

Nebraska Lottery
Public Relations/Marketing
Internship Supplemental Questionnaire

PLEASE ANSWER THE FOLLOWING QUESTIONS, EITHER IN THE SPACE PROVIDED OR ON AN ATTACHMENT, AND SUBMIT YOUR RESPONSES AS SOON AS POSSIBLE (RESPONSES MAY BE FAXED TO 471-6155).

Name: _____

College: _____ Major: _____

1. The Lottery Marketing Department is a fast-paced, exciting environment that is often driven by crucial deadlines. Please describe your ability in handling deadline situations in this type of environment. Please cite examples.

2. One of the most valuable means the Nebraska Lottery has of communicating with the public, is the winner's story. As an intern, you will be called upon to assist winners when they claim their prize. In addition to a claim form, winners are asked to provide information about their winning experience (how they picked their numbers, if they have a favorite scratch game, where they kept their winning ticket, etc.). Winners are also photographed so that the Nebraska Lottery can publicize their good fortune.

By state law a winner's name, hometown and prize are considered public information, but winners are sometimes reluctant to answer questions and submit to photographs.

How would you explain this situation to a reluctant winner and win their approval?

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3. The Nebraska Lottery continually strives to maintain a fresh mix of products and promotions for our players, and to keep our nearly 1,300 retailers informed and motivated. A variety of marketing tools (newsletters, promotions, advertising, web site, etc.) are used to achieve these purposes.

As an intern, you will be called upon to contribute to existing marketing efforts, or even to conceptualize and design new tools and strategies. Please describe any experience you have with writing/designing newsletters, organizing/planning promotions, planning/creating advertising, designing/updating web sites, or overall market planning.

In addition, please describe a new marketing tool that you believe would be particularly effective for the Nebraska Lottery, or identify an existing tool which you believe can be improved to help make the most of our efforts.

4. This position requires a high level of interpersonal communication skills. Managing effective communications is of utmost importance. Please describe your experience with verbal and written communications. Please include a situation when you had to deal with an upset customer. Describe how you handled the situation and what the end result was.

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5. The Nebraska Lottery was created in response to a popular vote, and action by the Nebraska Legislature. Its existence and the manner in which lottery proceeds are distributed are specified in state law. As an intern, you will be part of a team of dedicated people who are doing more than just their jobs—they're working to fulfill the public trust.

How would you explain the lottery's existence to someone who wanted to know where the lottery came from, or why we have a state lottery?