

## **X. A. 2. PROBLEM GAMBLING SIGNAGE**

The proposed manager of the new gaming facility, (hereinafter referred to as “the Manager”) and the Gaming Facility owner (“Traditions”) propose to publicize the Responsible Gaming program through its Information and Messaging and Advertising and Promotions Standard Policies.

### **A.) Information and Messaging Policy.**

- 1. Public Area Signage.** Related signage will be conspicuously posted problem at all casino entrances. These may take the form of traditional hard copy poster type signs or video displays. As the gaming facility is currently in the design process, the Manager and Traditions are unable to provide specific signage locations at this time. They will, however, include depiction of such locations in the Responsible Gaming Plan to be submitted to and approved by NYSGC. The themes of these signs (or video displays) will include unattended minors, entry into the casino by minors, problem gambling and responsible alcohol consumption. Specific information to be included will be how a patron may self-exclude or limit credit privileges and contact information for problem gambling resources. For example, the New York Council on Problem Gambling and New York State HOPEline 1-877-8-HOPENY. The Manager will also place signage on or near Automatic Teller Machines and Ticket Redemption Units on the gaming floor.
- 2. Hotel Room Closed Circuit Television.** The Manager and Owner anticipate that each hotel room of the gaming facility will have access to cable television, which will include an in-house channel for advertising the facility’s amenities and providing hotel patrons with information they might find helpful during their stay. The Manager and Owner propose to include on this in-house channel periodic advertisements of the Responsible Gaming program, including the availability to patrons of resources available to them to address real or perceived gambling problems.
- 3. Back of the House Signage.** In order to raise and maintain gaming facility employee consciousness on the issues associated with responsible gaming and their obligations with respect to the Responsible Gaming program, posters and/or video displays will be maintained in back of the house areas including employee cafeterias, lounges, break rooms and office areas.
- 4. Problem Gambling Information and Messaging Policy.** Information on Problem Gambling, Responsible Gambling, Self-Exclusion, Underage Gambling and the 24 Hour HOPEline will be available to patrons onsite. To the greatest extent possible, all policy and educational measures will align with this messaging so as not to negate any intended positive impact. Without limiting the foregoing, the following specific measures will be implemented in the Gaming Facility operation:

## Exhibit X.A.2

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- a. Responsible and problem gambling focused advertisements which include the NYS Helpline number will be included as part of the hotel “in-room” television ads.
- b. The NYS Helpline number will be printed on every Player’s Club Card.
- c. Underage Gambling signs will be posted throughout Traditions.
- d. Responsible Gambling Signs which include the 24 Hour NYS HOPEline number will be posted throughout Traditions
- e. Signs will be conspicuously posted. At minimum signs will be posted within 50 feet of entrances and exits, at Security podiums and office(s), Player’s Club booths and kiosks, the Cashier cage and either on ATM machines or on the wall directly behind where ATM machines are located.
- f. Signs will be posted in multiple languages.
- g. Signs will be large enough to be easily read at a distance.
- h. Wall posters, back lit displays and or electronic signs will include RG messages.
- i. Brochures, rack cards or other take-away materials will be available on Responsible Gambling, Problem Gambling, Underage Gambling, and Traditions self-exclusion program.
- j. Brochures will be prominently displayed (not placed behind other pamphlets) in brochure holders and available at multiple locations including Traditions Responsible Gambling Resource Center, Security podiums and offices, Player’s Club booths and kiosks, the Cashier cage and near ATM machines.
- k. A responsible gaming message will be on all electronic and print communication including email marketing, and website.
- l. Posted signs on Problem Gambling will include the NYS 24 hour HOPEline number and Gamblers Anonymous resources will be posted “back of the house” for employees.
- m. All group marketing programs such as Traditions hosted bus trips, including senior citizen programs, to the casino will include problem and responsible gambling information along with the participants’ vouchers, coupons, etc.
- n. All video monitors on Traditions sponsored bus trips will include problem gambling advertisements featuring the NYS Helpline number.
- o. All television, radio, online, and print advertising utilized to promote Traditions will also be utilized to promote messages on problem and responsible gambling.
- p. Traditions will implement other outreach efforts on responsible gaming such as tabling events, health fairs, specific emails, mailers, and posting to social media sites.





