





## 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 *MDA*

**Date:** March 23, 2017

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

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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 helping to shape the agency's advertising strategy.