



Benefitting New Mexico's Future

## INTERNAL POLICY AND PROCEDURES

**TITLE:**

Winner Publicity Policy

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**DATE:** \_\_\_\_\_

**CEO:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

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**EFFECTIVE DATE:** \_\_\_\_\_

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**ORIGINAL:**



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of

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# NEW MEXICO LOTTERY

Approved by: Tom Romero, CEO

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## WINNER PUBLICITY POLICY

**Purpose:** The purpose of the Winner Publicity Policy is to outline the processes the New Mexico Lottery Authority ("Lottery") uses to create awareness of winners as a means of fulfilling our responsibility to maintain the public's confidence in the Lottery as a fair and honest enterprise and to help promote sales and maximize revenues for the Lottery's beneficiaries.

**Requests for Public Information:** Among other laws pertaining to requests for public information, the Lottery is subject to the New Mexico Inspection of Public Records Act (NMSA 1978, Chapter 14, Article 2) and is required to release information regarding winners when requested. New Mexico Lottery Authority Board policy limits the release of information to the winner's name, city of residence and prize amount.

**Prize Amounts:** Prizes exceeding \$600 must be claimed at Lottery headquarters or by mail with a claim form supplied by any Lottery retailer or downloaded from the New Mexico Lottery's website. Prizes of \$100,000 or more must be claimed in person at Lottery headquarters.

**Winner Publicity:** For winners of \$10,000 or more, the Lottery will post the name of the winner, city of residence, game played and prize amount won along with a photo of the winner (when available) on the New Mexico Lottery website.

In cases of particularly large prizes (generally \$50,000 and above, though this may vary based on the winner's hometown and the Lottery's perceived ability to generate media attention), the New Mexico Lottery's communications staff will prepare a news release that includes the winner's name, city of residence, prize amount, game played, the name of the retail location selling the winning ticket and any interesting anecdotes disclosed by the player. The news release will also include the number of students attending college on Lottery Success Scholarships from the county in which the player lives. The news release will be distributed to media locally and/or statewide along with the winner's photo (when available.) The news release will also be posted to the winner's page and news release page on the Lottery's website.

**Additional Uses of Information:** The same winner information previously described may be used in other forms of marketing and/or communications including, but not limited to: television, radio, print, collateral materials and outdoor advertising.

**Winner Notification:** Players will be informed of these procedures when they present their claim of a winning ticket. By signing the claim form, they acknowledge their understanding of

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the use of the information on the claim form for the purposes of complying with inspection of public records requests and the promotion of the Lottery.

**Photos:** Whenever practical, the New Mexico Lottery will attempt to obtain a photo of the winners for use in various formats to increase winner awareness. Lottery winners may choose not to have their photo taken.

**Exceptions:** Exceptions to this policy may be made for security-related concerns and are at the sole discretion of the Lottery's CEO or the Executive VP of Security. Winners who wish to remain anonymous must submit their requests for anonymity in writing when they claim their prize. The request must outline specific conditions that explain the request for anonymity.

**Confidentiality:** The Inspection of Public Records Act, the New Mexico Lottery Act, and this Policy do not necessarily contain provisions that authorize the Lottery to withhold information upon request. The Lottery will not promise or commit to keeping information confidential or indefinitely withhold information.