

**From:** [Jim Maney](#)  
**To:** [Hapeman, Carolyn \(GAMING\)](#); [Michelle Hadden](#); [Mariangela Milea](#)  
**Subject:** Re: NCPG Awards  
**Date:** Monday, May 9, 2022 11:00:43 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

**ATTENTION** This email came from an external source. Do not open attachments or click on links from unknown senders or unexpected emails.

Hi Mariangela  
Can you send to Carolyn when you get a chance her request  
See email chain below  
Thanks  
Jim

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**From:** Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>  
**Sent:** Monday, May 9, 2022 10:56 AM  
**To:** Jim Maney <jmaney@nyproblemgambling.org>; Michelle Hadden <mhadden@nyproblemgambling.org>  
**Subject:** FW: NCPG Awards

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi,

Would it be ok if we submitted materials to the National Council PG awards using your membership number? If so, please share you member # and we will submit materials today.

P.S. We were considering submitting under my membership but I wasn't really comfortable with that.

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**From:** Harman, Christina (NYC-MEW) <Christina.Harman@mccann.com>  
**Sent:** Monday, May 9, 2022 10:40 AM  
**To:** Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>; Idema, Dana (GAMING) <Dana.Idema@gaming.ny.gov>; Molly Vossler <molly.vossler@mccann.com>  
**Subject:** Re: NCPG Awards

**ATTENTION:** This email came from an external source. Do not open attachments or click on links from unknown senders or unexpected emails.

Hi Carolyn and Dana,

Just wanted to bring this chain to the top of your inboxes! Confirming that McCann does not have their own account. Carolyn, did you confirm with the NY Commission if we are able to submit under their name? I can look to pull together all of the creative today and tomorrow to share for each category.

Please let me know if there are any questions!

Best,  
Christina

Christina Harman  
she/her ([what's this?](#))  
Senior Account Executive, Business Leadership, New York  
M: [REDACTED]

## McCann

—  
Cannes Network of the Year  
Effie's Network of the Year 2018, 2019, 2020  
AdAge A-List 2016, 2017, 2018, 2019, 2020  
Fast Company World's Most Innovative Company

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**From:** Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>  
**Date:** Tuesday, May 3, 2022 at 9:28 AM

**To:** Dana Idema <[Dana.Idema@gaming.ny.gov](mailto:Dana.Idema@gaming.ny.gov)>, Harman, Christina (NYC-MEW) <[Christina.Harman@mccann.com](mailto:Christina.Harman@mccann.com)>, Vossler, Molly (NYC-MEW) <[molly.vossler@mccann.com](mailto:molly.vossler@mccann.com)>

**Subject:** [EXTERNAL] RE: NCPG Awards

## ORGANIZATIONS

Organizational Membership is for corporations and other businesses, nonprofit organizations, and government agencies, including Tribal entities. There are three levels. Nonprofits and government agencies may participate using substantially discounted rates. Depending on the level chosen, a number of staff or Board members are entitled to Individual Memberships as part of the benefits of the Organizational Membership. Organizational members play an important role in supporting NCPG — **thank you!**

### PLATINUM MEMBER

	CURRENT RATE (EFFECTIVE MARCH 1, 2018)
CORPORATION/ORGANIZATION	\$12,500
GOVERNMENT AGENCY	\$8,750
NON-PROFIT ORGANIZATION*	\$7,700

- Public recognition in the NCPG website, quarterly newsletter, annual report and at our National Conference
- Eligible to participate in our annual Corporate Responsibility Award
- Membership certificate suitable for display
- Opt-in subscription to [International Gambling Studies](#)
- Individual Plus Memberships and benefits (see above) for up to a total of 10 specified staff or board members from the organization (9 + designated Representative)
- The designated Organization Representative
  - votes (1 per organization) on organization's behalf
  - is eligible for Board nomination in the Organization category
  - receives same communications, discounts and subscriptions as Individual Plus Members

### GOLD MEMBER

	CURRENT RATE (EFFECTIVE MARCH 1, 2018)
CORPORATION/ORGANIZATION	\$6,250
GOVERNMENT AGENCY	\$4,375
NON-PROFIT ORGANIZATION*	\$3,850

Includes the above except

- Individual Plus Memberships and benefits are for up to a total of five (5) specified staff or board members from the organization (4 plus designated Representative).

### SILVER MEMBER

	CURRENT RATE (EFFECTIVE MARCH 1, 2018)
CORPORATION/ORGANIZATION	\$3,125
GOVERNMENT AGENCY	\$2,188
NON-PROFIT ORGANIZATION*	\$1,925

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**From:** Idema, Dana (GAMING) <[Dana.Idema@gaming.ny.gov](mailto:Dana.Idema@gaming.ny.gov)>

**Sent:** Tuesday, May 3, 2022 9:25 AM

**To:** Hapeman, Carolyn (GAMING) <[Carolyn.Hapeman@gaming.ny.gov](mailto:Carolyn.Hapeman@gaming.ny.gov)>; Harman, Christina (NYC-MEW) <[Christina.Harman@mccann.com](mailto:Christina.Harman@mccann.com)>; Molly Vossler <[molly.vossler@mccann.com](mailto:molly.vossler@mccann.com)>

**Subject:** RE: NCPG Awards

Do you know how much the annual membership is, Carolyn? For Gaming Commission, that is?

- DDI

**Dana D. Idema**  
Director of Lottery Advertising  
*She/her/hers*

**New York State Gaming Commission, Lottery Division**

o: 518.388.1222 | [REDACTED]  
[dana.idema@gaming.ny.gov](mailto:dana.idema@gaming.ny.gov)

[nylottery.ny.gov](http://nylottery.ny.gov)  
[gaming.ny.gov](http://gaming.ny.gov)

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**From:** Hapeman, Carolyn (GAMING) <[Carolyn.Hapeman@gaming.ny.gov](mailto:Carolyn.Hapeman@gaming.ny.gov)>  
**Sent:** Tuesday, May 3, 2022 9:22 AM  
**To:** Idema, Dana (GAMING) <[Dana.Idema@gaming.ny.gov](mailto:Dana.Idema@gaming.ny.gov)>; Harman, Christina (NYC-MEW) <[Christina.Harman@mccann.com](mailto:Christina.Harman@mccann.com)>; Molly Vossler <[molly.vossler@mccann.com](mailto:molly.vossler@mccann.com)>  
**Subject:** RE: NCPG Awards

I just reviewed membership categories (you must be a member to submit an entry):

NY Council would be considered an affiliate so the submissions would have to be made in their name

Corporate covers businesses, non-profits and government agencies. I know the Commission is not a member. I have an individual membership. Is McCann a member?

I am all for asking NY Council if we can submit under their name, if needed. We did that for the gifting campaign a few years ago.

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**From:** Idema, Dana (GAMING) <[Dana.Idema@gaming.ny.gov](mailto:Dana.Idema@gaming.ny.gov)>  
**Sent:** Tuesday, May 3, 2022 9:02 AM  
**To:** Harman, Christina (NYC-MEW) <[Christina.Harman@mccann.com](mailto:Christina.Harman@mccann.com)>; Molly Vossler <[molly.vossler@mccann.com](mailto:molly.vossler@mccann.com)>  
**Cc:** Hapeman, Carolyn (GAMING) <[Carolyn.Hapeman@gaming.ny.gov](mailto:Carolyn.Hapeman@gaming.ny.gov)>  
**Subject:** RE: NCPG Awards

Thank you, Christina. I am looping Carolyn in on the conversation. I agree with your selected categories below, but let's wait to hear from Carolyn before proceeding. I'm not sure how they define "affiliate" and "corporate." The Gaming Commission might be considered corporate, although the work was done as part of the RPP. I agree that the multi-cultural would be a stretch.

- DDI

**Dana D. Idema**  
Director of Lottery Advertising  
*She/her/hers*

**New York State Gaming Commission, Lottery Division**

o: 518.388.1222 | m: [REDACTED]  
[dana.idema@gaming.ny.gov](mailto:dana.idema@gaming.ny.gov)

[nylottery.ny.gov](http://nylottery.ny.gov)  
[gaming.ny.gov](http://gaming.ny.gov)

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**From:** Harman, Christina (NYC-MEW) <[Christina.Harman@mccann.com](mailto:Christina.Harman@mccann.com)>  
**Sent:** Tuesday, May 3, 2022 8:50 AM  
**To:** Idema, Dana (GAMING) <[Dana.Idema@gaming.ny.gov](mailto:Dana.Idema@gaming.ny.gov)>; Molly Vossler <[molly.vossler@mccann.com](mailto:molly.vossler@mccann.com)>  
**Subject:** Re: NCPG Awards

**ATTENTION: This email came from an external source. Do not open attachments or click on links from unknown senders or unexpected emails.**

Hi Dana,

I went through and identified the following awards I feel that we could submit our Bright Idea campaign to:

- Corporate People's Choice Award

- Can submit 1 (one) Poster electronically AND by mail:
  - NCPG Awards 730 11<sup>th</sup> St. NW, Suite 601 Washington, DC 20001
- Affiliate People's Choice Award
  - Can submit 1 (one) Poster electronically AND by mail:
    - NCPG Awards 730 11<sup>th</sup> St. NW, Suite 601 Washington, DC 20001
- Corporate Newsletter Award
  - Submit an electric version of the newsletter along with identification of the organization producing the newsletter and information about distribution and readership
- Affiliate Newsletter Award
  - Submit an electric version of the newsletter along with identification of the organization producing the newsletter and information about distribution and readership
- Corporate Public Awareness Award
  - Campaign must show increased public awareness of problem/pathological gambling
  - Documentation of the reach of the message is encouraged but not required
- Affiliate Public Awareness Award
  - Campaign must show increased public awareness of problem/pathological gambling
  - Documentation of the reach of the message is encouraged but not required
- Gift Responsibly Campaign Award
  - Can submit TV, Radio, Print, Web campaign materials

Additionally, there are two additional categories we are considering, but as we only translated the TV and Radio to Spanish, we aren't sure if it would be a strong enough case, but please let me know your thoughts:

- Corporate Multi-Cultural Communications Award
  - Most effective multi-cultural outreach program using integrated communication channels
- Affiliate Multi-Cultural Communications Award
  - Most effective multi-cultural outreach program using integrated communication channels

Please note, for the Corporate and Affiliate People's Choice Awards, they required that we submit 1 (one) poster by mail, could you please confirm if NYL or McCann would need to print the poster?

Please take a look at the above and please let me know if there are any questions on your end!

Best,  
Christina

Christina Harman  
she/her ([what's this?](#))  
Senior Account Executive, Business Leadership, New York  
M: [REDACTED]

## McCann

—  
Cannes Network of the Year  
Effie's Network of the Year 2018, 2019, 2020  
AdAge A-List 2016, 2017, 2018, 2019, 2020  
Fast Company World's Most Innovative Company

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**From:** Idema, Dana (GAMING) <[Dana.Idema@gaming.ny.gov](mailto:Dana.Idema@gaming.ny.gov)>  
**Date:** Friday, April 29, 2022 at 12:45 PM  
**To:** Vossler, Molly (NYC-MEW) <[molly.vossler@mccann.com](mailto:molly.vossler@mccann.com)>  
**Cc:** Gonzalez, Ana (NYC-MEW) <[ana.gonzalez@mccann.com](mailto:ana.gonzalez@mccann.com)>, Harman, Christina (NYC-MEW) <[christina.harman@mccann.com](mailto:christina.harman@mccann.com)>  
**Subject:** [EXTERNAL] Re: NCPG Awards

Thank you, Molly.

- DDI

Dana D Idema  
Director of Lottery Advertising  
New York State Gaming Commission

Sent from my iPhone

On Apr 29, 2022, at 12:34 PM, Vossler, Molly (NYC-MEW) <[Molly.Vossler@mccann.com](mailto:Molly.Vossler@mccann.com)> wrote:

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Of course, let us review the requirements and we'll get back to you with any questions. Looks like we have until May 13<sup>th</sup> to submit.

[REDACTED]

Molly

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**From:** Idema, Dana (GAMING) <[Dana.Idema@gaming.ny.gov](mailto:Dana.Idema@gaming.ny.gov)>  
**Date:** Friday, April 29, 2022 at 12:29 PM  
**To:** Gonzalez, Ana (NYC-MEW) <[ana.gonzalez@mccann.com](mailto:ana.gonzalez@mccann.com)>, Vossler, Molly (NYC-MEW) <[molly.vossler@mccann.com](mailto:molly.vossler@mccann.com)>  
**Subject:** [EXTERNAL] NCPG Awards

Hello, Molly & Ana. Carolyn let me know that the NCPG Annual Advertising are coming up. We would like to enter out Bright Idea campaign. Can you help prepare the entry?

<https://www.ncpgambling.org/national-conference/awards/>

- DDI

Dana D. Idema  
Director of Lottery Advertising  
New York State Gaming Commission, Lottery Division  
o: 518-388-1222 | m: [REDACTED]  
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