

From: [Michelle Hadden](#)
To: [Hapeman, Carolyn \(GAMING\)](#)
Cc: jmaney@nyproblemgambling.org
Subject: Fw: Talk2Kids sign for NY Fair Season
Date: Wednesday, September 7, 2022 12:34:34 PM
Attachments: [image001.png](#)

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Hi Carolyn
Please see below regarding response to your previous request.

Thank you

Michelle Hadden, MSW
Assistant Executive Director, Program
New York Council on Problem Gambling
O: 518-867-4084
C: [REDACTED]

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From: Stelianos Canallatos <scanallatos@nyproblemgambling.org>
Sent: Wednesday, September 7, 2022 11:18 AM
To: Michelle Hadden <mhadden@nyproblemgambling.org>
Cc: Jim Maney <jmaney@nyproblemgambling.org>
Subject: Re: Talk2Kids sign for NY Fair Season

Hey Michelle,

Analytics for Talk2Kids.org

1. Erie County Fair (8/10 to 8/21)
 - a. Users- 63
 - b. Sessions- 79
 - c. Pageviews- 99
2. NYS Fair (8/24-9/5)
 - a. Users- 63
 - b. Sessions- 88

c. Pageviews- 104

Be well,

Stelianos Canallatos, MA, CPP

Prevention Specialist

[New York Council on Problem Gambling](#)

100 Great Oaks Blvd., Suite 104

Albany, NY 12203

(518)573-6727

[Book time with Stelianos Canallatos](#)

From: Michelle Hadden <mhadden@nyproblemgambling.org>

Sent: Tuesday, September 6, 2022 11:52 AM

To: Stelianos Canallatos <scanallatos@nyproblemgambling.org>

Cc: Jim Maney <jmaney@nyproblemgambling.org>

Subject: Fw: Talk2Kids sign for NY Fair Season

Hi Stel

When you have a minute can you send me the data from Talk2Kids website analytics for these date ranges?

Erie County Fair (8/10-8/21) and the NYS Fair (8/24-9/5)

Michelle Hadden, MSW

Assistant Executive Director, Program

New York Council on Problem Gambling

O: 518-867-4084

C: [REDACTED]

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From: Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>

Sent: Monday, July 25, 2022 1:41 PM

To: Michelle Hadden <mhadden@nyproblemgambling.org>

Subject: RE: Talk2Kids sign for NY Fair Season

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The same image will be on display at the Erie County Fair from 8/10-8/21 and at the NYS Fair from 8/24-9/5.

From: Michelle Hadden <mhadden@nyproblemgambling.org>
Sent: Monday, July 25, 2022 1:36 PM
To: Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>
Subject: Fw: Talk2Kids sign for NY Fair Season

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Hi Carolyn
See below from Stel
Let us know.
Thanks

Michelle Hadden, MSW
Assistant Executive Director, Program
New York Council on Problem Gambling
O: 518-867-4084
C: [REDACTED]

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From: Stelianos Canallatos <scanallatos@nyproblemgambling.org>
Sent: Monday, July 25, 2022 11:23 AM
To: Michelle Hadden <mhadden@nyproblemgambling.org>; Colleen Jones <CJones@nyproblemgambling.org>
Cc: Jim Maney <jmaney@nyproblemgambling.org>
Subject: Re: Talk2Kids sign for NY Fair Season

Absolutely. It would be great if we could get the specific dates that these will be posted so we'll have a definitive timespan to look at the possible increase in traffic versus other avenues.

ALSO, I would try not to do anything new during those timeframes (like launch a SM campaign) to see the true difference in site traffic.

Be well,
Stelianos Canallatos, MA, CPP

Prevention Specialist
[New York Council on Problem Gambling](#)
100 Great Oaks Blvd., Suite 104
Albany, NY 12203
(518)573-6727

Click [HERE](#) to schedule a virtual meeting with me.

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From: "Hapeman, Carolyn (GAMING)" <Carolyn.Hapeman@gaming.ny.gov>
Date: July 22, 2022 at 8:37:43 AM EDT
To: Michelle Hadden <mhadden@nyproblemgambling.org>, Jim Maney
<jmaney@nyproblemgambling.org>
Subject: Talk2Kids sign for NY Fair Season

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Good Morning Michelle, Jim

See below for an updated copy of the Talk2Kids sign to be displayed in the Lottery's space at both the Erie County Fair (8/10-8/21) and the NYS Fair (8/24-9/5). It would be great if we could get a sense of the traffic going to the site before, during and after these events to help gauge the sign's effectiveness. Let me know if that's possible.

CH

DON'T
GAMBLE
WITH A
GOOD TIME
PLEASE PLAY RESPONSIBLY

FOR TIPS ON HOW TO
TALK TO KIDS ABOUT THE
RISKS OF UNDERAGE GAMBLING,
VISIT TALK2KIDS.ORG, A PROGRAM
OF THE NEW YORK COUNCIL ON
PROBLEM GAMBLING.



PLEASE PLAY RESPONSIBLY.
MINOR AGES TO PLAY.