

University of Nevada, Las Vegas  
Center for Gaming Research Update  
July 2012

### 15<sup>th</sup> International Conference on Gambling and Risk-Taking Call for Papers

The Institute for the Study of Gambling and Commercial Gaming at the University of Nevada, Reno, in partnership with the International Gaming Institute at the University of Nevada, Las Vegas, invites paper and symposium submissions for The 15th International Conference on Gambling & Risk Taking, which will be held at Caesars Palace Resort and Casino, Las Vegas, Nevada, from May 27 to May 31, 2013.

For more information about the conference, see: <http://gaming.unlv.edu/icgrt.html>

### Podcast with the Casino Chip and Gaming Token Collectors Club

This month, the Center produced one podcast:

[45-June 22, 2012](#)

Doug Smith and Todd Barrett

Interview with the president of the Casino Chip and Gaming Token Collectors Club and the editor of Casino Collectible News from the site of the 2012 CCGTCC convention.

### Jessalynn Strauss's Paper: A History of Casino Public Relations in Las Vegas

The Center published the 18<sup>th</sup> in its [Occasional Paper Series](#), communications professor Jessalynn Strauss's "[From the Last Frontier to the New Cosmopolitan A History of Casino Public Relations in Las Vegas](#)." Based on archival materials from over 30 casinos and gaming corporations, this paper identifies four ways in which public relations is practiced in the gaming industry and four macro-level trends in the evolution of casino public relations in Las Vegas.

### New Report on Nevada Slot Machines Hold Percentage Variation

This report is an expansion of earlier work on hold percentages for Nevada slot machines. It contains data for slot hold in the eleven top-grossing reporting areas for Nevada from January 2004 to April 2012, with monthly and annual breakdowns.

[Nevada Slot Machines: Historical Hold Percentage Variations](#)

Annual and Monthly Hold Percentages, 2004-2012

### New and Updated Jurisdiction Pages

In June, the Center posted new or updated Jurisdiction pages, with historical data and other information, for the following states: [Rhode Island](#), [South Dakota](#), [Oklahoma](#), [California](#), [Arizona](#), and [Arkansas](#). Much of the data for these pages came as a result of the Center's ongoing partnership with [GamblingData.com](#).

## 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 February for the past eight years. In addition, the [Nevada Gaming Statistics: The Last Six Months](#) summary was updated with current information.

## 2012-13 Gaming Research Fellowship Application Cycle continues

The Center invites academic faculty and graduate students to apply for the 2012-13 cycle of research fellowships, which facilitate research into many aspects of both gambling and Las Vegas at UNLV Special Collections. The Center will award two kinds of fellowships: Four-week Resident Fellowships offer a \$3,000 stipend; Two-week Visiting Fellowships offer a \$1,500 stipend. For more information, see: <http://gaming.unlv.edu/about/fellowship.html>. The application deadline is July 15.

## Sharing Expertise with the Media

In June, Center Director David G. Schwartz spoke with approximately 31 print, online, radio, and television media contacts. The possible expansion of gambling in Maryland was a source of interest, as was gaming in Ohio and Internet gaming.

## Getting in Touch

If you are interested in learning more about the Center's work, discussing how to get involved with supporting the Center, suggesting programming or collecting initiatives, or simply sharing your comments, please contact director **David G. Schwartz**, 702 895 2242, or [dgs@unlv.nevada.edu](mailto:dgs@unlv.nevada.edu). Thank you for your continued engagement with the Center's work.

### 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.