



To: Commissioner Wendy Knight, Chair, Sports Betting Study Committee
From: Wendy Mays, Executive Director, Vermont Association of Broadcasters
Date: November 10, 2022

Dear Madam Chair,

Thank you for the work your committee has been doing all summer to collect information and guidance from peers and stakeholders as you discuss and vote on recommendations to the General Assembly about creating a legal Sports Betting marketplace in Vermont.

As the non-profit trade association with over 100 commercial and non-commercial radio and television station members, the Vermont Association of Broadcasters (VAB) represents a collective of experienced marketing professionals from around the state who have a wealth of knowledge on the subjects of advertising, underwriting and promotion. As stewards of the broadcasting licenses granted by the Federal Communications Commission, radio and television stations who are committed to serving their communities agree with the goals that have been laid out by your committee:

1. To motivate Vermont sports bettors who go out of state or use foreign-based platforms to convert to Vermont's legal platform which will offer consumer protections.
2. To educate Vermonters about responsible gaming in order to mitigate problem gambling as well as to offer support and assistance to those already experiencing problem gambling.

A robust competitive legal sports betting market is the best way to displace the current illegal market that provides no consumer protections nor any resources to address problem gambling. Vermont's radio and TV stations provide the most effective channels to communicate directly with Vermonters and help move bettors to legal platforms that deploy comprehensive consumer protections as well as support for problem gaming.

The VAB recommends adding a *"Play Responsibly"* tag to all advertising, underwriting and promotion. In addition, the VAB recommends earmarking a portion of the Responsible Gaming Special Fund to be invested in local television and radio messages to promote public awareness of and provide education about responsible gambling as well as assistance programs for problem gambling.

Finally, the VAB urges your committee not to recommend any limitations on the amount of advertising, underwriting or promotion licensed agents can use to obtain players. Although local television and radio stations provide fair, balanced and factual local news and weather for free to all Vermonters, it is not free to produce. Vermont's radio and television stations rely on advertising/underwriting revenue to keep staff employed and equipment operational. There is no guarantee licensed sports betting agents will choose to invest in radio or television advertising or underwriting, but the potential income from a new revenue stream is a much needed and welcome opportunity.

Please consider the Vermont Association of Broadcasters a resource if your committee has any questions about responsible advertising, underwriting or promotion moving forward.

Thank you,

A handwritten signature in black ink that reads 'Wendy Mays'.

Wendy Mays
VAB Executive Director