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Recent News

[Saskatchewan's newest entertainment destination](#)

February 21, 2009. The Leader-Post (Regina) .

[Problem Gambling Awareness Week: Shining the light on problem gambling's impact on crime](#)

February 25, 2009. PR Web.

[Barney Frank to introduce Internet gambling legislation in March](#)

February 21, 2009. Poker Daily News.

[Casino swipe cards urged. An advocate for problem gamblers wants casino patrons to have to swipe an identity card to get in.](#)

February 24, 2009. ABC Regional Online.

[More news...](#)

Featured Research

[All in! The commercial advertising of offshore gambling on television](#)

McMullan J.L., & Miller, D. (2008).

There is a paucity of research on the advertising of gambling, especially the intensely marketed Internet poker and blackjack games. This study examines ads that aired on cable television in one Canadian jurisdiction. Using quantitative and qualitative methods, we analyze 64 distinct commercials that aired 904 times over a 6-month period. Our findings show that these ads target audiences along age, gender, and ethnic lines and mobilize celebrities, excitement, and humour as persuasive techniques to promote the view that on-line gambling is an entertainment experience in which skill prevails over luck, winning dominates losing, fantasy overshadows reality, leisure trumps work, and the potential for personal change eclipses the routines of everyday life. We conclude that the e-gambling advertising assemblage, with its high-volume exposure, attractiveness, pervasiveness, and repetitiveness of messaging is now an embedded feature of everyday life that is especially connected to popular sport culture and to the fun ethic of contemporary consumer culture.

Call for Papers, Grant Proposals, RFPs, and Nominations

[Call for Nominations: Tibor I. Barsony Bursaries](#)

The Responsible Gambling Council is inviting nominations for the Tibor I. Barsony Bursaries to be awarded at the Discovery 2009 conference.

The awards are designed to support mainly full-time students who undertake a noteworthy project or study related to the prevention of problem gambling. A maximum of three \$1,000 bursaries will be awarded to students attending post-secondary institutions in Ontario.

To nominate a student, write a letter of not more than one page outlining the reasons for proposing the individual for the award and his/her contributions to the field.

Correspondence must be received by April 3, 2009:

Tibor I. Barsony Bursary Committee

c/o Responsible Gambling Council

411 Richmond Street East, Suite 205

Toronto, ON M5A 3S5

discovery@rgco.org

Upcoming Events

[Banff Conference on Internet Gambling](#)

March 27 - 28, 2009 - Banff, Alberta, Canada

[Responsible Gambling Council Discovery 2009 Conference](#)

April 19 - 22, 2009 - Niagara Falls, Ontario, Canada

[Western Regional Problem Gambling Awareness Conference](#)

May 1 - 2, 2009 - Vancouver, Washington, USA

[2009 Massachusetts Conference on Gambling Problems](#)

May 12, 2009 - Worcester, Massachusetts, USA

[Nordic Conference on Problem Gambling, Treatment and Prevention](#)

May 18 - 20, 2009 - Helsinki, Finland

[14th International Conference on Gambling and Risk Taking](#)

May 25 - 29, 2009 - Stateline, Nevada, USA

[2009 Annual Conference North American Gambling Regulators Association](#)

June 2 - 5, 2009 - Washington, D.C., USA

[23rd National Conference on Problem Gambling Prevention, Treatment, Responsible Gaming, Research and Recovery](#)

June 25 - 27, 2009 - Indianapolis, Indiana, USA

[Gambling and Addictions Symposium 2009](#)

September 3 - 4, 2009 - Montréal, Quebec, Canada

Hope you've enjoyed this edition of Newscan. We'll see you again next week!

[Nadine Kauffman](#)

Manager, Information Services

Responsible Gambling Council

www.responsiblegambling.org

Do you have an article or a web link you'd like to suggest for Newscan or RGC's [e-Library](#)? Would you like to post an upcoming event or a call for papers, presentations, grant proposals, awards or nominations? Please email [Nadine Kauffman](#).

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