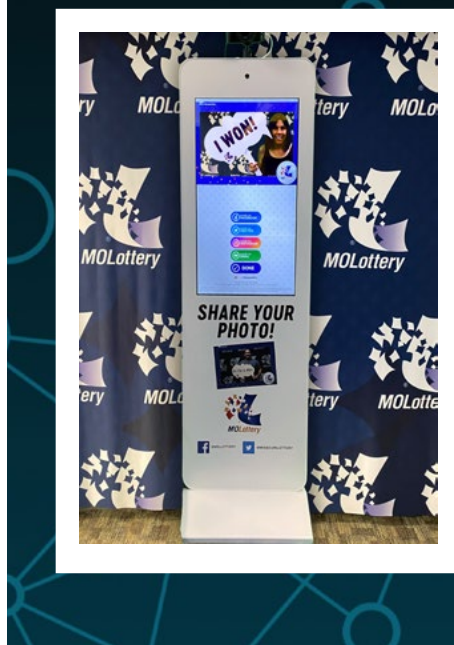


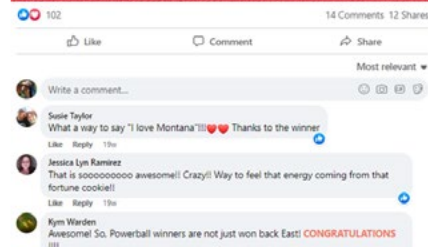
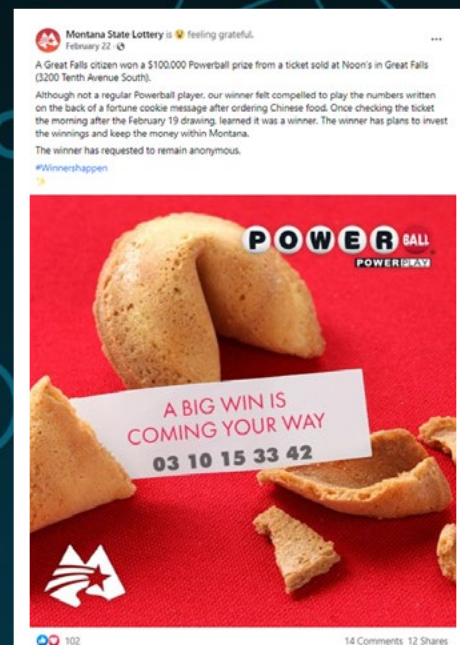
photo to themselves to use however they like. Since all wins are fun and “share worthy,” the stations will be available to all winners regardless of the amount won. In keeping with the anonymity law, the Lottery will not use these photos; they are simply an offering for players that want them.

Montana Lottery

If a winner is agreeable, we'll still interview them even if they've chosen to remain anonymous. We can tell a story on social media without including personally identifiable information. One of our recent winner posts, about a player who used numbers found in a fortune cookie, ended up being one of our highest performing posts of the month.

Nebraska Lottery

Over the years we've tried several ways to encourage winners to participate in our awareness efforts, such as offering promo items if a winner allows us to take their photo. It's a challenge to overcome winner fears of publicity. Often, we find direct and honest conversation helps get past their hesitation. We'll point out that the publicity from winning a prize is short lived, and our staff is ready to help them handle any



media requests. We've also had great response to social posts that show just the winning ticket if we can't get a photo of the winner. That way we can at least get some awareness that a prize was claimed and where the winning ticket was sold.

New Hampshire Lottery

Winner awareness is key to our integrity. What a gift it is when a winner will tell you their story and share it further. It's usually one way or the other – full-on story to tell or no story to tell. When there is no story to tell, we talk about the game and amount won.

New Jersey Lottery

Since the anonymity law in New Jersey was passed, we have had a more difficult time finding those hit viral stories that sweep across



Nebraska Lottery
Published by Neil Watson • May 23 •

Congratulations to Nebraska's newest #LuckyforLife winner! One \$25,000 a year for life winning ticket was sold at Hy-Vee Fast & Fresh, 19141 Oakmont Drive in Omaha. That's the 4th \$25,000 a year winning ticket ever sold in Nebraska. Good luck!

15,652 People reached 695 Engagements Distribution score Boost post

143 9 Comments 3 Shares

New Hampshire Lottery
May 25 •

Meet the Tri-State Megabucks jackpot winners from Littleton, lifelong residents Richard (Dick) Newton and Kathleen (Kathy) Boswell claimed the \$2.275 million Tri-State Megabucks jackpot prize for the drawing on Saturday, May 14, 2022. Newton and Boswell, who are brother and sister, purchased the winning ticket at Simon's Market in Littleton and elected to take the one-time cash payout of \$1,591,150 million (before taxes). In the photo from left to right: Michael Boswell, Kath...

218 Comments 132 Shares

New York Lottery
June 3 at 9:59 AM •

New Yorkers are on a winning streak! The 6/2 #Cash4Life drawing had a second prize winning ticket of \$1,000 a week for life sold in Mount Vernon, NY. Don't forget, Cash4Life is drawn daily! #NewYorkLottery #playresponsibly

state and national news. While we still receive some local coverage, most players opt for privacy and the stories just don't seem to carry as far without the personality added by a name/face. We've also stripped back potential personally identifiable information in our stories, such as the type of work a person does or their habits that may have led to the lucky ticket purchase, in an effort to preserve the due anonymity of each winner.

New Mexico Lottery

In New Mexico, our "winners willing to share their stories" plummeted to NONE during the pandemic. It forced us to rethink ways to share the news that players were winning. We offer messages that may not share specific stories, but certainly share the number of winners we have. For example, we have a winner page on our website dedicated to "Thousandaires." We

also have built a subscriber list for "Big Winner" notifications in our Promo Zone subscriber options that we plan to use now that we have a Communications Manager dedicated to our email communications and social media efforts. We'll send out weekly summaries of winner names and amounts at the end of each week.

New York Lottery

The New York Lottery announces jackpot wins of draw games and winning location frequently; there will always be social posts and a winner marquee added to the website the morning following the draw. Each game has pre-approved templates that can be easily utilized. For social media specifically, we have content pillars called "Winner Awareness" and "Winnerviews." Winner awareness is generic to a particular draw game and location where a ticket is sold. That is sometimes pushed on social media.

There have been varying degrees of willingness to participate from winners; some winners are ok with using their photo on social media, some are not. If a player we've contacted does not wish to utilize their photo, we ask if they're ok with being interviewed and they become a Winnerview. We've had luck with this! Our content creators then turn their story into an animated video. Winnerviews take the place of "events" we did pre-2020 when our team would travel for a presentation of the big check and media. Those have been shelved and we have to consider if we'll go back to that at some point. In New York, winners are still public records. However, there is a way for winners to claim utilizing an LLC to collect winnings "anonymously." There is a growing industry of lottery advisers that help folks through that process. We've noticed that this is often the way winners choose to collect jackpot wins.



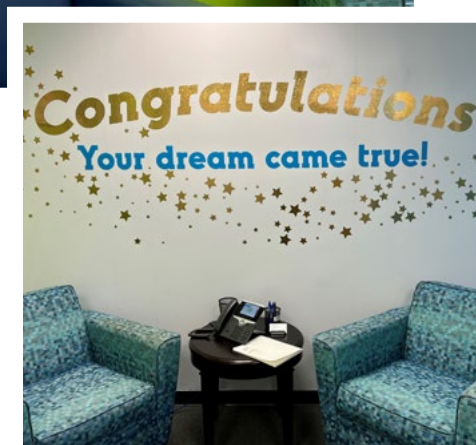
North Carolina Education Lottery

We're studying this right now with the goal of coaxing hesitant winners to share and to create a more fun and more comfortable space that could lead to more engaging stories and content. Our current Big Winner's Room already has that feel. We have "Our Big Winner Wall of Fame" featuring photos of our biggest winners. That shows those sitting in the Big Winner's chair that many people do share photos. We have a Beneficiary Wall with a beneficiary message. And behind the winners is a congratulatory message: "Congratulations. Your dream came true!"

We plan on building on that by reimagining the winner experience. What if we made the room not just a place for interviews, but to continue the fun, celebrating the win with more games and lottery swag as prizes? What if we had a Hoot Booth or selfie station that allowed winners to share their own stories on their

own social channels? If winners are sharing on their channels, they might be more likely to share with us too. If winners controlled the content, perhaps they would feel better about sharing that picture of them with their Big Check. This approach might be one to try with winners in states where they can be anonymous. Perhaps if winners are in control and lotteries give them the means and ways to share, they might be coaxed to go public, especially those who are already living their brands in their digital world.

All that said, we're lucky in North Carolina because winning the lottery is a public event. We get to interview all winners of \$100,000 or more, and enough of them submit to photos or videos to fill up our website and social channels with new and fresh content daily – often at least five stories a week. We wondered if that was too much, so at the beginning of this year, we conducted a review of our



media coverage. It demonstrated that even media releases with minimal information and no photos still got picked up by media, both by regional and local outlets. In my time with our Lottery, I've seen a growing interest from the media, both traditional and new media, in winner stories. They easily see that when they post these stories on their news websites they make for engaging and fun reads. And they get lots of clicks. We also see radio stations picking up our winner stories as content for their websites, even chatting about the winners on air. They appear hungry for fun news.

Ohio Lottery

On social, we invite winners of all prize levels to send us a selfie or photo of the winning ticket (hiding the barcode). We ask them a few basic questions, such as where did they play and what they plan to do with the money. We generate a good deal of interest in this form of winner awareness. Winners are encouraged to pose for a “big check” photo during their claims visit at any of our regional offices. For winners who may be hesitant, we offer them a chance to have a photo taken with their face hidden. We will also occasionally draft press releases using only the winner’s first name, publishing it locally on our website.

Oklahoma Lottery

We have greatly increased the number of winner awareness posts we do on a daily basis. One big push has involved encouraging our players to at least tell us a funny story or anecdote about what they will spend the money on or how they purchased their ticket. In the past, we were receiving so little. However, a big struggle for us is getting our claims department to remember to do all this. They are very busy so these kinds of requests are forgotten quite frequently.

Pennsylvania Lottery

The pandemic certainly forced us to get creative in order to collect stories from our winners. We started reaching out to winners by phone and email. When winners can’t stop by an area office to grab a large souvenir check, we provide them with a PDF version via email so they can print it at home. Then we’ll kindly ask them to pose with that souvenir check for a photo we can use. This makes it convenient. We estimate that one in five traditional game winners we talk to over the phone or through email will share their photos with us via email or text. It’s a higher ratio for iLottery winners. Also, we usually

find that winners of lower amounts don’t mind sharing their stories; bigger winners are more hesitant. We usually take stories from winners of \$10,000 or more, but we never say “no.” In fact, on several occasions, winners of lower amounts have been so excited to share their stories they have contacted us asking if they can tell us about the day they won.

When winners stop by our area offices, we always greet them with a smile and make them feel as though their win – big or small – is the most important thing at that moment. It’s a simple thing, but we found it makes all the difference. We have seven area offices, so it was important for us to train all office staff on the Winner Awareness Best Practices that we developed. In turn, Lottery office staff from all over the state help us gather stories. We do this training every few years.

 Pennsylvania Lottery
Published by · June 17 at 10:57 AM ·
We are showing our winners some love! Read their winning stories here: <https://bit.ly/367yRtz>



We also tell players that they don’t necessarily have to supply a photo of themselves, which sometimes puts them more at ease sharing their story. In those instances, we’ll use a generic image of the game to go along with their story. For us, it’s all about celebrating that winner, no matter how big or small, making that moment about them, and being genuine about it!

Tennessee Education Lottery

One creative way the Tennessee Education Lottery raises awareness about winners is to summarize the amount paid in prizes and the number of \$1,000-and-up winners in our Weekly Winner Wrap Up. This information, along with interesting winner tidbits, is shared via a press release and social media. By grouping winner news in one message, we are able to increase the chance of getting

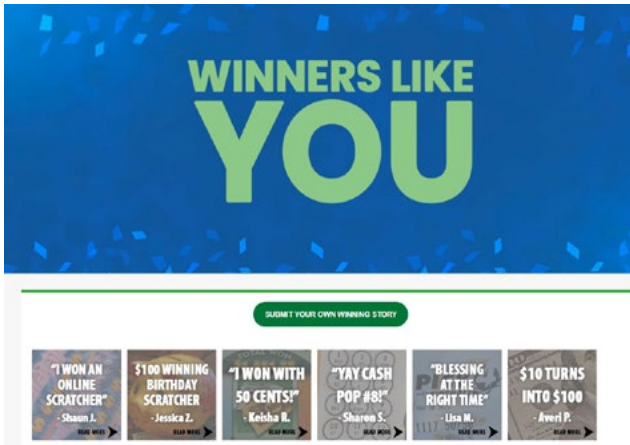
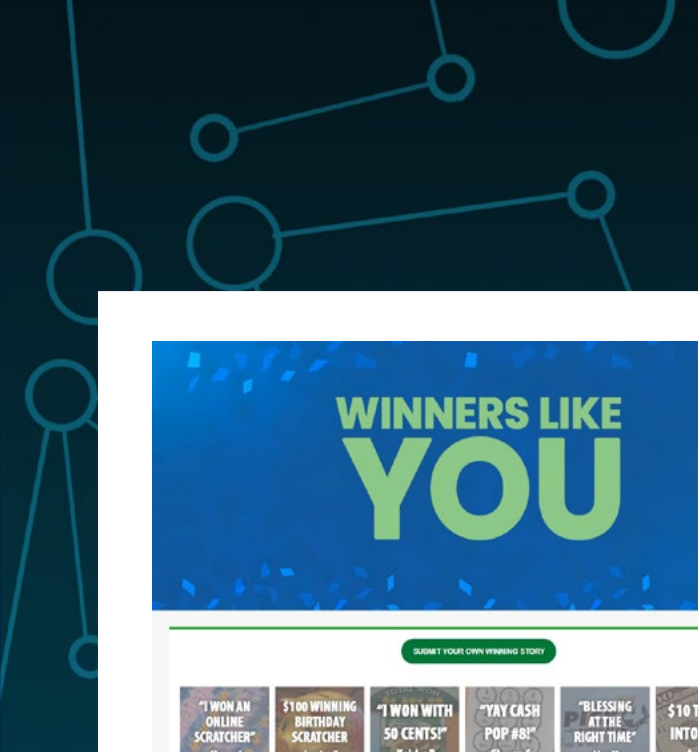


the news picked up by media. We have also found that even if winners don't want their name mentioned or decline a photo, we can work to get their story and still create interesting messaging. Winners love the idea of keeping one of our extra-large foam-core mounted checks. For winners of \$10,000 and up, we will allow the winner to take home the check, but only if they agree to a photo. This strategy has achieved positive results in many cases.

Texas Lottery

The Texas Lottery currently writes and distributes news releases for all prize claims of \$1 million and greater, and shares links to the earned media coverage of those prize claims on our social media channels. As often as we're able, we observe Wednesdays as "#WINSday" on our social media platforms, where we feature players that agreed to have their photo taken with their Texas Lottery cash prize. As cash prize winners have become more hesitant to share information about their winning experience, we have recently started working with licensed properties and ticket vendors to capture photos and stories of promotional second-chance prize winners.

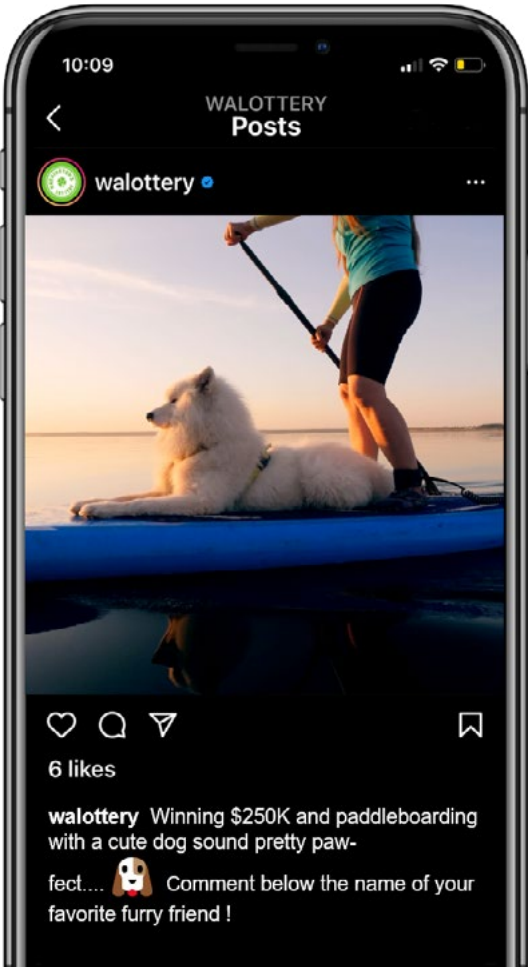




Virginia Lottery

We've found that the single most important element in getting attention for a big win is what we call the "Oh wow!" factor. Lottery wins have become so commonplace and unnewsworthy, even at multi-million dollar levels, that there needs to be something different about the story. The winner interview is the place to find it. The person who interviews the winner should be on the constant lookout for that one thing, that little nugget of information, that will turn a commonplace story into a viral story. Maybe the winner did something unusual when they won. Maybe they made an unusual comment. Maybe something noteworthy happened when they bought the ticket. The winner interview often occurs at a time when the winner is already overwhelmed by the claims process, signing forms, the sudden appearance of a big souvenir check, etc. So the interviewer needs to listen carefully and look for that "Oh wow!" moment. There's also something to be said for engaging with your social media followers and directly asking them to share their wins in the comments of a Facebook post. We had a very successful post like this back in March, that garnered 153 responses and roughly 35,000 in organic, unpaid reach. Players not only get excited to share the small wins, but a lot of the discussions between them end up being more pro-Lottery than one might expect.

Recently, we've found that news outlets are regularly checking the winners section of our website for news stories. The result is that we see stories in news media about our winners even when we didn't proactively send the news release to media. In addition, we have expanded our winner awareness efforts to include outdoor billboards and a new "Winners Like You" section in which players can post their own winning story directly on the Virginia Lottery website.



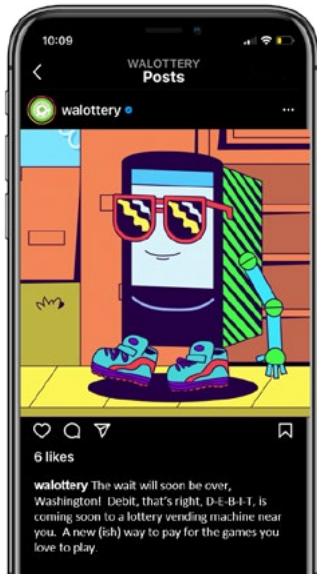
Washington's Lottery

We've had to get creative and have found that focusing on the story of the win rather than the winner has helped people with their willingness to share. The biggest winner story Washington's Lottery had this year was about a guy who was driving around town with a \$2 million winning ticket sitting on his dashboard for a month ... and we never mentioned his name once. We also have started offering options: If winners won't share their name, maybe they'll share their last name and city, or their initials. We then take 15-20 of those stories every quarter and do a roundup piece on Washington Winners that are a bit more anonymous, but the collective impact of the volume of winners has piqued the media's curiosity. ■

FOCUS ON:
Communications

Social Media





Social media responsibilities vary by lottery – in some it falls under the communications and public relations umbrella, in others it may be advertising or marketing, and in still others most routine social posts are made by the lottery's advertising agency of record. For lotteries that are most active in this area, there is often an employee (or employees) dedicated to the task.

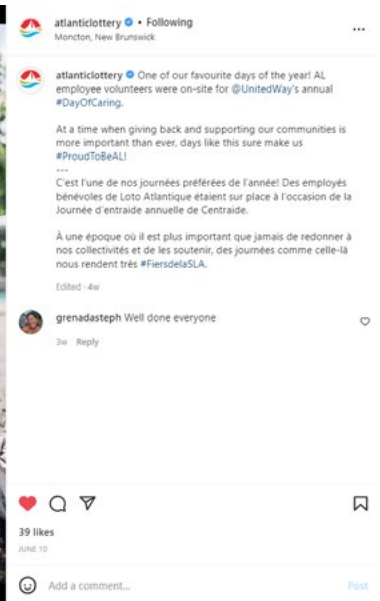
As you will read on the following pages, lotteries vary considerably in their social media strategies – there's no right or wrong way to do things. It's often simply a matter of human resources, but also factoring into the equation are specific goals for social media interaction.

We asked our member lotteries questions about platforms, content, frequency and staffing, and received a variety of responses on some or all of these topics. Some lotteries went into considerable detail. In fact, we could fill a large issue of *Insights* with information about how lotteries manage social media. We tried to distill it all down to manageable coverage, while including as much as possible of each lottery's response. Those that included the most detailed information are shown first, followed by the others. As always, we thank everyone who took the time to respond.

Atlantic Lottery

We have grown our social media efforts over the years and had a fair amount of success engaging our players. Here are some highlights:

Content. Generally our content falls into one of three major content marketing themes: engage, educate or sell. Engaging content makes up approximately 50% of our content mix; this type of content often includes sharing our winners stories through eye-catching photos and heartwarming videos. We also post about ongoing contests and promotions; these are frequently combined with content related to community-based festivals and events that we sponsor. The rest of our “engaging” mix includes topical and local content, social media trends that we can adapt to be relevant to our brand, and employee-focused content. Approximately 30% of our content would be considered educational, where we share overarching corporate brand campaigns, corporate communications and corporate social responsibility matters, as well



as PlayWise content focusing on gambling literacy and player health, encouraging healthy play. The last and smallest (20%) content bucket is aimed at selling – to generate buzz about high jackpots, product launches, mobile app downloads, email

sign-ups, account registrations and links to game purchase pages when appropriate.

Frequency and scheduling. We typically aim to post at least once per day on Facebook, Twitter and Instagram, and 2-3 times per week on LinkedIn.

This does fluctuate depending on the number of winners we may have or events we may be sponsoring. In busier seasons, we are often posting 3-4 times per day on some channels. We have found our audience is most online in the mornings from 8-10 a.m. and evenings 4-6 p.m., so we aim to publish during those periods when possible. In situations where we might be doing social coverage of an event such as a win celebration, we often post around the lunch hour. When we do post content after hours, we use a social media management tool to schedule these posts. As necessary, our Customer Care Team monitors our inbox to assist players during evenings and weekends.

Staffing. Our team is comprised of a Social Media Strategist who leads social strategy, content creation, calendar management, analytics and insights, agency relationships for any outsourced work, and cross-functional relationships to ensure we are supporting all divisions of our business and the messages they have to share. The Social Media Strategist also manages the Social Media Community Manager, who manages the day-to-day operations of community management and social listening, and supports content creation. We work with our in-house videographer and photographer to produce most of our social media assets; however, we have the option to outsource certain aspects if needed, such as designers, videographers and photographers to help bring our visions to life.

New platform evaluation. We have a well-equipped team eager to grow with the evolving social landscape, so often we will explore new features as they emerge and try to gauge their value. We may need to reprioritize what types of content make the most sense for the business at the time, what we have the bandwidth to do and what gives us the best ROI for the time and effort we need to put into it. When new platforms, features and

trends emerge, we obviously need to do our research to understand the target demographic and age restricting capabilities of these platforms to ensure that they are socially responsible for our business which does not advertise to minors.

California Lottery

Externally, we use email, our website and a Twitter account designed specifically for the news media (@CALotteryPress) to communicate with journalists, allowing us to provide the latest Lottery news, updates, mission-related messages and any other notes of public interest. When it comes to CA Lottery's social media and online presence, our Public Affairs and Communications (PAC) team collaborates with our Marketing team, dividing and conquering the development of content across channels. The PR team and Marketing team work together to leverage our owned channels (Facebook,

Instagram, Twitter, LinkedIn and YouTube) to provide the public with content that informs them about both our products and our mission.

Content. Our messaging strategy encompasses a number of topics which often determines which team is driving the content. Our Marketing team handles messaging on new or existing games, state holidays, responsible gaming, player tips, 2nd chance offers, new features on our website and app, and hiring posts. Our PAC team is engaged with education about our mission, cultural heritage months and Governor's Office efforts that tie to our mission. For winner awareness, the earned media created by our PAC team amplifies the social media messaging from our Marketing team. The CA Lottery's Social Media Manager handles all after-hours work whether it be posting content, comment moderation or addressing urgent matters. The social media staff



pre-schedules posts in our content management tool, allowing for posts to be scheduled at any time across all owned platforms. This tool is collaborative so the entire social media team can access and schedule. On evenings when someone in California hits a big jackpot (\$1 million or more), our PR team's leadership works after hours to break the news online.

New platform evaluation. Like other communicators and marketers, we pay close attention to the evolution of social media platforms and use. As new platforms emerge, we work closely with our partner media agencies to assess whether they are a good fit to reach our audiences and help us to achieve our communications and marketing goals. We are thoughtful, careful and strategic; we don't necessarily just hop on an emerging platform because it exists or even because it's growing. We are careful to look at demographics, especially age for obvious reasons.

Idaho Lottery

Earlier this year, the Idaho Lottery hired a dedicated Social Media and Customer Marketing Specialist Coordinator, Annie Bass, and she offered the following information about our social media efforts.

Content. The Idaho Lottery is currently actively utilizing Facebook, Instagram, TikTok, Pinterest, YouTube, SoundCloud and Twitter; we have plans to add LinkedIn. All of these, excluding Facebook and SoundCloud, are currently being transitioned into trending and relevant content specific to its platform. Content is heavily reliant on multiple factors, including but not limited to: platform, time of year, current campaigns, time of day, mode of deliverance, trending topics, and what I believe to be most important – player response. One of the most blatant hard trends in the realm of social media is video content. Specifically, short and entertaining bite-size content that evokes

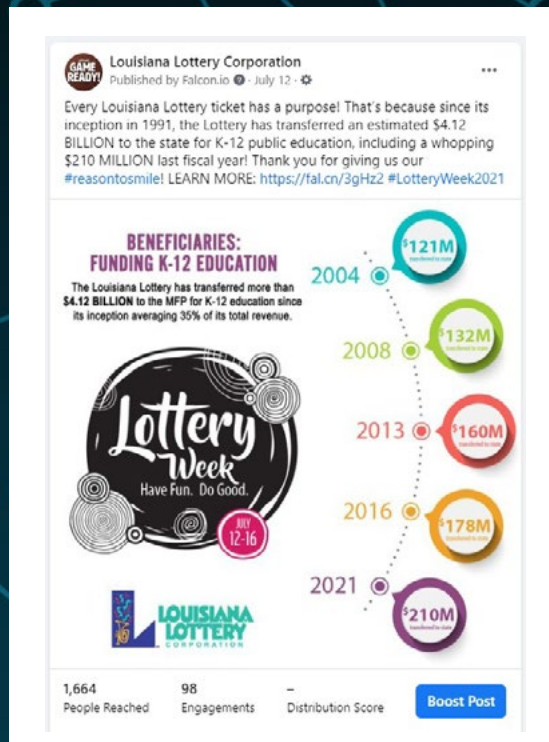
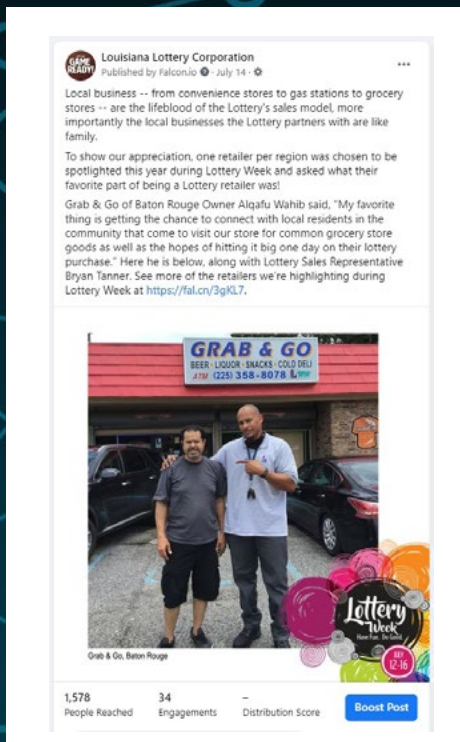
emotion, usually humor or happiness. Our agency wasn't actively using this type of content before I started here, and I am slowly transitioning our current and incoming followers to expect and enjoy videos from us. Short video content we are posting to TikTok and Instagram includes trending sounds, views behind the scenes, educating about various topics (mainly our Do Good programs) and promoting current campaigns. All of this content is currently organic, with plans to have paid TikToks and Reels in the future. We heavily rely on our strategic objectives for FY23 – Grow our Dividend, Grow our People, and Grow our Community – to create content.

Frequency and scheduling. Most platforms will steadily grow in engagement and loyal followers with at least daily content. On our Instagram page, I am trying to post more than once daily because I want our following and engagement to grow. This includes reels, regular static posts, stories and replying to comments or otherwise engaging with users. We do post after hours; personally I believe this is one of the most defining aspects of creating a player community that is both trusting and involved. In the past, the Lottery didn't respond to most comments, and that made perfect sense. Now, though, we have a following that is getting more and more engaged as time goes on because they know we're listening and they feel heard. Another hard trend for all organizations is personalization, so consumers feel like you know them. For a fun example, our Facebook followers are starting to learn what comments I do and don't like! Now, our Facebook posts that get spam comments have at least three of our followers telling them to get lost!

Staffing. It takes a village. Technically, I am the sole manager of all our social media accounts which includes obtaining, creating/editing and scheduling the content,

and managing all engagement as well as analytics. Having a main social media person is vital, so your posts and engagement with consumers are cohesive. However, we have an illustrator, graphic designer, public relations specialist, director of marketing, a separate marketing agency for paid media, as well as an entire team here at the office willing to help. So even though I produce and manage everything, I rely on others. Recently we partnered with Brandwatch (previously Falcon.io), a company offering extensive software that is already helping me exponentially. I truly believe every successful or growing organization needs a managing software and social listening tool. In the near future we will be hiring Community Ambassadors, which will be an immense help in capturing content across the state regarding Do Good programs and promotional events.

New platform evaluation. As new platforms arise, the most important thing to remember is evaluating hard trends, and who your organization is/represents. My best advice is to always be open to trying something new; once you get approval, if you're going to fail, fail fast. When it comes to social media, all organic content is free so why not give it a try? What is there to lose? If you are going to venture into a new platform, do your research. Know the audiences, know the communities you would and wouldn't be reaching. How can your team make an impact on the users in that platform? In the lottery world, it's easy to think we're all just selling tickets – but we know that's not the case. For the Idaho Lottery specifically, our dividend for FY22 was \$73 million. How many Idahoans understand the impact that makes in their local communities? Knowing what your organization is about, and the purpose behind it, is the best way to determine if a certain platform, or even certain content, would be beneficial.



Louisiana Lottery

Our communications team publishes content across the Lottery's social platforms. Facebook is our dominant community of core players who are heavily engaged in lottery conversations, news and activities. The platform lends itself to sharing of game information, videos, jackpot alerts, winners, events and promotions, and accounts for 77% of the Lottery's total social followers. Twitter is a loose-knit group of followers interested in quick, nugget-style Lottery news and announcements, including winners, game information, promotions, jackpot alerts and daily drawing results. Keyword hashtags are employed, allowing users to filter and follow specific content across the platform. Twitter accounts for 13% of the Lottery's total social followers. Instagram has a smaller and younger coterie of players who enjoy receiving primarily visual communications from the Lottery, including winner photos, jackpot alerts, product shots, etc. It accounts for 5% of our total social

followers. YouTube is an archive of playlists for Lottery videos, including instructional how-to-play presentations, television commercials, jackpot alerts, winner experiences and infomercials. YouTube accounts for 4% of total Lottery social followers.

Content and frequency. We maintain a social media content guide that addresses our objectives in detail. Our core messaging involves a regular, steady diet of news about products, jackpots, winner stories and Lottery information. We also include posts related to problem gambling and responsible play. Our content guide specifies daily topics and our general posting schedule. Along with regular jackpot alerts, we offer scratch-off ticket launch announcements (including a TV commercial if applicable) on applicable Mondays; #WinnerWednesday posts, when a winner photo and story is available; and a #FactoidFriday post containing interesting trivia or need-to-know information about Lottery operations, history or games. On Tuesdays and Thursdays we offer winner awareness

posts, containing information about a large winning ticket sold at a retailer location in each of the Lottery's sales regions, featuring a variety of games and posted every two hours from 9 a.m. to 7 p.m. Our social media sites are also used as a way to drive participation in promotions that add value and reward loyal players, and in some cases, serve as a platform for hosting the promotion. In addition to promotions offered through our own website, we have done Facebook Timeline promotions, Facebook Live promotions and hashtag promotions.

Much of the Lottery's social media content is user generated – community members comment on a post, leave general page messages, tag the Lottery in a personal post or send a private (direct) message. These offer us a chance to provide customer service, gather feedback on our products and operations, clear up misconceptions or misinformation, monitor public sentiment and promote a positive relationship with the player. When a response is deemed necessary, comments and direct messages

are replied to in a timely manner during regular business hours. While Lottery employees are encouraged to follow and share content from the Lottery's social media sites, only communications staff members posting as the Lottery provide official responses on its social sites. If user content is positive or negative and in context to the conversation, then the content is allowed to remain, regardless of whether it is favorable or unfavorable to the Lottery. However, if the content denigrates or attacks other users; contains offensive, obscene, violent or discriminatory language; contains spam, off-topic political commentary or endorsements; or attempts to promote outside products or services, then the content is hidden or removed from the Lottery's pages as each platform allows.

Staffing. We have a social media community manager who is primarily responsible for content management, community monitoring and engagement as well as metrics reporting. He works in tandem with a staff graphics designer to create content and the rest of our team to come up with promotions.

New platform evaluation. Managing social media is a commitment and labor intensive. For that reason, we monitor new platforms with a critical eye before deciding to have a presence. We want to make sure that the majority of users and that platform's target audience are over the age of 21. Also, does the platform's design/function lend itself to an effective and efficient way to promote our brand and products?

New York Lottery

We communicate (almost) daily via our website and social media channels, which include Facebook, Twitter, Instagram and YouTube. Social media uses an "always on" approach, including paid posts that live outside of the feed. This is used to communicate product launches, winners, promotions, responsible

gaming, jackpots and "New York Pride" (a pillar of content primarily to increase/encourage engagement).

Our social media content includes the following pillars: Monthly Ticket Drop, Advertising Campaign, Engagement (such as the recent Riddle Me A Winner), Winner Awareness, Winnerviews, High Jackpot, New York Pride and Brand Fun. In July, as part of our New York Pride engagement pillar, we offered Instagram story posts about Zip Code Day, National Ice Cream Day and July 4th, all with engagement features. Content calendars are subject to change but the majority of in-feed posting is happening Tuesday-Thursday in high traffic times. Jackpot posts may go on other days depending on the day they are drawn. On lower traffic days we will try to increase engagement by publishing Instagram stories and additional Twitter posts.

We use a tool called Socialbakers, which aggregates all social media channels and allows for tools to block inappropriate comments/spam. Additionally, it allows our Community Manager and social team to quickly see trends in comments and manage responses. New York Lottery is committed to responding to all inquiries within 24 hours. Comments are checked four times daily (including weekends) to ensure control of the platforms. A daily report is also sent for review. We do not post after hours.

As new social media platforms emerge, each is vetted against both state and Lottery requirements. For example, New York State allows for the use of TikTok. However, New York Lottery is an age-restricted product and TikTok does not allow age-gating; therefore the Lottery will not use TikTok until that is available. There has been an evolution of social media platforms to include age-gating. For example, in 2021 Snapchat changed their model to allow for more control over audience.

They now have an age-gating feature, which allows New York Lottery to place paid media there.

Virginia Lottery

We've begun focusing on expanding our Instagram Reels content to not only get used to the bulkier time and resource demands of vertical video production, but also to engage with our followers where they're at. When it comes to cadence of posting, much of that is driven by the best practices of the individual social media platforms. For example, Instagram's CEO has been very upfront with the fact that accounts should avoid posting to their timeline more than once a day. More frequent posting to Instagram results in diminishing returns and its algorithm actively working against you. However, there's the opportunity to post more frequent and timely information to both Instagram and Facebook Stories. Speaking of Facebook/Meta – company spokespersons have made it clear they're not hurting for content. It's important to not post too frequently – think 2-3 times a day, max. While we recognize the need to inform our followers about new products, promotions, the Lottery's mission and Play Responsibly messaging, we try to balance those posts with ones focused on engaging our followers. The more we can get them commenting and reacting to the post, the further it will go with Meta's algorithm. Because of this, winner awareness posts are key to any lottery's social media success. Hands down, photos of people holding big checks go the farthest with our followers. Often, linking to local news outlets' coverage of these big wins does even better than uploading our own winner's photos. We believe this is because news outlets come with their own audience and level of trust. Don't be afraid to post the same winner twice – once as your own graphic and again if it's picked up by the news. Just make sure

it's not on the same day and preferably a minimum of a couple days apart. Staying on trend with meme humor and simple survey-like games is another key to creating strong engagement. Of course, humor is subjective and finding the appropriate tone is a delicate balance. We can't all have the sass of Wendy's!

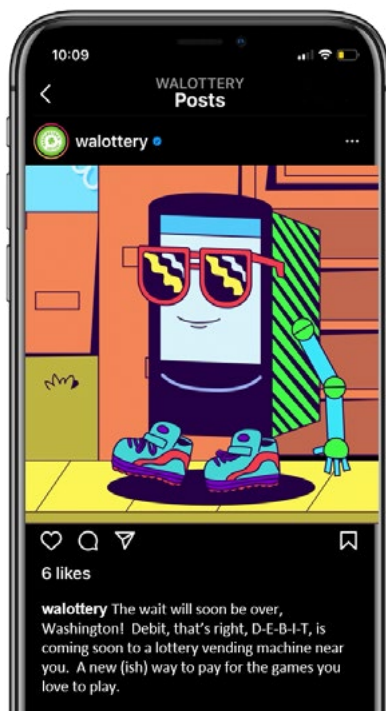
When it comes to considering new social media platforms, the most important factor begins with its demographic of users. For example, TikTok launched in 2016 and has one billion active monthly users (compared to Facebook's 2.9 billion), according to a May 2022 study. As of April 2022, 32.5% of users were under the age of 18, but back in 2020, it was found that the platform had at least 18 million users under the age of 14. All that is to say that as lottery marketers, it is our responsibility to avoid sharing gambling content to underage users. While TikTok representatives have shared that they're working on privacy controls that would allow account holders to limit their videos to users 18+, that feature has not yet rolled out to the full public. Once they do – it may be game on for lotteries! After all, short form, funny, upbeat videos are the hottest trend in social media and have been for several years now.

Washington's Lottery

We use social media to echo our brand's playful personality, join in on moments in our state's culture and promote routine initiatives. We post roughly every other day or about 15-20 times per month, and our monthly social calendar features everything from winner stories to product-specific highlights to new games. We also leverage social to support major marketing campaigns. This is a critical vehicle to connect with, for example, Seattle Seahawks and Seattle Kraken hockey fans, as well as leveraging our Department of Imagination messaging to inspire players. We collaborate on community management efforts on

a daily basis, with responses to FAQs and other quick customer service support.

Our regular hours for community engagement and immediate response are 8 a.m. to 5 p.m. local time. Outside of regular business hours, any direct messages received have an automated reply that lets the sender know we'll follow up shortly. Some posts may be scheduled to go live at a time that falls before or after hours. Additionally, we have a team that handles emergency responses or other social "fires" at all hours and we utilize a tool programmed to send alerts across the team for after-hour comments via email. It takes a collaborative effort among everyone involved and a mindset of continuous improvement to do the job well. With the support of our advertising agency, our social strategist facilitates the research and aggregation of best practices on things like community management, social content calendars and creative effectiveness.



Our social strategy involves staying up to date with the ever-changing social media landscape. Evaluating new opportunities involves market research into other state lotteries as well as companies who are pioneers in their field. It also takes a substantial amount of audience-focused insight rooted in a deep dive into who our players are – both current and the future generation – and where they're at on social media. By creating a strategic approach to what platforms we're on and why, we can root our social in broad brand objectives. As the landscape continues to evolve, it's key that we monitor all platforms and maintain openness to what's inspiring our audience most and how best to meet them there.

Arizona Lottery

We have a robust social media presence and are active on Facebook, Instagram (including Instagram Stories and Reels), Twitter and LinkedIn. Lottery posts are made multiple times per week and include posts focused on market-wide campaigns, Players Club promotions, new tickets, Gives Back messaging, and giveaways. Social content planning, posting and responses are managed via a partnership between the Arizona Lottery and our agency of record, OH Partners, who have direct access to our social accounts to allow for agile and flexible responses to players.

Potential platforms are evaluated based on the demographics of the platform to ensure they align with our player base and on how appropriate our content would fit into that platform. Another component to consider is if current content is easily transferable to a new platform, or if new content or content types would be necessary. It is crucial as a brand on social to not spread yourself too thin, or be pulled into too many directions causing our content and what we offer to players on social media to suffer. Quantity of presence must be balanced with quality of content.

Arkansas Scholarship Lottery

We post winners/winning tickets, high jackpots, scholarship deadlines, responsible gambling messages, new tickets and club news each month. We typically post daily on at least one platform (Facebook, Twitter, Instagram, LinkedIn and Snapchat). Because our advertising and marketing staff is so small, our ad agency helps us manage our social media platforms. We ensure that all comments and messages are responded to within 24 hours; however, most are responded to within a few minutes. Our ad agency develops the social media plan each month including what will be posted and when. We approve the plan and also each individual post throughout the month. Our agency schedules each post to go live on our various social media platforms. We have recently started using social media influencers as part of our strategy, finding them an effective way to reach new or infrequent players. We started small, only using influencers for two specific campaigns, but our overall goal is to have Arkansas-specific social media influencers who we can utilize throughout the year for all things Arkansas Lottery.

As new social media platforms evolve, we work with our ad agency to research the pros and cons of each, how beneficial they would be for us, and whether their overall goal aligns with our goal, which is ultimately to maximize proceeds in a responsible way.

British Columbia Lottery Corp.

We offer a diverse array of content on BCLC's Twitter, Facebook and LinkedIn channels. We share a variety of content such as winner's stories, community initiatives, healthy-play information from our GameSense program, and updates on our latest Diversity, Inclusion and Belonging initiatives. We also like to share thought leadership articles on LinkedIn from our talented team members, along

with company updates that relate to the public. As a best practice, we only post when we have content to share that interests our community and ties back to our brand and social purpose. As important as it is to be generating consistent content, we value quality over quantity as a principle.

When a new social media platform surfaces, we must look at the opportunity strategically before jumping on board. Does it appeal to our demographic? Is it the right way to get our content out there? Do we have the resources to launch and manage the platform efficiently? These are all important factors to consider.

Colorado Lottery

Our Communications Specialist manages all social media, and we schedule posts using Sprout Social – mostly during the day. We typically don't respond to individual social media inquiries after hours unless there is important news or communication to push out. However, we do have an auto-reply Facebook message outside of business hours. In addition to posting about new games, nearly every day we post winner stories. Overall, content ranges from new games and proceeds milestones to winners, winning tickets sold, jackpots, promotions and organizational news. We utilize photos, videos, memes and reels, and currently use Facebook, Instagram, Twitter, YouTube and LinkedIn. We conduct research before launching any new social media platforms, through marketing and industry articles and by talking to other lotteries.

DC Lottery

Our social media channels include Facebook, Twitter, Instagram, YouTube and (to a much lesser extent) LinkedIn. In terms of content, the DC Lottery most often posts about lottery and iLottery games, GambetDC, new game launches, promotions and spotlighting our winners. We generally post on

We conduct research before launching any new social media platforms, through marketing and industry articles and by talking to other lotteries.

-Colorado Lottery

We post daily on many of our social media platforms and do our best to vary our content so that we give people a variety of viewpoints about the Iowa Lottery.

social media four to five times per week. One individual, our Web Communications Specialist, manages all social media platforms including creating the social media calendar, post scheduling, copy writing and responding to player inquiries. Creative support is provided by our agency of record. While most communications are posted Monday through Friday during business hours, continuous coverage, direct message responses and engagement does happen after hours and on weekends. Whenever possible, posts are proactively scheduled to automatically go live. The DC Lottery now also utilizes Instagram Stories, animation, etc., in addition to more traditional static graphics. New platforms are evaluated based on player needs – we meet our players where they are, on the platforms they frequent.

Florida Lottery

In Florida, our social media efforts are currently split between our communications and advertising departments. In communications, we mainly focus on the Twitter and LinkedIn platforms. These Twitter efforts are centered around Lottery news happening in realtime – winners, unclaimed tickets, community events, etc. – whereas our LinkedIn strategy is primarily focused on our education efforts and community-based events. Our current Secretary is very active on LinkedIn, so we began utilizing the platform to promote our partnerships and community outreach efforts. As we continue to build our following/connections on LinkedIn, we hope to be able to expand these efforts into other areas – news releases, articles, etc. All other social media content posted on Facebook, Instagram and Twitter is handled by the Lottery’s outside advertising agency.

Georgia Lottery

We offer a wide range of content including high-jackpot posts, new game alerts, winners’ posts, play

responsibly posts and promotions/offers via social media and email. We generally post every day, and our social media team responds to posts from others as needed. We select platforms that allow us to easily connect and share information with players, including Facebook, Instagram and Twitter.

Iowa Lottery

We post daily on many of our social media platforms and do our best to vary our content so that we give people a variety of viewpoints about the Iowa Lottery. Our staff in External Relations handles our organic social media posts rather than our Marketing Department to do our best to keep our feeds informational in nature. We post winner photos or an image of an actual winning ticket – people are fascinated by seeing real winning tickets! We offer information about big jackpot runs, Lottery events around the state, unclaimed prizes approaching their expiration dates, special presentations where we highlight the use of Iowa Lottery proceeds, etc. If we receive repeat questions from players about an issue, we also post about those to provide the answer; if multiple people are asking, surely even more have the same question. In general, we staff our social media sites during business hours, which we provide for reference. We do receive notifications about our sites after hours, but for work-life balance, we do our best to maintain a limited presence. If there are times when we need to post after hours, there are always tools we can use to schedule those posts.

Investigation of new social media platforms always comes down to an issue of people power for us here in Iowa. There may not be an upfront cost to establishing a presence on a new platform, but there definitely is an ongoing cost in terms of the staff time it will take to continue an active presence on a new site. We continue to monitor many new sites, taking

into consideration the general age of those using the platform and the purpose and role of the site. We know that for us to take on new platforms, we would likely have to exit one of our existing sites, understanding that any presence on a site needs to be done well or you risk damaging your organization's brand and impression.

Kentucky Lottery

We offer engaging content to our players such as winner awareness, monthly giveaways, game launches, beneficiary and responsible gambling awareness posts and more. This content across our platforms is posted as videos or photos with unique copy to drive engagement, reaching our player base and prospective players. Our benchmark for posts is one per day across all platforms in cooperation with our digital agency. However, we seek all opportunities through social listening and game promotion to create more content across our platforms daily. After hours, we have automated responses for our Facebook and Instagram direct message inbox. After-hours posts are determined by our team and if we decide to schedule them. While there are always more demands on our time, we try to work smarter, not harder, utilizing things like more automation, prescribed and saved responses, prescheduled content, content templates and increasing communication between involved parties. We have also added a dedicated marketing specialist to manage our social media platforms.

The KY Lottery's core platforms are Facebook, Instagram and Twitter. Prioritizing these three allows us to focus our efforts and get the best return on our time investment. We also have presence on YouTube, Pinterest and LinkedIn, but those have different strategies and content. We are constantly keeping an eye on new trends and emerging social platforms. We conduct annual platform audits to ensure that we are utilizing our current platforms to their maximum potential,

and we evaluate prospective platforms to spread our message. We consider many things when evaluating new platforms such as the age range of the platform's user, paid advertising capabilities, content types and audience sizes, and well as time commitment.

Loto-Québec

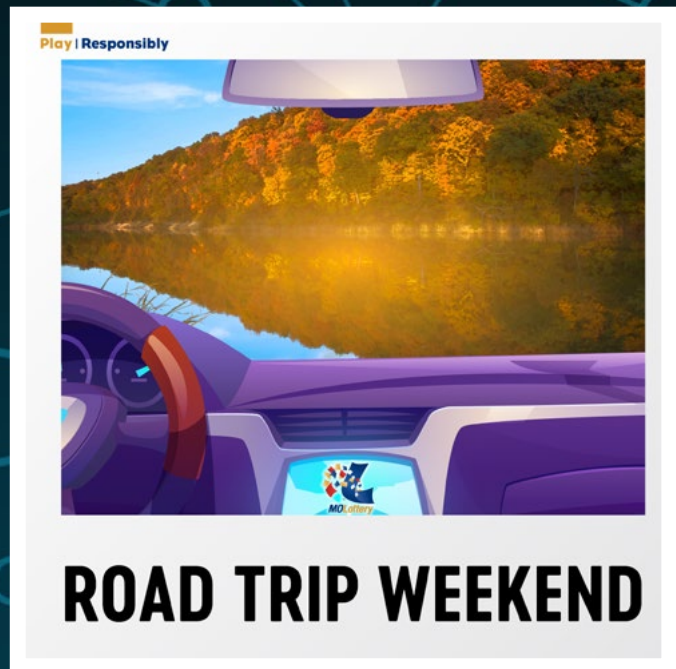
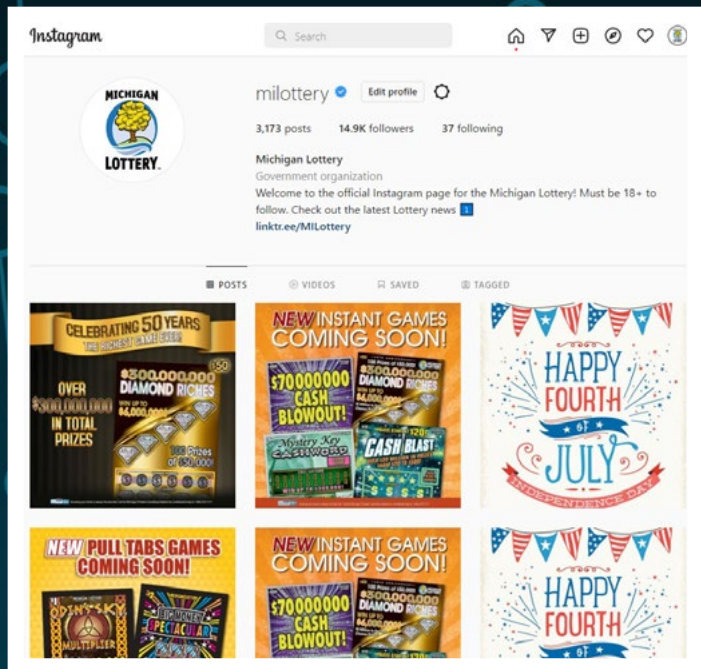
We use our social media platforms for winner visibility as well as product launches and promotions. A rolling content calendar is continually updated to optimize the frequency and nature of our posts. We have dedicated staff who manage our social. While our lottery posts are done during the day for the most part, we do sometimes schedule posts for after-hours coverage. For evening posts or posts that are likely to generate questions, we do monitor the inbox after hours so as to not leave questions unanswered; weekends are monitored a few times a day. New social media platforms are evaluated in terms of the demographics they cater to and must align with those we seek to reach.

Maryland Lottery

Our social media presence is managed by our marketing team rather than the PR staff. We post social media content that aims to raise awareness of games and promotions without using a hard sell. The goal is for our content to stand out in our players' social feeds so that they stop scrolling and interact with it. We respond to players on social media within 24 hours, though we strive to respond as soon as possible. Some messages, posts and comments can be resolved with a quick response, and others require some research and communication with staff in other departments before we compose a response. Our creative agency helps to create content for our social platforms and our media agency sets up our paid social ads. A digital manager in our marketing department does the day-to-day monitoring of our social platforms. The volume of comments and questions that we receive is not

The goal is for our content to stand out in our players' social feeds so that they stop scrolling and interact with it.

-Maryland Lottery



high enough to warrant multiple staff members being involved in the day-to-day management of our social pages.

We evaluate new social media platforms to determine if they are a good fit for the Maryland Lottery, based on the kind of content being posted there and who is consuming the content. For example, some social platforms appeal more to a younger audience who may not be legally able to play the lottery, so we wouldn't want to have a presence on that platform.

Massachusetts Lottery

Our social content includes grand prize winners, jackpot awareness, product launches, promotion notices, photos from events, holidays, posts related to current events or local sports teams, and all in-state live drawings, which are shown on Facebook Live and YouTube. Multiple posts are made each day, with

strategies tailored to the different platforms. Recently, we have devoted considerable effort to expanding our video content on social media. Over the last year, we have produced about 50 in-house videos to promote new ticket launches and promotions. The humorous videos feature Lottery employees as actors and are produced by our Drawing Studio and Content Production team. We received a Boston/New England Regional Emmy for Writing – Short Form Content for a sampling of these videos. We have also conducted interactive live game show-style programming on Facebook Live that provides multiple ways for viewers to win cash prizes.

Michigan Lottery

In Michigan, we focus on Facebook, Instagram, Twitter, YouTube and LinkedIn. Facebook is far and away our biggest audience. On average, we are posting at least once a day to Facebook, Instagram, and

Twitter. We provide live responses during office hours, but also are clear in our bios that comments are only addressed during business hours.

We have a small comms staff with two people managing the Lottery's social presence. We've utilized Sprout Social for several years and it helps us organize everything social in one cloud-based platform. It's a cost-effective service that allows our staff to work in tandem on social without worrying about overlap.

Mississippi Lottery

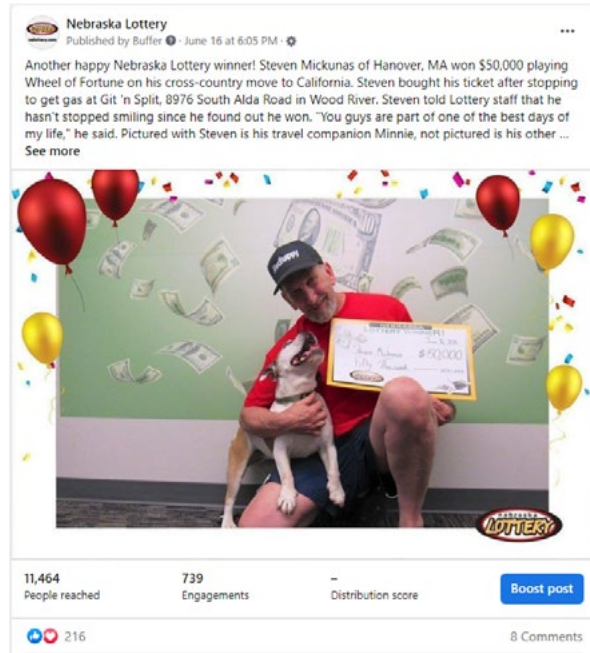
We stick with the basics: Twitter, Instagram and Facebook. We offer game tutorials, scam alerts, winner pictures (when we can get them), jackpot updates, interesting wins, promotions, Play Responsibly campaigns – everything. When it comes to posting to social media, our Director of Communications has help from one other employee, and our graphics people provide us with many

of the images we utilize. We are in the process of streamlining and really assessing what posts garner the most attention. It's very easy to over-post, especially on Facebook.

Missouri Lottery

With essentially no advertising budget, our organic social media presence has become more important than ever. We post upwards of 100 times per month – about everything from products, promotions and how-to-play videos to winning ticket locations, jackpot awareness, beneficiary updates, RG messaging and expiring tickets. We also tie into entertaining national recognition days to mix it up for our followers, and we take pride in our ability to offer what we dub “another place to win,” with no purchase required, through a full schedule of contests on our social platforms. In the past year, we've conducted about 130 contests using social media entries. We've awarded prizes to more than 680 winners, including cash, Scratchers tickets, draw games coupons and premium/merchandise items. The “Road Trip Weekend” is just an example of a giveaway contest we did on social. Players had the chance to win a prize package of auto- and travel-themed Lottery merchandise by commenting on the designated Facebook contest post about where in the state they'd want to road trip.

The Missouri Lottery has a dedicated Social Media Manager, and others within Communications are cross-trained to cover when needed. Private messages received after hours are acknowledged with an auto response indicating we'll respond once business hours resume. We strongly believe we should only engage on platforms that are not widely marketed to those under 18, and that we should only be on platforms we have the resources (staff and content) to successfully support.



Montana Lottery

We'll post winner awareness, jackpot alerts, game launches and update information (online and Scratch), unclaimed prize reminders and more. This past fiscal year, we posted an average of 13-14 times per month. Most of our posts are during business hours, although sometimes we'll schedule them for after hours if there's a specific reason. At present, our social media following is a size that's manageable for our two-person content team. Our agency of record does provide some additional support via strategic planning and social monitoring. With new platforms, we'll usually take the “wait and see” approach. Facebook was number one for us 10 years ago, and it's still number one today.

Nebraska Lottery

Currently we are active on Facebook, Twitter and Instagram. Facebook and Twitter are our primary outlets for Lottery information, while our Instagram account is used by our experiential marketing Street Team. Our Street Team aims to

increase product trial and general lottery awareness by attending local concerts, festivals and other events. They sample tickets and educate people about the Lottery and our beneficiary funds. We decided to have the Street Team exclusively on Instagram because their target market is younger. Also, they're active on nights and weekends so it provides some extra social coverage for us after hours. With a full schedule, we post 2-3 times a day on Facebook and Twitter, in addition to promoted posts and automated winning number posts. Active hours are listed in our social profiles, and for Facebook and Instagram we utilize automated message responses after hours to let players know we'll reply during regular business hours. The duties for replying to messages and monitoring our various channels are split among three people. We're currently using the built-in tools for monitoring social media, but as our social audience expands, we're investigating paid tools that would help our team collaborate and manage our social accounts more effectively.



New Mexico Lottery

Published by Melissa Mellone · 53m ·

Comment with your favorite New Mexico Lottery game before 3:00 PM today for a chance to win a Lottery T-shirt!

THREE winners will be selected randomly from the comments below.

Share this post with your friends so they can get in on the fun, too!...

See more



New social platforms are evaluated based on how well they can incorporate into our existing social marketing plan, and if the guidelines in Nebraska allow us to use the platform. For example, TikTok has been on our radar, but Nebraska agencies have been advised not to set up TikTok accounts at this time. And it appears TikTok's policies would prevent us from advertising on their platform.

New Hampshire Lottery

As part of our contract with our advertising agency, development of social media content and posting of that content is done by them. The content itself is a collaboration between the Lottery and the ad agency. As for the number of times we post, it's really up to what is happening on a given day. You walk that line of messaging just enough so your content doesn't get lost, yet posting enough information so that players know what is going on. Evaluation as to the effectiveness is

ongoing, but we do a deep dive just about every six months as to what is working, what's not and what's new – it's all ever-evolving.

New Jersey Lottery

Our marketing vendor, Northstar New Jersey, handles the majority of our social media efforts. We are active on Facebook, Twitter, Instagram and YouTube, posting anywhere from daily to semi-weekly based on the platform and available content. Certain posts are scheduled for off hours during peak engagement times. We have looked at other platforms as they arise and establish themselves for longevity (including TikTok) but are hesitant due to a potentially underage demographic. As social channels continue to evolve in the future, we will continue to reevaluate their value to us.

New Mexico Lottery

For the last few years, we mirrored our ad campaigns with social posts on Facebook. Instagram was

added about a year ago. We occasionally offered social giveaways and, of course, we posted jackpot alerts. However, there was so much more we could offer if we had someone to manage it. Just this summer, we added a new Communications Manager position to expand our social and email communications. Our messages have already multiplied! We are now adding more content and went from posting 1-2 times a week to posting at least once a day. We are sharing more winner information with our players and even held our first live social media event.

North Carolina Education Lottery

We post a wide variety of content across our social media platforms – Facebook, Twitter, Instagram, LinkedIn and YouTube. This includes, but is not limited to, winner awareness, promotions, new product, seasonal/current events, business-related news, employee news and sponsor/partner events. Fans and followers see stories on winners, get news about new games and promotions, and enjoy fun engagements ranging from interactive microsites to livestreamed prize giveaways. We typically post several pieces of unique content per day. We average about 150 posts collectively across all the channels we operate on per month. We don't manage social media interactions during off hours; we do manage social media content and public engagement seven days per week though. We've expanded our internal team and vendor resources as needed to manage our growing digital and social media needs. We currently have a three-member social media team. Social media is a quickly growing and changing landscape. We routinely work with our internal and external subject matter experts to conduct audits and assess the Lottery's social media strategy, including new platform adoption.



Ohio Lottery

We celebrate winners, new and tried-and-true games, and the people who make it all happen on all our social channels – Facebook, Instagram, Twitter and YouTube. To engage our online audience, we extend the spirit of gaming to our social platforms by posting challenges, polls and quizzes just for fun. Also, we offer a regular schedule of “more ways to win” on our social platforms through various giveaways, including comment-to-wins, live events, and microsites. Our staff utilizes the Falcon platform to plan, implement and measure posts and campaigns. Like many other social media products, Falcon allows us to schedule posts in advance, including weekends. Our agencies handle paid social content, along with some organic content for special promotions. We post daily with the heaviest coverage taking place

Monday through Friday. A social media manager on staff leads the planning of our social program. Two other members of the team jump in as needed, often to review comments and answer questions. If there is some type of emergency during the weekend (i.e. the gaming system goes down, a drawing is delayed, etc.) we will alert customers through Facebook and monitor comments as needed. A big part of what we offer includes customer support – we have templated responses for the most common questions and issues to keep up with the volume of inquiries.

When evaluating new platforms, it's important to consider a few things: Is this where our audience or potential audience is? What kind of content can we offer on the platform? Delving a bit further, can we offer the same content on a platform we already use that will reach the

same audience? Finally, we review the platform's terms of service. For example, TikTok has strict rules against gambling and lottery-related content and advertising.

Oklahoma Lottery

Growth of our social media follower base had been a top priority over the past fiscal year and we have succeeded. We have just over 13% growth for FY22. We've posted about five times as much as in the previous fiscal year and that was mostly jackpot updates, winner awareness and promotions. The promotions have been the most successful in driving new followers. We post at all different hours and every day of the week. Only 1-2 people are monitoring our social media and, so far, that has been okay. With more and more growth, I do think we'll have to start dedicating more time to it in the future.

We use paid social media influencers for different campaigns, such as holiday and our new brand campaign called Lottery Love.

-Pennsylvania Lottery

Pennsylvania Lottery

We have a dedicated social media manager who is responsible for managing the Pennsylvania Lottery's social media channels, with help from our communications team and advertising agency. The advertising agency also provides creative content, monitoring (including after-hours monitoring when needed), reporting, platform licensing and technical support. We post to our social media channels multiple times per day. Posts include content such as winner awareness, jackpot messaging, new game launches, promotions, responsible gambling, benefits awareness, live events, giveaways, seasonal and holiday posts. The Lottery is currently on Facebook, Instagram, Twitter, YouTube and LinkedIn. We also buy advertising on Snapchat, although we currently do not have a channel. We use paid social media influencers for different campaigns, such as holiday and our new brand campaign called Lottery Love. Ultimately, the Lottery

relies on research and perspectives from our advertising agency to help guide us on which channels are a good fit for the lottery brand and engaging with its players.

Tennessee Education Lottery

We have an internal team led by our Vice President of Advertising, who reviews all social content and works with our advertising agency on strategic planning. Our advertising agency is responsible for creating a monthly calendar and content for each post, and all information is reviewed by our internal team.

Texas Lottery

We maintain a very active presence on social media. Every month our team develops a social media content calendar, which contains planned posts for all of the games, promotions and events the Texas Lottery aims to highlight. In addition, we regularly provide results of draw games, jackpot





alerts for upcoming drawings, winner stories and more. During business hours, we post to our social media platforms anywhere from one to about four times a day. In addition, the Media Relations division has a staff member on-call to monitor all of the social media platforms after hours and on weekends. This allows us the ability to provide important and time-sensitive updates, field player inquiries and to keep followers informed about large prize winning tickets that may have been sold for an overnight drawing.

West Virginia Lottery

We generally try to keep our content centered on new games, big winners or hyping upcoming jackpots. We have an “away message” set up to automatically respond to after-hour inquiries on Facebook (our players’ primary social media platform), and schedule posts ahead of time to keep news feeds filled with content even after our typical work day has concluded. We have used

social media as a way to launch contests, whether they are flash promos going just one day or lasting a whole week, and we also use Facebook specifically to deliver messages via our online talk show, Lottery Talk. The show airs the first Friday of each month, and features 3-5 segments of upcoming events, Collect-N-Win contests and social promotions; it can sometimes be used as a review of rules or more detailed explanations of games/events currently running. When West Virginia launched CA\$H POP, we used Lottery Talk as a way to elaborate on rules of the game, advertise upcoming promotions tied into the game launch, and featured our Collect-N-Win with the game in its own segment.

We have researched and deemed that upcoming social media platforms, such as TikTok, are not ideal or sustainable for our current target market. At this time we feel we can generate better content by focusing on our platforms that perform well and we can draw a higher engagement on these platforms as well. ■

We generally try to keep our content centered on new games, big winners or hyping upcoming jackpots.

-West Virginia



NASPL and Lottery Industry Schedule of Events

2022 SCHEDULE

October 16-20, 2022

World Lottery Summit
Vancouver Convention Center
Vancouver, BC
Hosted by BCLC
worldlotterysummit.com

December 2022

**NCPG/McGill University
Gift Responsibly Campaign**

2023 SCHEDULE

March 2023

**NCPG Problem Gambling
Awareness Month**

April 23-27, 2023

**NASPL Lottery
Leadership Institute**
Hyatt Regency Cleveland Arcade
Cleveland, OH
Hosted by the Ohio Lottery

July 17-20, 2023

**NASPL Professional
Development Seminar**
Denver, CO
Hosted by the Colorado Lottery

October 30 - November 2, 2023

NASPL Annual Conference
Milwaukee, WI
Hosted by the Wisconsin Lottery

December 2023

**NCPG/McGill University
Gift Responsibly Campaign**

2024 SCHEDULE

March 2024

**NCPG Problem Gambling
Awareness Month**

April 2024

**NASPL Lottery
Leadership Institute**
Dates to be Determined

July 22-24, 2024

**NASPL Professional
Development Seminar**
Omaha, NE
Hosted by the Nebraska Lottery

September 9-12, 2024

NASPL Annual Conference
Kansas City, MO
Hosted by the Missouri Lottery

December 2024

**NCPG/McGill University
Gift Responsibly Campaign**



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FUTURE**

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With an action-packed program and can't-miss keynotes, the World Lottery Summit 2022 team has constructed an All-Star curriculum that is sure to captivate and inspire all in attendance.

In Vancouver, attendees will find a west coast experience like none other. From its famous seawall to incredible cuisine, the city truly has something for everyone.

WLS 2022 will take place **October 16-20** at the Vancouver Convention Centre.

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