

Office of the Speaker Pro Tem
North Carolina
House of Representatives

300 N. Salisbury St., Room 612, Raleigh, NC 27603
(919) 733-2962 – Paul.Stam@ncleg.net

*Representative
Paul Stam*



Memorandum

To: Representative Paul Stam

From: Andrew Finch

Date: June 12, 2014

RE: March 14, 2013 Phone Call Regarding HB 156: Honest Lottery Act

After conversing with Jaime King, the Director of Government Affairs for the North Carolina Education Lottery, regarding the advertising restrictions in the Honest Lottery Act, four main points are in need of attention.

1. No other states have enacted or introduced lottery advertising reform legislation.
2. The N.C. Lottery Commission would have to consider the explicit costs of new billboard skins, more digital boxes for billboards, and new billboards to replace the current ones that would not be able to handle the weight of another digital box.
3. The N.C. Lottery Commission would also have to determine who would send out the satellite signal to the digital boxes. Currently an out-of-state advertising company sends the same satellite signal to the digital boxes in North Carolina and those in other states involved in the collaborative Mega Millions and other multi-state lottery games. If North Carolina were to change its lottery advertising standards, its digital billboard boxes would require a different signal than those in the other states. It is unclear what company would send the signal.
4. The total estimated explicit cost of the considerations noted in points 2 and 3 is \$300,000.

Prepared by:

Andrew Finch
Intern
Office of Representative Stam
919-733-2962
stamin@ncleg.net