

**Meeting Minutes**  
**Marketing and Retailer Relations Committee of the**  
**South Carolina Education Lottery Board of Commissioners**  
**April 16, 2010**  
**10 A.M.**

A meeting of the Marketing and Retailer Relations Committee of the South Carolina Education Lottery Board of Commissioners was held on Friday, April 16, 2010, at 10 a.m. in the Fourth-Floor Conference Room (#445), 1333 Main Street, Columbia, South Carolina. Chairman Burriss invited all Board members to participate.

The following committee members participated:

Moffatt Burriss, Chair  
Dr. Edward Keith  
Nathaniel Spells, Sr.  
Eddie Rodgers

The Chair called the meeting to order.

**Social Media**

The Chair recognized Teri Buonasera, Buonasera Media Services, LLC, (SCEL's Media Placement Vendor) to give a general overview of social media. Mrs. Buonasera explained social media as the linking of various types of technology to generate a circle of communication among interested parties at a minimal to low cost. She also highlighted examples of how businesses are utilizing social media and explained how social media can be used as an outlet to connect with players, search for winners, invite players to SCEL events, and promote the beneficiary and "Play Responsibly" messages.

Petrina Marsh, Marketing Program Leader, and Julie Huffman, Beneficiary Communications Coordinator, briefed the Committee on the attributes of some of the various social media that could be used by SCEL: 1) Facebook; 2) YouTube; 3) Twitter; and 4) Podcasts. Facebook could link to SCEL's website for beneficiary and "Play Responsibly" messages, information and updates about events and promotions, while also

offering responses to player questions. YouTube videos could promote winner awareness, beneficiary and Play Responsibly commercials produced for television, as well as highlight new lottery products. Twitter can provide daily winning numbers, information during live events and direct players to information on SCEL's webpage. Podcasts could broadcast downloadable audio and/or video messages. These broadcasts could include winner awareness, beneficiary or Play Responsibly messages, and product updates from SCEL.

Committee members asked questions relating to staffing needs, implementation plans, time requirements for updating content, and policies. Concerns were raised relating to the privacy interests of employees and the potential public perception implications of SCEL's use of social media. Feedback from Board members is important to a roll-out plan, but staff believes the first outlet should be Facebook and then YouTube or Twitter. No additional staff is needed to launch or maintain the social media strategy being presented to the Committee. Policies will need to be adopted for employees regarding social media and postings associated with its use.

Leah Kososki, Deputy Director of Marketing and Product Development, explained Facebook's prohibitions against advertising and marketing lottery products and promotions online. Mrs. Kososki pointed out that Facebook permits lotteries to send fans back to each lottery's website, which is the goal for the social media outlet for SCEL. Currently the North American Association of State and Provincial Lotteries (NASPL) is monitoring the issue and working to remove the prohibition for state-run lotteries.

#### **Other Business**

Christine Green, Product Manager, informed the Committee that instant ticket focus groups were held March 30 through April 1, 2010 in Rock Hill, Columbia, and Myrtle Beach. There were a total of nine groups consisting of infrequent players, "core" players, and SCEL retailers. Twelve instant tickets were tested. Ms. Green reported on the two tickets receiving the most favorable review. "Palmetto Cash," a \$2 price point ticket with a palmetto tree and crescent moon, (produced in-house) was highly ranked because of its crisp colors and South Carolina theme. A \$10 price point ticket called "South Carolina Education Lottery Black" also received positive feedback for its sophisticated, elegant design. Jay Johnson, Interim Director of Marketing and Product Development, mentioned a concern expressed by one focus group participant that the design of the ticket could be viewed as targeting a specific group. Members of the committee did not believe the ticket design targeted a specific group and agreed with the opinions that the ticket had sophisticated look generally associated with the branding of products.

Mr. Johnson presented a brief overview of the Beneficiary and "Play Responsibly" storyboards concepts staff created in-house, which were provided to the Committee prior to the meeting. Staff solicited input from Committee members for each of the three categories presented: beneficiary message; Play Responsibly; and branding. Several

Committee members expressed their preferences and opinions on the storyboards and acknowledged staff for their creative ability.

Paula Harper Bethea participated via telephone due to media interviews scheduled as part of SCEL's presence at the Heritage Golf Tournament. Mrs. Bethea gave brief remarks and comments regarding social media and thanked the Committee members for their input. Although Mrs. Bethea understands some of the privacy concerns, she believes that when pursued in the appropriate manner, social media will allow for additional outlets for SCEL to broadcast its successes. As SCEL approaches the beginning of its second decade, it is important to further redefine its image and brand to concentrate on the milestones achieved in supporting education.

There being no further business, the meeting was adjourned.

\_\_\_\_\_  
/s/  
Moffatt Burriss, Chair

\_\_\_\_\_  
Date

As required by Section 30-4-80, notification for this meeting was posted at SCEL headquarters, 1333 Main Street in Columbia. As provided in the Commission bylaws, the meeting notice and agenda were also posted on the SCEL website, [sceducationlottery.com](http://sceducationlottery.com), and sent via facsimile transmission pursuant to requests made by media outlets and other organizations. These notifications included the time, date, place and agenda of the meeting.