



INTEROFFICE MEMO

Gary Grief, Executive Director

Alfonso D. Royal III, Charitable Bingo Operations Director

To: J. Winston Krause, Chairman
Carmen Arrieta-Candelaria, Commissioner
Peggy A. Heeg, Commissioner
Doug Lowe, Commissioner
Robert Rivera, Commissioner

From: Michael Anger, Lottery Operations Director *ma*

Date: April 1, 2016

Re: Report, possible discussion and/or action on the agency's advertising strategy, including functions of the advertising vendor under the advertising services contract.

I will provide an overview of the role of agency staff in overseeing and guiding the commission's advertising strategy. A representative from LatinWorks, the agency's contracted advertising vendor, will be in attendance to share information about the company and their role in supporting the agency's advertising efforts.