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## Quarterly Report Statistics Shows Increase In Charitable Bingo Gross Receipts!

Charitable Bingo total gross receipts increased \$15,453,779 (3%) from 2002 to 2003! This is the first increase in total gross receipts since 1995, with the exception of a small increase of approximately one million dollars from 1998 to 1999. This increase is the result of the \$39,952,455 (45%) increase in pull-tab ticket sales from 2002 to 2003. The increase in pull-tab sales is attributable to the new style of play pull-tabs that were first approved for sale in Texas in September 2002.



### Quarterly Report Statistics 2003 Compared to 2002

*Unaudited Figures As Of 02/13/04*

Gross Receipts	2003 All Quarters	2002 All Quarters	Change	% Change
Regular Card Sales	\$295,556,697	\$319,927,186	-\$24,370,489	-8%
Electronic	\$148,126,622	\$148,254,809	-\$128,187	0%
Instant (Pull-tab)	\$128,947,981	\$88,995,526	\$39,952,455	45%
<b>Total Gross Receipts</b>	<b>\$572,631,300</b>	<b>\$557,177,521</b>	<b>\$15,453,779</b>	<b>3%</b>
<b>Prizes</b>				
Regular Prizes	\$321,715,091	\$335,145,772	-\$13,430,681	-4%
Instant (Pull-tab) Prizes	\$93,212,000	\$62,815,101	\$30,396,899	48%
<b>Total Prizes</b>	<b>\$414,927,091</b>	<b>\$397,960,873</b>	<b>\$16,966,218</b>	<b>4%</b>
Charitable Distributions	\$29,606,646	\$31,726,686	-\$2,120,040	-7%
Attendance	22,636,265	23,718,893	-1,082,628	-5%

### Quarterly Report Statistics 4th Quarter 2003 Compared to 4th Quarter 2002

*Unaudited Figures As Of 02/13/04*

Gross Receipts	4th Quarter 2003	4th Quarter 2002	Change	% Change
Regular Card Sales	\$69,715,074	\$76,637,256	-\$6,922,182	-9%
Electronic	\$35,620,502	\$37,134,410	-\$1,513,908	-4%
Instant (Pull-tab)	\$35,509,366	\$24,507,200	\$11,002,166	45%
<b>Total Gross Receipts</b>	<b>\$140,844,942</b>	<b>\$138,278,866</b>	<b>\$2,566,076</b>	<b>2%</b>
<b>Prizes</b>				
Regular Prizes	\$77,525,615	\$82,702,342	-\$5,176,727	-6%
Instant (Pull-tab) Prizes	\$25,760,155	\$17,524,125	\$8,236,030	47%
<b>Total Prizes</b>	<b>\$103,285,770</b>	<b>\$100,226,466</b>	<b>\$3,059,304</b>	<b>3%</b>
Charitable Distributions	\$6,765,662	\$7,379,317	-\$613,655	-8%
Attendance	5,308,232	5,838,923	-530,691	-9%

## Six Administrative Rules Adopted By The Commission

Six new Charitable Bingo Administrative Rules were adopted at the Commission meeting on Friday, January 30, 2004. The effective dates of these rules is February 22, 2004. These rules and all Charitable Bingo Administrative Rules can be accessed on the web at [www.sos.state.tx.us](http://www.sos.state.tx.us) or through a link to the Texas Secretary of State's website from the Charitable Bingo website at [www.txbingo.org](http://www.txbingo.org).

The following are the rules that were adopted by the Commission:

- 402.530 Registry of Approved Bingo Workers
- 402.531 Advisory Opinions
- 402.573 Bingo Gift Certificates
- 402.590 General Audit Rule
- 402.592 Books and Records Inspection
- 402.596 Compliance Review

### 2003 Top Ten Texas Counties Based on Bingo Gross Receipts\*

Rank	County	1st Quarter 2003	2nd Quarter 2003	3rd Quarter 2003	4th Quarter 2003	Total
1	Dallas	\$18,059,369	\$16,760,895	\$16,455,642	\$16,358,433	\$67,634,339
2	Tarrant	\$16,733,049	\$15,842,446	\$17,164,270	\$16,143,595	\$65,883,360
3	Harris	\$12,657,880	\$12,049,690	\$12,905,833	\$12,067,416	\$49,680,819
4	Bexar	\$10,196,027	\$9,789,057	\$10,049,394	\$9,956,810	\$39,991,288
5	Lubbock	\$6,600,595	\$6,072,135	\$6,659,194	\$6,406,666	\$25,738,590
6	Travis	\$6,416,376	\$6,142,883	\$6,179,918	\$6,002,572	\$24,741,749
7	Bell	\$6,045,059	\$5,817,180	\$6,270,179	\$6,344,200	\$24,476,618
8	Hidalgo	\$5,860,025	\$5,406,512	\$5,582,345	\$5,596,906	\$22,445,788
9	Nueces	\$4,814,104	\$4,767,638	\$5,125,744	\$5,324,016	\$20,031,502
10	McLennan	\$3,686,471	\$3,668,374	\$3,558,270	\$3,590,893	\$14,504,008

### 2003 Top Ten Texas Cities Based on Bingo Gross Receipts\*

Rank	City	1st Quarter 2003	2nd Quarter 2003	3rd Quarter 2003	4th Quarter 2003	Total
1	San Antonio	\$9,879,689	\$9,496,563	\$9,738,436	\$9,643,777	\$38,758,465
2	Fort Worth	\$9,484,010	\$8,836,275	\$9,582,058	\$9,093,435	\$36,995,778
3	Dallas	\$9,963,622	\$8,816,781	\$8,578,510	\$8,510,366	\$35,869,279
4	Houston	\$7,730,646	\$7,203,477	\$7,687,502	\$7,192,023	\$29,813,648
5	Lubbock	\$6,600,595	\$6,072,135	\$6,659,194	\$6,406,666	\$25,738,590
6	Austin	\$6,344,721	\$6,073,781	\$6,114,241	\$5,936,494	\$24,469,237
7	Corpus Christi	\$4,662,792	\$4,665,063	\$5,000,541	\$5,193,995	\$19,522,391
8	Odessa	\$3,538,565	\$3,156,837	\$3,394,013	\$3,638,991	\$13,728,406
9	Wichita Falls	\$3,226,044	\$2,999,995	\$2,939,782	\$2,844,125	\$12,009,946
10	McAllen	\$3,179,053	\$2,913,699	\$2,979,960	\$2,913,124	\$11,985,836

### 2003 Top Ten Texas Conductors Based on Bingo Gross Receipts\*

Rank	Conductor Licensees	City	1st Quarter 2003	2nd Quarter 2003	3rd Quarter 2003	4th Quarter 2003	Total
1	Amvets Post 007	Odessa	\$305,656	\$282,646	\$337,428	\$373,799	\$1,299,529
2	American Legion Post 575	Lubbock	\$315,575	\$321,130	\$320,614	\$333,952	\$1,291,271
3	Texas Paralyzed Veterans of America	Austin	\$295,888	\$300,509	\$292,938	\$296,658	\$1,185,993
4	Kiwanis Club of Victoria Foundation	Victoria	\$261,434	\$290,229	\$312,907	\$304,220	\$1,168,790
5	Victoria Bach Festival Association, Inc.	Victoria	\$248,552	\$287,727	\$300,249	\$320,667	\$1,157,195
6	Humane Society Upper Vally Hidalgo County	McAllen	\$343,954	\$281,672	\$269,979	\$260,493	\$1,156,098
7	Austin River City Rec'ers, Inc.	Austin	\$302,970	\$302,325	\$303,243	\$230,929	\$1,139,467
8	Contact Lubbock Incorporated	Lubbock	\$317,799	\$275,367	\$272,953	\$271,141	\$1,137,260
9	Mission Lions Club, Inc.	Mission	\$300,664	\$281,308	\$263,338	\$283,453	\$1,128,763
10	South Plains Economic Development, Inc.	Lubbock	\$268,138	\$260,327	\$290,420	\$302,816	\$1,121,701

\*Unaudited figures as of 02/11/04.

## North Texas Justices of the Peace & Constables

### *Charitable Bingo In Action*

North Texas Justices of the Peace and Constables has been conducting charitable bingo since June 1999. Since 1999 the organization has realized approximately \$2,925,626 in bingo gross receipts and made approximately \$102,535 in charitable distributions. The organization currently conducts bingo three times a week at Longhorn Bingo Corral, Inc. in Garland.

John Steinsiek, officer of the organization and primary operator of the organization's charitable bingo activities, reports that because of charitable bingo the organization has extended its scholarship and seminar programs. The organization currently provides four college scholarships a year to local students and conducts four educational seminars a year for peace officers, officers of the court, and the general public.

John said, "Without charitable bingo our seminar programs would be considerably more limited. We are now able to bring in experts in various fields, which enhances our seminar program. Many of the seminars meet the standards for credit from the Texas Commission on Law Enforcement Officers Standards on Education. The most recent seminar was on identity theft and it covered the following topics related to identity theft: current issues, how it occurs, legal ramifications, and prevention."

When asked what contributes to a successful charitable bingo operation John said it is important to know the people who operate the hall well. He emphasized that members of the organization must take an active roll in bingo activities and know what is going on in bingo activities at all times, select a clean and well maintained hall, do frequent promotions, advertise in bingo publications, and have workers that know customers by name and acknowledge each customer.

## Sales Tax Exemption On Certain Bingo Equipment

Only licensed conductor organizations that meet the following criteria are exempt from paying sales tax on certain bingo equipment:

- Are exempt from the payment of federal incomes taxes under Section 501 (a), Internal Revenue Code of 1986, as amended, by being listed as an exempt organization under Sections 501(c) (3), (4), (8), (10), or (19), and
- The equipment being purchased will be used exclusively to conduct bingo authorized under the Bingo Enabling Act.

If you have any questions regarding your organization's exemption status contact the Internal Revenue Service at [www.irs.gov](http://www.irs.gov).

## Interest Rate Change On Delinquent Tax (Prize Fee and Rental Tax)

Effective January 1, 2004, the interest rate on delinquent tax (prize fee and rental tax) is 5% (0.05) per annum. Delinquent taxes accrue interest beginning 60 days after the due date.

The rate of interest is based on the prime rate plus one percent, as published in the Wall Street Journal on the first day of each calendar year, that is not Saturday, Sunday, or a legal holiday.

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## Important Notice Regarding Temporary Licenses

Section 2001.103 of the Bingo Enabling Act was amended (effective 09/01/03) to allow:

- An authorized organization holding a regular license to conduct bingo may receive no more than 12 temporary licenses during the 12 month period following the issuance or renewal of the license to conduct bingo.
- An organization that holds a regular license may apply for all or part of the 12 temporary licenses in one application without stating the days or times of the games.
- An organization that has been issued a temporary license shall notify the Commission of the specific date and time of the bingo occasion for which the temporary license will be used before use of the license. If the Commission receives the notification by noon of the day before the day the temporary license will be used, the Commission shall verify receipt of the notice before the end of the business day on which the notice is received. If the Commission does not receive the notification by noon of the day before the day the temporary license will be used, the

Commission shall verify receipt of the notice before noon of the business day that follows the day the Commission received the notice. A verification may be delivered by facsimile, e-mail, or any other means reasonably contemplated to arrive before the time the temporary license will be used.

When applying for temporary licenses it is important to remember:

- An organization may receive 12 temporary licenses during the organization's regular license period. For example, if an organization's regular license is issued for 6/12/03 - 06/11/04, the organization is eligible to apply for 12 temporary licenses during this period; not during the calendar year 01/01/03 - 12/31/03. **Note:** Previously an organization could receive 6 temporary licenses during the calendar year - HB 2519 changed the time period to the regular license period.
- Due to the volume of temporary license applications being submitted to the Charitable Bingo Operations Division, we request that you please make an effort to submit your temporary license applications early.

# \*Caller

## Communication: What to Look for in a Good Caller

*[The following article is provided for informational purposes only. It does not represent any position taken, requirements imposed, or actions prohibited by the Charitable Bingo Operations Division, the Texas Lottery Commission or the applicable laws.]*

You and your friends decide to pursue a night of mystery and intrigue. You decide to participate in a traditional social ritual where a bevy of spherical objects with unique markings are placed in a ceremonial basket. And then, as though guided by a higher power, the purveyor of these rites begins to draw each marked globe and decipher its meaning in a native tongue. This priest is seeking the chosen one who bears the same markings. And each member in this tribe of hundreds wants to be known as He Who Was Chosen. When the results of this ceremony are finally clear and the balls have spoken, the purveyor must face a new challenge: hundreds of disappointed and angry natives armed to the teeth with traditional sticks of every color and shape. And yes, these natives are restless! Suddenly, the master of ceremonies becomes the ceremonial sacrifice.

This social ritual occurs nightly all over the world, and every time it draws to a close, there is one person that is sacrificed over and over again, even if only figuratively – the bingo caller.

It is an exercise in futility to expect all threats to our bingo callers to subside; after all, it is human nature to personify the “demon” that brings us so close to winning and then pries the money away from our fingers. It can’t be just plain luck, right? It was Bob the Bingo Caller who had me set three

different ways for the letter “T” and then dropped me like a bad habit. And it was Sylvia who didn’t shake the balls the way I like them so that I could land my bingo. Although “Shoot the Caller!” t-shirts and seat cushions will never go out of style, it is possible for the bingo callers and managers to minimize the friendly fire in their halls and extend the life of these Masters of Communication.

### Understanding the Job – Communication and the Bingo caller

Many people might believe that the bingo caller is merely the person chosen to call a few numbers, play with a computer, and drink coffee while sitting down in comfortable chair. Unfortunately, this could not be further from the truth. The caller is the voice and face of your bingo organization. Keep your head size in check, callers, for this doesn’t mean that you are the most important employee in the bunch. You are still just a cog in machinery that is



dependent upon all the other

pieces to make things move. It does mean, however, that the bingo caller is the single individual who attracts the most attention from the bingo crowd. Let’s face it, they are a captive audience and look to the caller for every bit of communication about the game: What number is called? Which game are we playing? Should I buy more cards or am I playing too much? Which instant tickets are they selling right now? Is this game fixed?

In understanding that this job is about communication, the people within your organization can help minimize casualties and maximize spending. In order to get to that point, it is important to understand the communication process and how it relates to the role of the bingo caller. Being a better communicator will result in better bingo

callers, but first, the process of communicating must be understood.

The American Heritage Dictionary defines a process as, “a series of actions, changes, or functions that bring about a result.” In the instance of our bingo caller, the end result is a shared communication with our audience. And because this is a changing process, there is no static way to communicate with the intended receivers of their messages. Since there is no way to fully guarantee that the receiver will understand the message exactly as intended, it is imperative to minimize the “noise,” or interference around their message. Communication is dependent upon both its verbal and nonverbal forms, so recognizing their effectiveness as a team is essential. Most importantly, however, is the understanding of the purpose of the message being sent forth.

### Understanding the Purpose of the Message

The caller wears many different hats in your organization. They are responsible for being the pace car, letting the guests know how the game will be called, and at what speed. They are responsible for setting the mood of your session by donning their party hat for special occasions and top hat for others. At other times, the caller wears the marketing hat, telling guests about upcoming

sessions and promotions and conjuring interest in these special events. Your caller can also wear a police hat, directing traffic in your hall and controlling any guest disorder that may occur. In all of these roles, the caller must determine how they are going to convey the necessary message while changing hats without transition. This is where they must turn to a communication basic and understand their purpose.

One of the golden rules in communication is to understand the purpose of your message. In speechwriting, this is often referred to as defining the general speech purpose. Usually, the purpose is defined by the occasion. If the caller is conducting a game, the purpose is to inform the audience by emphasizing the facts: the numbers being drawn,



color of game sheets, and amount of prize. On the other hand, if a new session is coming up and the caller must promote the occasion, the purpose is to persuade. Although factual information must be given, the caller must appeal to the audience and convince them to attend the special game. If during the special game the caller must host a costume contest, the purpose would then be to entertain the guests during the diversion.

Although there can be more than one way to deliver your message, it is important to pay attention to the general speech purpose. The caller may want to inject some humor into the game and let their playful personality shine through. Although this is fun and a source of entertainment for the guests, it should never eclipse the information about the game the player's need, such as jackpot number or prize notifications. Along the same vein, your caller may want to be as informative as possible about the New Year's Session, but this can be dry and boring if they fail to persuade your guests to buy an entry. By understanding the purpose of the communications put forth, the caller can ensure that the intended messages are getting across to the audience and your organization's game is being conducted in a clear and effective manner.

### Getting Rid of Noise

In the communication process, noise is any interference that may occur causing messages to be misunderstood. Although noise does mean something audible that impairs reception of a message, such as the sound of the bingo blower next to the caller or the loud or chatty guests seated in front of the caller's stand, it can also mean any emotional, psychological, or environmental interference. When communicating to guests, the caller must be able to recognize and interpret noise so that the message does not become muddled on its way to the audience.

In the bingo environment, communication noise can take many shapes and forms. In the literal sense, it can be the din of the crowd as the

caller strains to hear if "bingo" has been called. It can be the sound of the papers crumpling or pull tabs tearing. It can also be the smoke that causes irritates the caller's eyes or lapse between numbers that sends the caller into a spell of daydreaming instead of remaining focused on the game.

When noise gets in the way of a caller's communication, the organization as a whole can suffer. For example, if a caller loses focus because they are thinking about their bills, they may place a ball in the wrong slot. If unnoticed, this can lead to a false bingo claim and result in the loss of trust of your staff member. What if the caller fails to scan the crowd for additional winners and does not hear the lady in the back yelling bingo? The organization may have to pay out an additional jackpot prize if they determine the loss was not the fault of the guest.

Taking it a step further, when noise interferes with the communication of a message, it does not only mean the message was not received. It can also mean the wrong message was received, the result of a miscommunication. In the previous examples, noise contributed to a mistakenly lit number and a missed bingo. Taken individually, these are not necessarily unforgivable transgressions. But suppose they happened to the same caller. And suppose the benefactor of one or both errors were customers the caller knew well. All of a sudden, these minor careless acts have ballooned into allegations of fraud and deceit, since guests have misinterpreted the messages sent by the caller. Not only has noise contributed to the direct cost of additional prize money, it has also paved the way for and [sic] untold amount of lost revenue due to a sullied reputation based in miscommunication. As a Masters of Communication, callers must focus on eliminating any noise that might interfere with the reception of a

message, because both profits and reputation are at stake.



### Nonverbal Communication

Just as noise can come in many different forms, communication can also be classified in different ways. Two main distinctions are verbal and nonverbal communication. Verbal communication, as the name suggests, relates to the spoken word. The messages in verbal communication are both enhanced and dependent upon nonverbal communication. In essence, verbal and nonverbal methods work together as a team. Nonverbal channels of communication can be classified as aural and visual. Aural channels refer to anything vocal that accompanies the spoken word, such as volume and articulation. Visual channels, on the other hand, relate to actions that accompany the spoken word, such as facial expressions and body language. Both channels contribute to the effectiveness of any bingo caller.

The aural channels in caller communication are vital to effective communication. Pronunciation and articulation are part of this mix. When stating called numbers or rules of the game, poor delivery of words can mean the audience is losing the message the caller is trying to relay. Are the rules read so fast that a guest may not realize they have to have bingo on the last number called? Does the caller articulate the difference between the numbers "five" and "nine"? Does the caller give enough time for the audience to communicate messages as well, such as the call of "bingo," between messages?

Enhancing communication with a visual channel, such as body language, can be just as important as the spoken words themselves. The

(Cont. on pg. 7)



# Final Administrative Actions

*Note: "Act" refers to the Bingo Enabling Act.*

## **Southwest Volunteer Fire Department, Inc. – Conductor License Denied**

The Commission entered an order adopting the recommended Findings of Fact and Conclusions of Law of the Administrative Law Judge that the organization:

- Violated § 2001.451(b) of the Act, by failing to deposit all funds derived from conducting bingo into the bingo account.
- Violated §§ 2001.453(a) (1) and 2001.458 of the Act, by drawing checks from its bingo account for payment of expenses that were not necessary and reasonable expenses.
- Violated § 2001.451 of the Act, by commingling gross receipts derived from conducting bingo with other funds of the organization.
- Violated § 2001.505(a) (1) of the Act, by failing to report the amount of gross receipts derived from bingo.
- Violated § 2001.505(a) (6) of the Act, by failing to provide a list of prizes offered and given, with their respective values.
- Violated § 2001.505(b) (1) of the Act, by failing to maintain records to substantiate the contents of reports.
- Violated § 2001.451(a) of the Act, by failing to establish and maintain one regular checking account designated as the bingo account.
- Violated § 2001.414(b) of the Act, by failing to record on a cash register all transactions for which it received bingo gross receipts.
- Violated § 2001.407(e) of the Act, by obtaining bingo equipment or supplies from a person other than a licensed distributor.
- Violated § 2001.406(b) of the Act, by failing to pay rent for premises used to conduct bingo in a lump sum.
- Violated § 2001.102(b) (12) of the Act, by failing to include the names and addresses each person who will work at the proposed bingo occasion.
- Violated §§ 2001.206(b) and 2001.407(f) of the Act, by distributing bingo equipment and supplies without a being a licensed distributor.
- Violated § 2001.451(b) of the Act, by making deposits later than the next business day after the day of the bingo occasion on which the receipts were obtained.
- Violated § 2001.409(b) of the Act, by allowing more than 40% of the individuals attending a bingo occasion, based on the average of two previously submitted quarterly reports, to use bingo card-minding devices.

## **Korean Citizens Association – Conductor Memorandum of Agreement and Consent Order**

The Commission entered a Memorandum of Agreement and Consent order based on the Agreed Findings of Fact and Agreed Conclusions of Law that the organization:

- Violated § 2001.551(b) of the Act, by conducting, promoting, or administering bingo other than under a license issued under the Act.

## **VRW Post 7211 – Conductor Memorandum of Agreement and Consent Order**

The Commission entered a Memorandum of Agreement and Consent order based on the Agreed Findings of Fact and Agreed Conclusions of Law that the organization:

- Violated § 2001.411(b) of the Act and §402.547 of the Charitable Bingo Administrative Rules, by conducting bingo without the physical presence of an active member of VFW Post 7211 actively supervising and directing the bingo occasion.

## **Optimist Club of Aerospace Fort Worth Memorandum of Agreement and Consent Order**

The Commission entered a Memorandum of Agreement and Consent order based on the Agreed Findings of Fact and Agreed Conclusions of Law that the organization:

- Violated §2001.551(b) (1) of the Act, by conducting, promoting or administering bingo other than under a license issued under the Act.

## **Licenses Denied – No Hearing Requested**

### **Crowell Lions Club – Conductor**

The applicant was not eligible for a license to conduct bingo on the alleged grounds set forth below:

- Violation of § 2001.307 of the Act and § 402.540(o) of the Charitable Bingo Administrative Rules, by failing to timely file an application for its annual license to conduct bingo (renewal application).

### **LULAC Council 637 - Conductor**

The applicant was not eligible for a license to conduct bingo on the alleged grounds set forth below:

- Violation of § 2001.107 (a) of the Act and § 402.550(e) (2) of the Charitable Bingo Administrative Rules, by failing to have at least one of the persons designated under § 2001.102 (b) (10) of the Act complete the required operator training program within 24 months prior to the date of expiration of the license.

### **SOS Club Inc., Serenity - Conductor**

The applicant was not eligible for a license to conduct bingo on the alleged grounds set forth below:

- Violation of § 2001.107 (a) of the Act and § 402.550(e) (2) of the Charitable Bingo Administrative Rules, by failing to have at least one of the persons designated under § 2001.102 (b) (10) of the Act complete the required operator training program within 24 months prior to the date of expiration of the license.

# Quarterly Report Due Dates & Allocation Time Table

December 31, 2003 - last day of the fourth quarter of 2003.

January 1, 2004 - first day of the first quarter of 2004.

January 26, 2004 - due date for the fourth quarter 2003 conductor and lessor returns.

February 2, 2004 - due date for the fourth quarter 2003 manufacturer, distributor and SSP reports.

**February 27, 2004 - date to allocate bingo money to local jurisdictions for the fourth quarter of 2003.**

March 31, 2004 - last day of the first quarter of 2004.

April 1, 2004 - first day of the second quarter of 2004.

April 26, 2004 - due date for the first quarter of 2004 conductor and lessor returns.

April 30, 2004 - due date for the first quarter of 2004 manufacturer, distributor, and SSP reports.

**May 31, 2004 - date to allocate bingo money to local jurisdictions for the first quarter of 2004.**

June 30, 2004 - last day of the second quarter of 2004.

July 1, 2004 - first day of the third quarter of 2004.

July 26, 2004 - due date for the second quarter of 2004 conductor and lessor returns.

August 2, 2004 - due date for the second quarter of 2004 manufacturer, distributor, and SSP reports.

**August 31, 2004 - date to allocate bingo money to local jurisdictions for the second quarter of 2004.**

September 30, 2004 - last day of the third quarter of 2004.

October 1, 2004 - first day of the fourth quarter of 2004.

October 25, 2004 - due date for the third quarter of 2004.

November 1, 2004 - due date for the third quarter of 2004 manufacturer, distributor, and SSP reports.

**November 30, 2004 - date to allocate bingo money to local jurisdictions for the third quarter of 2004.**

## ***Bingo Callers*** (Cont. from pg. 5)

caller should have welcoming and pleasant facial expressions to accompany their speech and smile often, as this promotes the establishment of a welcoming and friendly mood in the bingo hall. Additionally, because the bingo caller actions are scrutinized, it is a good practice for callers to keep their hands in view as they call. This sends the message that all actions are out in the open and no surreptitious movements are taking place that might mistakenly communicate a lack of integrity on the part of the caller or the organization.

Remember that nonverbal cues are just as important as verbal cues in relaying the proper messages to your guests. They help clarify the meaning of verbal messages and help establish feedback between a caller and the audience. They also work together to help establish credibility in both the caller and the communication process.

Although the Bingo caller will always be a target of trigger-happy guests, the amount of insurgence can be greatly minimized by utilizing the caller as the Master Communicator on the bingo floor. By understanding the communication process eliminating noise that might interfere with the intended messages and incorporating nonverbal channels of communication to enhance the spoken word, the caller can ensure that they can survive the restless natives and live to call another day.

The fear of public speaking is so common that it even topped the fear of death in one poll. Although the thought of speaking publicly might sound daunting, those in the bingo world know it is just a matter of time before you are going to have to fill in onstage. Here are some tips in gaining confidence for public speaking. (Source: A Speaker's Guidebook by Dan O'Hair, et al, published in 2001 by Bedford/St. Martins)

- Prepare and practice often.
- Modify your thoughts and attitudes – think positively.
- Accept your nervousness as normal – work with it rather than against it.
- Concentrate on your message, not on yourself.
- Visualize success.
- Breathe deeply.
- Use relaxation techniques.
- Seek pleasure in the occasion.

*\*Article Source: Bingo Enterprise Management (www.bingoenterprisemanagement.com), Author Rebecca Dumond, Reprinted With Publisher's Permission.*

# Operator Training Program - Future Classes

Location	When	Phone
<b>Region: Dallas</b>		
Bingo Heaven - 8008 Elam Rd., Dallas	05/05/2004 • 9:00 AM to 5:00 PM	214-398-3700
Charity Bingo Hall - 223 E. Hallmark Ave., Killeen	04/14/2004 • 10:00 AM to 4:00 PM	254-628-7740
Elks Lodge 0138 - 2613 Airport Rd., Temple	06/19/2004 • 10:00 AM to 5:00 PM	254-773-1311
<b>Region: Houston</b>		
Elks Lodge 0311 - 11431 US Hwy 90, Beaumont	04/06/2004 • 10:00 AM to 5:00 PM	409-866-1174
<b>Region: San Antonio</b>		
Catholic War Veterans Hall - 1501 N. International, Weslaco	05/12/2004 • 9:00 AM to 4:00 PM	956-565-2616
Circus Bingo - 8373 Culebra, San Antonio	03/31/2004 • 9:00 AM to 4:00 PM	210-523-1141
<b>Region: Odessa</b>		
Goldstar Charity Bingo - 223 Buddy Holly Ave., Lubbock	04/16/2004 • 12:30 PM to 6:30 PM	888-829-0865
Lawndale Bingo - 3520 E. 27th, Amarillo	06/12/2004 • 9:00 AM to 3:00 PM	888-829-0865
Super Bingo - 1204 N. Mockingbird, Abilene	05/01/2004 • 9:00 AM to 3:00 PM	888-829-0865
VFW Post 4372 - 208 E. VFW Lane, Odessa	04/03/2004 • 9:00 AM to 3:00 PM	888-829-0865



## How To Contact Us



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