University of Nevada, Las Vegas

Center for Gaming Research Update

June 2014

2014-15 Eadington Fellowship Application Cycle is Open

The Center for Gaming Research at the University of Nevada, Las Vegas (http://gaming.unlv.edu) invites academic faculty and graduate students to apply for the **2014-15 cycle** of William R. Eadington fellowships, which facilitate research into many aspects of both gambling and Las Vegas at UNLV Special Collections. Although primarily in English, the holdings include many texts in French, German, and Italian spanning the 17th to 21st centuries as well as manuscript collections, casino corporate archives, promotional and publicity files, and government publications.

The Center awards two kinds of Eadington fellowships.

- **Four-week Resident Fellowships** offer a $3,000 stipend. Residencies for these fellowships can be scheduled to conclude **any time** before September 1, 2015—this includes the summer.
- **Two-week Visiting Fellowships** offer a $1,500 stipend. These residencies can be scheduled **only** during the academic year (September 2014 to May 2015).

Get the pdf version of the position description | View a pdf of the flyer

New UNLV Gaming Podcasts

We have posted two new episodes of the UNLV Gaming Podcast:

63-May 30, 2014
Richard Williams
"Erle Stanley Gardner in Las Vegas"
In this May 30 Gaming Research Colloquium talk, Williams discusses the manuscript history of Gardner's 1941 novel *Spill the Jackpot* and issues of gambling relevant to that history.

Listen to the audio file (mp3) } View the flyer (pdf)

62-May 15, 2014
Stefan Al
"Casino Architecture Wars: A History of How Las Vegas Developers Compete with Architectural Design."

In this May 15 Gaming Research Colloquium talk, Al explores how various architectural aspects of Las Vegas Strip casino complexes have evolved – including architectural typology, signage, porte-cocheres, atriums and pools – from 1941 until today.

Listen to the audio file (mp3) | View the flyer (pdf)

New Paper: Diana Tracy Cohen

The latest occasional paper has been posted:

Paper 25: May 2014
Diana Tracy Cohen, "Family-Friendly Las Vegas: An Analysis of Time and Space"

ABSTRACT: This paper explores the rise and fall of the "family-friendly" Las Vegas marketing era. Through analysis of casino advertisements, internal and external building infrastructure, and qualitative in-depth interviews with industry insiders, this work investigates the city's reinvention of the early 1990s. Key factors that set the stage for the emergence of targeted family marketing are identified, addressing why this advertising approach ultimately did not sustain. Unique marketing case studies are identified throughout.

View the paper here (pdf)

Two Reports on Monthly Nevada Gaming Revenues

The Center released the Nevada Gaming Statistics: April Comparison, which examines revenue trends for Statewide, Las Vegas Strip, Downtown Las Vegas, Boulder Strip, and Washoe County for the month of September for the past ten years.

In addition, the Nevada Gaming Statistics: The Last Six Months summary was updated with current information.

New report: Atlantic City April 2014 Summary

This is the latest in a series of monthly reports recapping the monthly statistical releases from the Division of Gaming Enforcement and providing a level of analysis not provided in the official release.

Atlantic City April 2014 Summary
April 2014 and Calendar Year Revenue Results

Updated Reports: Nevada Gaming

The following papers, with annual and quarterly data, have been updated:

Nevada Slot Machines: Historical Hold Percentage Variations
Annual and Monthly Hold Percentages, 2004-2014

Nevada Table Games: Historical Hold Percentage Variations
Annual hold percentage averages, with monthly maximum and minimums

Nevada Poker, 2004-2014
An Analysis of Monthly Statewide Results

Evolution of Nevada Baccarat, 1992-2014
A summary of the number of casinos that offer the game, the number of tables, and the annual baccarat win, in the context of the total tables and gaming win.

Nevada's Gaming Footprint, 1963-2014
A breakdown of total licenses and numbers of games, tables, and slots from 1963 to the present--restricted and non-restricted locations.

Updated: Casino Employment Reports

All of the casino gaming reports, covering different Nevada reporting areas, have been updated:

Nevada Statewide Casino Employment
Productivity, Revenues, and Payroll: A Statistical Study, 1990-2013

Las Vegas Strip Casino Employment
Productivity, Revenues, and Payroll: A Statistical Study, 1990-2013

Boulder Strip Casino Employment
Productivity, Revenues, and Payroll: A Statistical Study, 1990-2013

Reno/Sparks Casino Employment
Productivity, Revenues, and Payroll: A Statistical Study, 1990-2013

Updated Reports: Monthly Casino Revenues

The following reports were updated last month:

Ohio Casinos: Monthly Revenues
Table and Slot Machine Operating Statistics

Maryland Casinos: Monthly Revenues
Gross Terminal Revenue, Number of Machines, and Win/Unit/Day

Connecticut Tribal Casinos: Monthly Slot Data
Monthly Handle, Win, Promotional and Other Totals

Florida Racinos: Monthly Slot Revenues
Units, Credits In, Promotional Credits, Net Revenues, and Other Metrics

Detroit Casinos: Monthly Statistics
Revenues, Year/Year Change, and Market Share by Casino

William R. Eadington, 1946-2013

The gaming industry lost a major figure last year when Bill Eadington, director of the Institute for the Study of Gaming and Commercial Gambling at the University of Nevada, Reno, passed away. UNLV Libraries has set up a fund to rename the program the William R. Eadington Gaming Fellows, ensuring that "Eadington fellows" will be studying gambling and keeping his work alive for years to come. To contribute to the fund, please contact Libraries development director Tamara Michel Josserand at (702) 895-2239 or tamara.josserand@unlv.edu. To donate online, please go to this page and, in the scroll down menu, select "Eadington Fellows."

Sharing Expertise with the Media

In May, Center Director David G. Schwartz spoke with approximately 31 print, online, radio, and television media contacts about a range of topics.

Getting in Touch

To learn more about the Center's work, discuss how to get involved with supporting the Center, or simply share your comments, please contact director **David G. Schwartz**, 702 895 2242, or dgs@unlv.nevada.edu.

About the Center for Gaming Research

Located within Special Collections at UNLV's state-of-the-art Lied Library, the Center for Gaming Research is committed to providing support for scholarly inquiry into all aspects of gaming. Through its website, http://gaming.unlv.edu, the Center offers several unique research tools and information sources.

About the University of Nevada, Las Vegas

UNLV is a doctoral-degree-granting institution of 28,000 students and 3,300 faculty and staff. Founded in 1957, the university offers more than 220 undergraduate, masters and doctoral degree programs. UNLV is located on a 332-acre campus in dynamic Southern Nevada and is classified in the category of Research Universities (high research activity) by the Carnegie Foundation for the Advancement of Teaching.