



Public Affairs & Communications: *Changing the Narrative*

Presentation to
California State Lottery Commission
September 29, 2022

Public Affairs and Communications

- Educating Californians and raising awareness about Lottery's mission
- Addressing myths and misperceptions
- Humanizing the Lottery through story-telling



Presentation Outline

- Internal Communications: Staying *CLU'D IN*
- Messaging & Media
- Commitment to Transparency
- Supplemental School Funding: Storytelling



Keeping Lottery Employees CLU'D IN

- Public Affairs & Communications (PAC) produces a monthly newsletter & video called *CLU'D IN...* with emphasis on the C-L-U for *California Lottery Update*
- Internal communications → **Mission Critical**
- Lottery employees are all prospective Lottery champions, also known as messengers and/or validators



Keeping Lottery Employees CLU'D IN



Get **CLU'D IN** for **AUGUST**

Back-to-School Edition

"That's a number you've never seen in California!"

Welcome back one and all, and to all of you newbies, we're happy you stopped by to check out the August edition of *CLU'D IN*. If you've been following details of the **record \$308 billion** California budget Governor Newsom signed into law, we hope you also know that public education is receiving a record \$128.3 billion in state funding. That's a number we've never seen in California.

Despite the fact the Lottery raised record amounts for public schools, there are some people who buy into the myth that the Lottery was created to fund every public school district in the state. As we know, the creation of the Lottery was intended from the start to supplement public schools, adding bonus dollars to their bottom lines – not completely fund them.

Even if the Lottery gave every single penny of the record \$8.8+ billion dollars in Lottery sales this past fiscal year, it would still be less than 10 percent of the amount of academic revenue needed to adequately fund more than 10,000 public schools and nearly six million K-12 students. Excitingly, our mission – and specifically how much money we raise for public schools – was the focus of a recent public hearing by the California Senate Rules Committee. This hearing took place August 3rd as Lottery Commissioner Keetha Mills is, once again, going through the confirmation process after being reappointed by Governor Gavin Newsom.



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Messaging & Media

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Mega Millions Mania!



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Mega Millions Messaging Moment

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Amid Mega Millions frenzy, California Lottery stresses responsible gambling habits

BY LUCY HODGMAN

JULY 28, 2022 5:14 PM



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Mega Millions Messaging Moment



“ Problem gambling is a legitimate issue that arises for people who play lotteries...” Becker said. “We actually have resources we devote to ensuring we’re helping our players understand what the signs are — if you have to borrow money to play the lottery, we advise against it. ”

DON'T RELY ON ONLINE TICKET SALES

The first warning Becker issued to Californians playing the lottery this week was to ensure that they are purchasing tickets from accredited vendors, rather than third-party retailers who sell tickets online.

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Our Commitment to Transparency

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Our Commitment to Transparency

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day, September 16, 2022
day's eEdition

THE SACRAMENTO BEE

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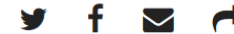
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THE STATE WORKER

Exclusive: An obscure company won a California lottery contract. Tickets took weeks to arrive

BY WES VENTEICHER

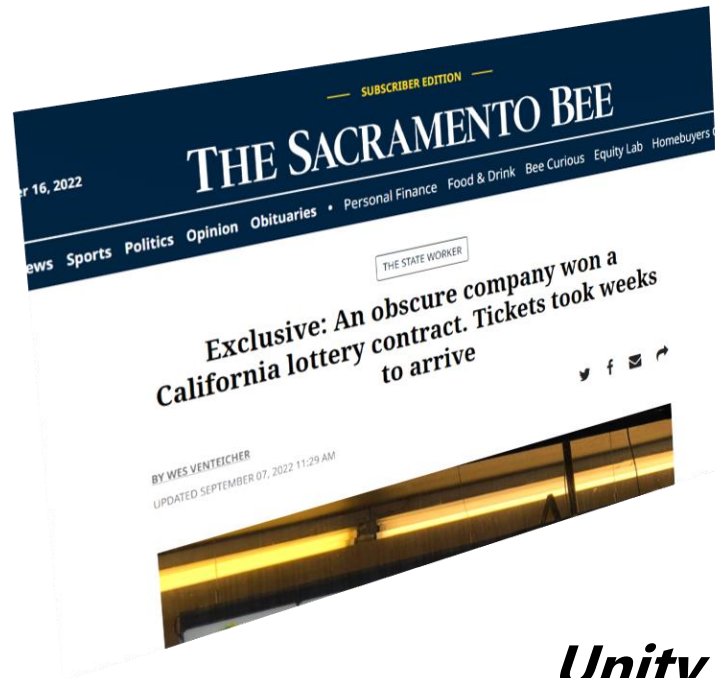
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Our Commitment to Transparency



“ Given our complete commitment and 100% dedication to our mission to raise supplemental funding for public education in California, we devoted the appropriate resources to finalizing our partnership with Unity and ensuring the success of lottery’s operations. ”

Unity delivered just 20% of ticket packages within the 48-hour window ... when it took over last August (from UPS), Becker said. But the company has improved: In June, it delivered nearly 80% of 87,000 shipments on time, she said.

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School Funding: Storytelling

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Thank You