

Megamarketing: The Creation of Markets as a Social Process

ASHLEE HUMPHREYS

Web Appendix

ESTIMATION OF BASS MODEL COEFFICIENTS

A Bass model was estimated using data available from the American Gaming Association and gaming commissions in each US State (see sources below for a full list). The basic model for product growth (Mahajan and Muller 1979) was used, as follows:

$$n(t) = p[N - N(t-1)] + (N/q) * [N - N(t-1)] * N(t-1)$$

Where

N = total number of potential adopters

N(t-1) = number of total adopters in the previous time period

n(t) = number of new adopters at time, t (i.e. the rate of diffusion at time t)

p = coefficient of innovation

q = coefficient of imitation

Using OLS linear regression, the coefficients of p, the coefficient of innovation, and q, the coefficient of imitation, were estimated, yielding values of p=.105 and q=.478, with an overall fit of R=.684. The model was an adequate fit (F=11.873, p<.001), and both coefficients were determined to be statistically significant (t =2.862, p<.01 and t =4.304, p<.001 respectively).

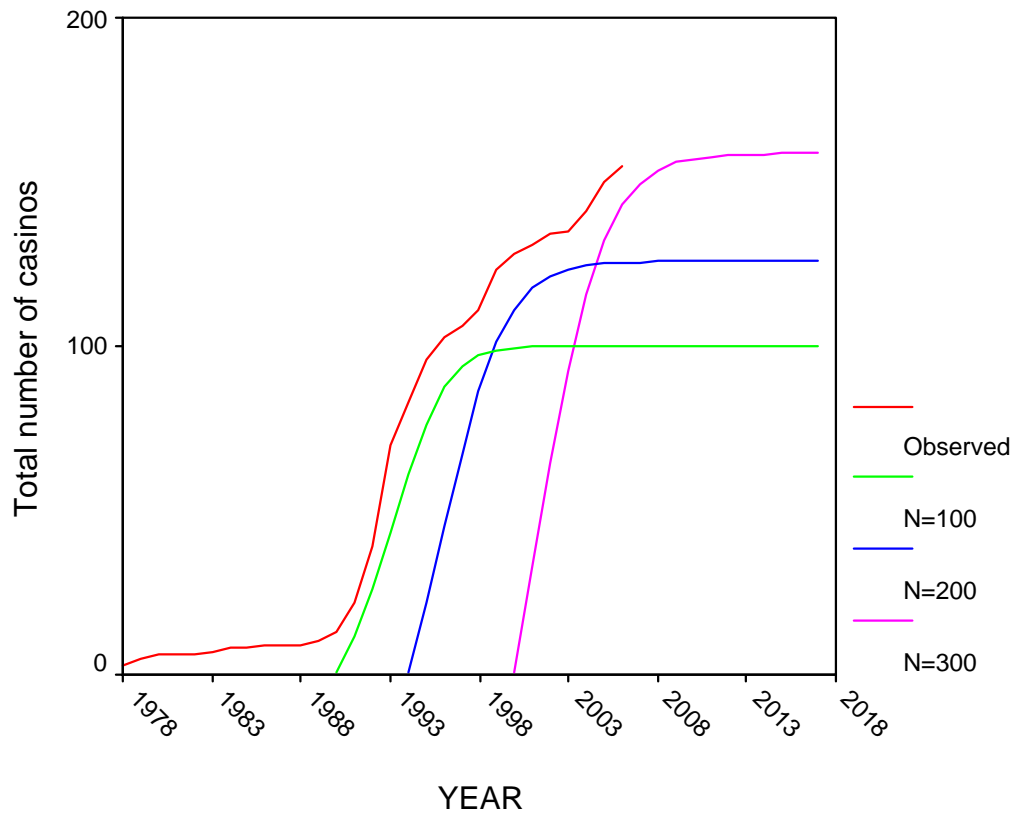
We can compare these results to estimates obtained from other studies. A meta-analysis of 213 diffusion studies (Sultan et al. 1990), found that p, the coefficient of innovation, is .03 on average and q, the coefficient of imitation is, on average .38. As Sultan et al (1990) report, the minimum observed values for p and q are .00002 and .00003, yet the maximum feasible values of p and q are .23 and .99 respectively. This indicates that in our diffusion model of casino

gambling, p is significantly higher than the average in most studies, but not at its maximum value.

One might think of the process as a punctuated equilibrium. Shifts in the diffusion curve are spurred by institutional changes such as regulation and public opinion (for an illustrative figure that demonstrates the way in which this punctuated equilibrium occurs, see Figure W1).

Data sources:

American Gaming Association, Illinois Gaming Commission, Indiana Gaming Commission, Iowa Gaming Commission, Missouri Gaming Commission



$p=.105$, $q=.478$, see Appendix for coefficient estimations

Figure W1
Bass Model, Effect of Legitimation

DESCRIPTIVE STATISTICS

Descriptive statistics appear in Table W1. Business words, for example, make up about 1.23% of all words that were coded. Because this may seem small to those unfamiliar with the content analysis of popular media, it is important to note that about 50 words (articles, pronouns, prepositions, auxiliary verbs, etc.) make up a full 40% of common word usage, leaving the remaining 59% to 16,000 of the most commonly used English words, and 1% to technical language (Zipf 1949; Zipf 1935). It is also important to remember that, because the sample size of words is large, a .10% change in business-words in the data set means an increase of about 4,000 more business-related words, spread amongst about 1,000 articles.

Descriptive Statistics^a									
	crime	business	regulation	social issues	pos emo	neg emo	anxiety	anger	sadness
Mean	.18	1.20	.43	.17	2.00	.93	.13	.27	.32
Std. Deviation	.55	1.26	.67	.36	1.26	.86	.23	.45	.47
Minimum	0	0	0	0	0	0	0	0	0
Maximum	8.26	9.47	6.91	3.95	10.67	6.98	3.78	5.61	5.06

a.N=7211, Mean=number of frame-related words/total words

Table W1
Descriptive Statistics

NUMBER OF ARTICLES OVER TIME

Before making conclusions from a thematic analysis, it can be helpful to look at the overall frequency of articles about casino gambling. One preliminary measure of changes in legitimacy is the visibility or invisibility of a topic in public discourse (Schneiberg and Clemens 2006). In this case, we can measure visibility by the number of articles published in each newspaper. Visible topics are likely to be those where legitimacy is being actively negotiated, while invisible topics are those where questions of legitimacy are settled, being definitely legitimate or illegitimate. Figure W2 shows the number of articles about casinos published per year. Although the total number of articles published in each newspaper has remained roughly constant over time,¹ articles about casino gambling have had several periods of prominence during which legitimacy was actively being negotiated.

----- Insert Figure 2 about here -----

The results show that the number of articles went up when legitimacy was being actively negotiated, first at the local level in the case of the *New York Times* (Atlantic City), then nationally (*USA Today* and *Wall Street Journal*). There were roughly three periods where casino gambling became more visible in the newspapers examined: around 1981 in *The New York Times* when gambling in New Jersey was first being expanded, 1989 in *USA Today* and the *Wall Street Journal* when casino gambling first became legally feasible on a national scale (1988; Figure 2), and in 1995, directly after the number of casinos in the United States increased by 80%, from 39 casinos in 1993 to 70 casinos in 1994, and plans for international expansion into Asian markets were announced. Figure 1 shows the growth in casinos from 1980 to 2006, fitting the typical

¹ The article averages in *The New York Times* over the three time periods, for example, are 138,731, 113,586, and 127,180. A correlation analysis shows that there is no statistically significant relationship between the number of articles and year, although the correlation does approach significance ($r=-.360$, $p=.058$). Calculating casino articles as a percentage of total articles, however, does not change the pattern of results.

diffusion pattern observed in other contexts (Bass 1969; Rogers 1995). The most rapid increase occurs between the years 1993 and 1995, and then growth levels-off around 1998. Without analyzing the content of these articles, however, one cannot discern what these increases in visibility mean, whether gambling is being portrayed as a good, wholesome economic activity, a seedy, insidious, criminal practice, or something in-between.

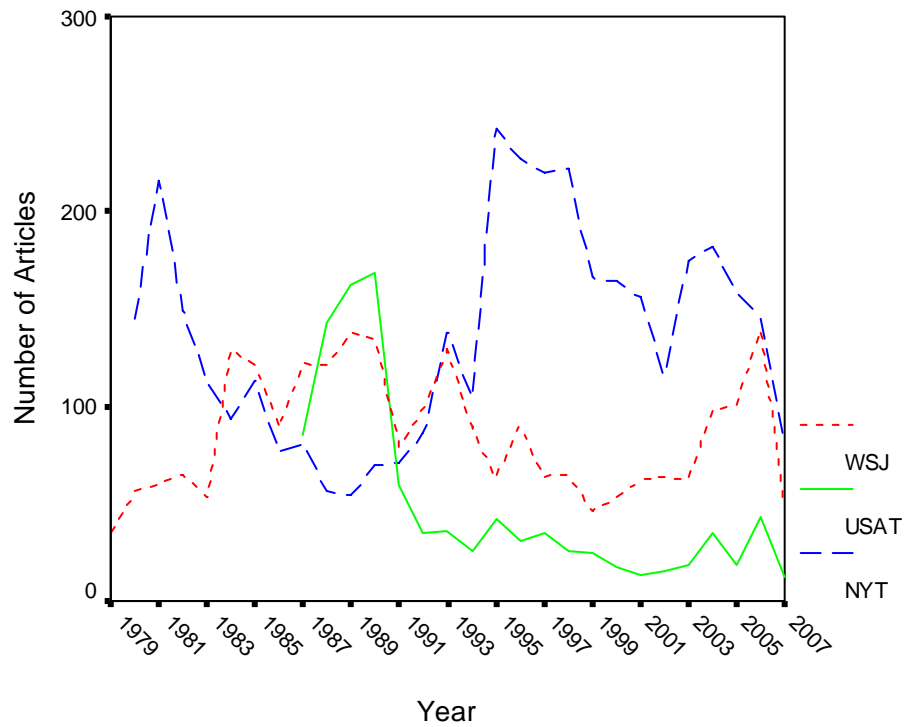


Figure W2
Number of Articles about Casinos per Year

FRAMES: QUALITATIVE DATA

Table W2 presents examples drawn from the dataset that represent each frame: business, crime, regulation, and social issues.

Table W2 –Examples of Dictionary Categories

Topic	Quotation	Date	Publication
Business	Mr. Byrne has noted that casino development "is occurring at a pace beyond even the most optimistic estimates." Three casinos are operating, eight casino-hotels are under construction and 20 more are on the drawing boards.	5-Jul-80	New York Times
Business	As far as the casinos go, Mr. Byrne said, "The casino industry is just another retail business to me, and I'm masterful at positioning a retail business and making it a success. I think I know how to make people want to go places."	10-Feb-81	New York Times
Business	Even as the manpower situation came under review, the casinos reported record winnings for May, showing profits averaging \$2.9 million a day from gambling. The seven legal casinos said that the total monthly gain was \$89.2 million, topping the previous high of \$76.9 million set last August. Bally's Park Place, with \$17 million, led in profits for the month. The Sands Hotel and Casino, formerly the Brighton, had the lowest profit, \$5.6 million.	21-Jun-81	New York Times
Business	Meanwhile, concerns such as MGM, Hilton and the Trump Organization have reportedly pondered building casinos here but decided not to, for now. "No additional companies are going to come in here until they see that it's possible to make a decent return on their investment," said H. Steven Norton, executive vice president of Resorts International.	23-Jun-81	New York Times
Business	Seven of eight casino hotels operating during the third quarter reported profits. Only the Claridge Hotel and Hi-Ho Casino, which did not open until July 25, reported a loss.	27-Nov-81	New York Times
Business	To provide a likely atmosphere for this kind of gambling, Mr. Maxey this kind of gambling, Mr. Maxey said, Playboy spent \$500,000 to strip the hotel's third level and \$1.2 million to redo it with opulent amenities. There are only 20 tables and 195 slot machines, the \$1-a-pull kind. Wide aisles are in sharp contrast to the more-congested spaces on the other levels. The centerpiece in Salon Prive is a raised baccarat salon of Italian rose marble. The decor favors peach, rose and burgundy, with appointments of copper, brass and chrome.	17-Jul-83	New York Times
Business	Atlantic City casinos won \$200.1 million from gamblers in July, a record amount, the Casino Control Commission reported yesterday.	14-Aug-84	New York Times
Business	"Where development has come about as the result of someone other than major players," he said, "it's proven to be a much less satisfactory operation. The big people seem to be able to do the kinds of things that we're interested in seeing."	19-Nov-92	New York Times

Business	Legalized gambling has been feasting on the nation's hard economic times. Revenues tripled in the last decade and grew 12 percent last year to \$29.9 billion.	31-Aug-93	New York Times
Business	In holding customers to their tables, keeping all betting and most happy, game dealers like 41-year-old Ms. Craven have helped ignite the boom in a business that has spread from Nevada and New Jersey to 21 other states since 1989. With the growth of gambling, casinos now employ tens of thousands of dealers.	28-Feb-96	New York Times
Business	'Management has changed its short-term strategy to focus on achieving immediate profitability,' Casino Magic said in a statement. The company previously announced the hiring of the investment banker Wasserstein Perella & Company to consider a merger or joint venture.	26-Apr-97	New York Times
Business	Casinos in Atlantic City earned \$395.5 million on gambling in August, a 6 percent increase from a year ago, according to figures released yesterday by the Casino Control Commission. Results from 12 casinos reported to the commission showed earnings of \$276.3 on slot machines, with an additional \$119.3 million from table games. So far this year, the industry has earned \$2.7 billion on gambling, a 3.5 percent increase.	16-Sep-97	New York Times
Business	"Gambling is a business and if it makes economic sense, we'll go anywhere to operate," said Tom Gallagher, the executive vice president and general counsel of the Hilton Corporation. "	14-Oct-97	New York Times
Business	William Colonna, 67, a Korean War-era veteran from Sprague, said a casino would bring in millions of dollars to restore some of the money veterans have lost through dwindling pensions and benefits. "We figured that was the only way to make good money for everybody," Mr. Colonna said. He said his monthly veteran's pension had been reduced to \$200 from about \$650 in the last three years.	11-Jan-00	New York Times
Business	Sun International Hotels Ltd., owner of the Atlantis resort in the Bahamas, said yesterday that a group led by its chairman had offered \$379 million for the 47 percent of the company that it did not already own. Sun International Investments Ltd., led by Sun's chairman and chief executive, Solomon Kerzner, offered \$24 a share in cash. The stock jumped \$3.1875 a share, to \$22.50, on the New York Stock Exchange. The group is taking advantage of a 50 percent drop in Sun's shares in the last year;	20-Jan-00	New York Times
Business	Cecily Traynor, a 27-year-old New York publicist who traveled to Atlantic City in February for the first time in years, said: "It's become my newest guilty pleasure. I saw women wearing Jimmy Choos when I walked into the casino, and after hours of shooting craps, I whipped out my cellphone to tell friends how fun it is. Even I was surprised."	18-Jul-03	New York Times

Business	FORGET about the water canons of Bellagio, the miniature skyscrapers of New York-New York or the indoor canals of the Venetian Resort. Who needs the throbbing lights of Las Vegas when you can drive 30 minutes to an even flashier mirage in the Nevada desert -- one that features a 320-acre artificial lake, swaths of evergreen grass and a piazza created in the image of a Mediterranean fishing village?	19-Dec-03	New York Times
Business	ATLANTIC CITY - Casinos won \$243.7 million from gamblers in April - up from \$227.4 million year ago - said Casino Assn. of New Jersey. Trump Plaza Hotel and Casino reported highest overall - \$26.6 million.	10-May-89	USA Today
Business	Investors have been chasing hotel-casino stocks as analysts raise estimates of the firms' asset values and earnings power. The biggest star, Hilton Hotels, rose 1 5/8 to \$86 3/4 Thursday and is up 35% since the end of April. Speculators are betting that the company will restructure and sell assets. Yet analysts say investors also like the looks of the casino business itself - particularly in a slowing economy.	2-Jun-89	USA Today
Business	The Las Vegas-based casino company's stock has been strong since late last year. It finished the year at \$54 3/4. By Friday's close, it had jumped 22% to \$66 3/4. Over that same period, the Dow Jones industrial average has risen 12%.	11-Mar-91	USA Today
Business	Business is up not only at the slot machines, but also at the more expensive gambling tables. Jackson says he expects 10% growth industrywide this year. The Circus Circus results helped lift other casino stocks. Golden Nugget added 1 1/4 to \$28 1/8 . Caesar's World gained 1 5/8 to 24 1/8. Hilton Hotels added 1 7/8 to \$49 1/4 .	31-May-91	USA Today
Business	Developers Caesars World Inc., Circus Circus Enterprises Inc. and Hilton Hotels say the project will produce 15,000 construction jobs and up to 45,000 permanent jobs - more than enough to replace the 33,300 state jobs lost last year. Developers estimate \$500 million in new taxes and say 10 million to 15 million annual visitors will each spend about \$330 per trip - or a total of \$5 billion a year. ...Among residents, many seem to want a new addition to the city's skyline. ``This would bring us a lot of business, more people," said waiter Michael Dunn, 24.	2-Apr-92	USA Today
Business	As for people who oppose gambling on moral grounds, Iacocca says the success of the Windsor casino - in Ontario, Canada, across the Detroit River - should open their eyes. "When you see \$1 million a day going over to Windsor, it gets your attention fast," he says.	23-Feb-95	USA Today
Business	Stratosphere, opening Tuesday, a \$500 million, 1,500-room hotel and casino. It's topped by a 1,149-foot tower, the tallest building west of the Mississippi, with the High Roller coaster encircling the outside and the Big Shot thrill ride rocketing visitors 160 feet up. The casino will have a world's fair theme. Grand Casinos of Minneapolis plans to expand the Stratosphere in December with 1,000 more rooms and two more thrill rides. Rates start at \$69 for standard rooms, \$209 for suites.	26-Apr-96	USA Today

Business	Gambling has brought a few Indian tribes, like the Pequots, breathtaking wealth. For many others, it has brought subsistence, a break from oppressive poverty. And it has brought a lot of them to Washington to defend their new business.	12-Feb-98	USA Today
Business	Mississippi's Gulf Coast may never rival Las Vegas as a gambling mecca, but it's starting to look a little more like it. On Tuesday, the Biloxi area is getting its glitziest hotel casino yet, a \$650 million, 1,780-room giant called Beau Rivage. Like its Vegas brethren, it sports multiple restaurants, a full-service spa and a massive theater (1,550 seats), which will house a Cirque du Soleil production starting in May.	12-Mar-99	USA Today
Business	Commercials for gambling casinos are likely to hit the airwaves soon as a result of a Supreme Court ruling Monday ending a 65-year-old federal ban. The prohibition on broadcast advertising for casinos, originally part of a government campaign against the vice of gambling, violates the First Amendment free speech rights of casino operators, a unanimous court ruled. "This opinion affirms that local broadcasters be accorded the same commercial free-speech rights as state lottery sponsors and newspaper publishers in advertising a legal product," said Edward Fritts, president of the National Association of Broadcasters.	15-Jun-99	USA Today
Business	Las Vegas lives for big fish and the even bigger "whales," who gamble millions during a typical three-day stay. The big casinos have tried almost everything to lure them, says casino analyst Jason Ader of Bear Stearns. "Think of it as an arms race," he says. "There was no end in sight because as soon as somebody built a mega-suite, the competition was quick to fire back with something better. You name it, Vegas thought of a way to build it."	22-Mar-00	USA Today
Business	But nothing touched a nerve like the call to scale back what has been southern Nevada's economic underpinning for three decades -- unbridled growth.	30-May-03	USA Today
Business	Cost discipline is largely why Golden Nugget's ornate boardwalk casino has unseated Resorts International as the profit champion of Atlantic City. In the first five months of 1981--even before the hordes of summer tourists had arrived--Golden Nugget earned \$7.6 million.	14-Aug-81	Wall Street Journal
Business	Among the most popular marketing tools are boxing matches and championship gambling tournaments, both of high draw well-financed players.	24-Nov-81	Wall Street Journal
Business	The eight restaurants will be done in gold, plum, and deep reds to suggest a kinship between gambling and royalty. Restaurants will have thick rugs and mohair wall coverings, meant to impart a 'sensuality' and warmth so patrons will have "another brandy."	10-Jan-83	Wall Street Journal

Business	High rollers are worth a lot to a casino, financially and psychologically. Baccarat, a high-stakes card game, accounted for 12% of gaming revenue on the Strip last year, or \$543 million. That's up slightly from the year before, but down from a high of 16.5% in 1995, when wealthy Asians were riding economic good times. Big gamblers also play blackjack, craps and other games, but casinos don't report revenue from high-stakes games separately. Casinos want the prestige that comes from drawing high rollers.	22-Mar-00	Wall Street Journal
Business	The average five-machine establishment took in \$424,775 in revenue and had gross profit of \$118,635 in 1999, according to Revenue Department figures. At its peak, the Lucky Diamond at the U.S. 29 exit had 19 rooms, says Jerry Mullinax, who now manages its replacement, an outlet store for fireworks, beer and cigarettes. The new business earns a fraction of what the casino did, Mr. Mullinax says, and did best in its first week. "If we had fireworks each week like we did with the Fourth of July," he says, "we'd survive."	9-Aug-00	Wall Street Journal
Business	Company executives say they expect to report earnings of 40 cents to 45 cents a diluted share, compared with expectations of 39 cents. The company reported earnings of 36 cents a share a year ago. "Business has been very steady and up everywhere," said Terry Lanni, MGM Mirage's chairman and chief executive.	8-Jan-01	Wall Street Journal
Business	Harrah's Entertainment Inc. reported an 80% jump in second-quarter net income as business grew at its regional casinos and improved at its Rio Hotel & Casino in Las Vegas. Harrah's said it had net of \$86.1 million, or 75 cents a share, up from \$47.9 million, or 40 cents a share, a year earlier. A	18-Jul-02	Wall Street Journal
Business	The opening of a \$1 billion hotel and casino, the first major property added to the New Jersey seaside gambling resort in 13 years, is spurring rivals to spend millions of dollars to appeal to new and younger gamblers. The goal: Lose the reputation as a destination for busloads of slot-machine players, and become more of a hipster alternative to Las Vegas.	26-Jun-03	Wall Street Journal
Business	Every year Americans spend more money on gambling than they do on movies. They spent \$26.5 billion last year in commercial casinos alone, excluding Indian casinos, according to the American Gaming Association. But Atlantic City has done little to respond even as competition heated up.	26-Jun-03	Wall Street Journal
Business	High-paying passengers aboard Virgin Atlantic Airways' Airbus "superjumbos" will be able to work out in the gym, get a makeover, gamble in a casino, and then head to the bar for some cocktails before easing on to a double bed.	19-Jan-05	Wall Street Journal
Business	In a bid to help people in the short term and keep them in the area, some companies have hired their casino workers for cleanup duty. MGM Mirage, whose lavish Beau Rivage casino here escaped from the storm with less damage than its competitors, has hired 70 employees and is looking for 300 more. Those numbers could swell in coming weeks as repairs move into high gear.	9-Sep-05	Wall Street Journal

Business	<p>ompetition has been intense for the Marina Bay site -- a 51-acre waterfront parcel of prime land within walking distance of Singapore's financial district that has been described by analysts as one of Asia's most attractive casino locations.</p> <p>That casino project promises to be the world's costliest. Genting International last week said it would spend \$3.1 billion if it won the bidding, while rival Las Vegas Sands announced it would spend \$3.6 billion. The priciest casino built to date is the \$2.7 billion Wynn Las Vegas, completed last year.</p>	12-Apr-06	Wall Street Journal
Business	FOR CASINO STOCKS with business in Macau, 2006 has been a year of tremendous gains. Now, it might be time to take some money off the table.	11-Dec-06	Wall Street Journal
Business	Casinos have brought jobs and prosperity to Tunica, Miss., whose poverty in 1985 led Jesse Jackson to declare it "America's Ethiopia."	6-Mar-07	Wall Street Journal
Crime	The president and chief operating officer of Caesars World testified today that the casino company entered into a business transaction with Alvin I. Malnik in 1971 without following the advice of its own counsel that it first check with the United States Justice Department on allegations that he was affiliated with organized crime.	11-Sep-80	New York Times
Crime	The coming of the casinos has brought a number of problems, including rising street crime. "Casinos bring a lot of people and money to town, but also a lot of muggers and pickpockets and prostitutes," said the Rev. Russell Gale, rector of St. James Episcopal Church, a block from Resorts International. "The whores comeright up on our porch."	29-Aug-82	New York Times
Crime	'I see purse snatches, armed robbery, cars broken into, guns going off daily," he said. "The city is not even trying to handle it. They don't even ticket illegal parkers.'	1-Mar-84	New York Times
Crime	The owner of an Atlantic City casino yesterday disputed assertions by Federal authorities that heroin traffickers "laundered" at least \$1 million from drug sales through his gambling house in 1982. Authorities say that a criminal suspect, Anthony Castelbuono, used the casino to change at least \$1.1 million at the casino, the Golden Nugget, in November and December 1982. Money laundering is an attempt to camouflage illegally gained money.	27-Jun-85	New York Times
Crime	"Rhode Island already has a very serious image problem," said Darrell M. West, director of polling organization. . "It's a state that has a history of organized crime. The fear is by expanding gambling, it turns the state over to mobsters."	16-Nov-92	New York Times
Crime	A Federal grand jury convicted a Brooklyn man and his son yesterday of running a counterfeiting ring that passed nearly \$1.2 million through slot machines in Atlantic City and Las Vegas, Nev. The operation came to an end on Nov. 18, 1995, four months after a prostitute told the police that she received three bogus \$100 bills from a man at a local hotel.	6-Mar-97	New York Times

Crime	In the shadows lurks the casinos' traveling companion: the threat of crime and corruption.	14-Apr-89	USA Today
Crime	Eli Tarbell, casino owner on St. Regis Mohawk Indian Reservation, pleaded guilty to possession of gambling device within Indian country. 2 other charges were dropped in plea agreement. Maximum sentence: 2 years in prison, \$250,000 fine. Sentencing is Jan. 16.	28-Nov-89	USA Today
Crime	Chicago ``needs a pick-me-up," said Nadine Tanner, 32. ``I am a little concerned about organized crime. ... I believe all of that is connected." Still, she says, ``I think the crime problem has faded from when Al Capone ran the city."	2-Apr-92	USA Today
Crime	Both the president and the chairman of Caesars World Inc testified that they are in the midst of negotiations to end business relationships with alleged organized crime associates that could endanger the company's ability to get a casino license.	22-Sep-80	Wall Street Journal
Crime	...those activities included paying for prostitutes for preferred customers at its Nevada casinos, preparing false documents to obtain rebates from a brewing company and disguising political campaign contributions.	27-May-82	Wall Street Journal
Crime	The commission said Mr. Doumani "has repeatedly and consistently associated himself with organized crime figures and other unsavory or notorious persons."	13-Dec-84	Wall Street Journal
Crime	We've written about the organized crime, drugs, prostitution, loan sharking and money laundering that often go with gambling. Mr. Pataki's compact does little to address such problems and leaves policing the casinos largely up to the tribe itself, a situation rife with the potential for corruption.	13-May-02	Wall Street Journal
Crime	Prominent Republican lobbyist Jack Abramoff pleaded guilty to three felonies and agreed to help prosecutors probing political corruption, raising the possibility of a wider investigation that could embroil powerful members of Congress.	4-Jan-06	Wall Street Journal
Crime	Nevada and New Jersey gambling regulators said they are investigating the arrest of Caesars World Inc Casino for allegedly trying to take "several suitcases" of undeclared cash out of Australia.	6-Nov-1981	Wall Street Journal
Regulation	a new ethics bill that would prohibit state legislators and most state and Atlantic City officials from working for a casino or casino-related company for two years after they left their government jobs.	5-Jul-80	New York Times
Regulation	'The casino commission exercises more control over the social, economic and day-to-day life of the Atlantic City area than any other governmental agency,"	5-Aug-80	New York Times

Regulation	Moreover, the industry has never been able entirely to discard its shady image - at least not to the satisfaction of New Jersey regulators. Three top gaming executives were ordered by state regulators late last year to sever their ties with their Atlantic City casino companies.	23-Jun-81	New York Times
Regulation	But despite the tremendous economic and political impact brought to bear," he said, "it is important to follow our regulatory mandate to scrutinize applicants for licenses, and their associations, to determine whether any associations pose a clear and present danger to the welfare of the state. If they do, we must have the intestinal fortitude to deny the license."	24-Apr-83	New York Times
Regulation	The state countered that all facets of the casino industry, including its unions, required close regulation to keep criminal elements out, and that an exception should therefore be made for the regulation of casino unions.	12-Jun-83	New York Times
Regulation	Mr. Read argued that the question was not "whether we should protect Kallman from himself," but rather "whether the legitimate concerns of public confidence and trust in the integrity of the regulatory process are served" by granting the license.	30-Mar-89	New York Times
Regulation	Whether he was lax or not, the New Jersey Casino Control Commission, sometimes accused of going overboard to keep the mob out, ended up giving Griffin a casino license. "They went through my home, my closets, my safe deposit box," he says. "You're Mother Teresa when you're cleared here."	20-Sep-90	New York Times
Regulation	Mr. Wynn, chairman of Mirage Resorts Inc., was cleared for licensing by state regulators, who dismissed accusations that he has ties to organized crime.	28-Jun-95	New York Times
Regulation	After hearing Carl Icahn's plans on two bankrupt casinos -- the Sands Hotel and Casino and the Claridge Casino Hotel -- the New Jersey Casino Control Commission voted 4 to 0 to grant him a temporary license to operate a casino, should he take over one or both.	11-May-00	New York Times
Regulation	A New York State judge dealt a major setback yesterday to a plan by the St. Regis Mohawk tribe to build a \$500 million Las Vegas-style casino in the Catskills. The judge, Justice Joseph C. Teresi of State Supreme Court in Albany, ruled that Gov. George E. Pataki does not have the authority to sign gambling compacts with Indian tribes without first seeking approval from the State Legislature.	12-Apr-01	New York Times
Regulation	ATLANTIC CITY - Gaming regulators ruled Donald Trump's buyout of Atlantis Casino Hotel needn't be challenged in bankruptcy court. Atlantis conservator Joseph Nolan had argued that unless deal was reviewed by court, Nolan could face lawsuits from unsecured creditors.	8-Jun-89	USA Today
Regulation	JUNEAU - State voters rejected casino gambling initiative to allow slot machines, blackjack, other games of chance at option of local voters. Foes: Measure would have hiked crime, cost too much to regulate. ...	30-Aug-90	USA Today

Regulation	Donald Trump can operate two of his three Atlantic City casinos, but the stability of the third is still in question, New Jersey gaming regulators said. The Casino Control Commission ruled that Trump's Taj Mahal and Trump Plaza casinos are financially healthy but deferred a decision on the Trump Castle until Wednesday.	21-Jun-91	USA Today
Regulation	LAS VEGAS -DJ- THE NEVADA GAMING COMMISSION SAID IT GAVE APPROVAL TO GOLDEN NUGGET INC TO FILE WITH THE SEC COVERING THE SALE OF \$50 MILLION OF DEBT UNITS.	24-Apr-81	Wall Street Journal
Regulation	The Gaming Control Board investigates licensing applicants as the enforcement arm of the state gambling commission. Earlier this year the control board ruled Mr. Baldwin was unsuitable to hold a gambling license because it alleged he participated in an illegal blackjack game in Oklahoma. The control board staff also ruled that Mr. Baldwin, who won the 1978 World Series of Poker, had played poker with and associated with individuals deemed by Nevada law to be "undesirable." Licenses can be denied on the basis of such associations.	30-Nov-84	Wall Street Journal
Regulation	Merv Griffin won an important approval from the New Jersey Casino Control Commission for his plan to acquire Resorts International Inc. The commission voted unanimously to grant Mr. Griffin's Griffin Co. a so-called interim casino authorization, which will allow it to operate a casino in Atlantic City, N.J., while proceedings on full licensing continue.	12-Oct-88	Wall Street Journal
Social Issues	When casino gambling came to Atlantic City, politicians and assorted vested interests promised that it would be a unique tool for urban development. While it has turned into an extraordinary profit-making tool for the casinos, the gambling dream has turned into a nightmare for many of the area's citizens, especially the poor.	18-Jul-80	New York Times
Social Issues	Its primary aim is to assure that any development includes housing affordable for local residents	12-Apr-83	New York Times
Social Issues	Yet away from the casinos there is another side to this once-fashionable resort. There are vacant blocks, abandoned buildings and numerous other signs of poverty.	1-Mar-84	New York Times
Social Issues	Yet away from the casinos there is another side to this once-fashionable resort. There are vacant blocks, abandoned buildings and numerous other signs of poverty.	1-Mar-84	New York Times
Social Issues	Traffic in our town has gone from 6,000 cars a day along the roads leading to the casino, to 28,000 cars a day," he said. "Property values have come down 25 or 30 percent in some cases. Emergency services have gone from 200 calls a year to 1,000 calls a year, and there is no increase in property taxes that you'd get with a normal business."	14-May-00	New York Times

Social Issues	Anthony Cellini, supervisor of the Town of Thompson and a casino supporter, told The Times last week that people are getting nervous now that the number of casinos seems to be rising. "Five casinos could be a problem," he acknowledged in a clear example of understatement. Five casinos will overwhelm Mr. Cellini and his fellow citizens -- their roads, their police, their way of life.	26-Dec-04	New York Times
Social Issues	David Sciarra, who as deputy state public advocate helped write the 1984 law creating the authority, is right when he says the agency's contributions to the casinos are a "betrayal" of the promise to citizens that the gambling industry had a social responsibility to invest a small portion of its revenues for better housing and neighborhoods. Until it was abolished, the public advocate's office opposed giving reinvestment grants to casino ventures.	11-Feb-07	New York Times
Social Issues	A blockwide strip of sparkling new high-rise casino hotels sprouted along the Boardwalk. But at their feet, slums fester as they have for decades, immune to the infusion of money a block away. Atlantic City has become two cities: one for rich visitors, the other for poor residents.	14-Apr-89	USA Today
Social Issues	But Colma's 1,100 living citizens have their own priorities, money being one of them. That explains why, when promised 600 new jobs and as much as \$8.5 million a year in additional tax revenues, voters approved a \$20 million card casino called Lucky Chances.	15-Sep-97	USA Today
Social Issues	There are also the well-known moral objections to gambling that has made some tribes rich but not without social costs to them and to their surrounding communities. Seneca observers say the vote is too close to call, and it would be a big reality check on the casino boom if they voted no.	13-May-02	Wall Street Journal

FRAMES AND STRATEGIES: EXECUTIVE VS. NON-EXECUTIVE SENTENCES

Data

The newspaper dataset was reanalyzed, unitizing the data by sentence instead of by article or word (N=28,577), and then coding each sentence for the presence or absence of executive names, taken from a list of 91 executive names gathered from Hoover's Online Database ($n_{\text{executive}}=394$). Comparisons were then made between sentences in which executives names appeared (i.e. they were most likely quoted) and sentences that did not contain an executive's name.

Method

I conducted qualitative analysis of all materials by using a procedure similar to the one used previously. First, I analyzed a randomly selected subset of press releases for emergent themes and checked for congruence with themes found in newspaper articles. I then matched the prevalent themes with particular framing strategies, using additional insights gained from the interview text. I then performed quantitative content analysis of press releases and then separately on executive quotations to assess differences in frame usage. For dictionary development, I used categories from the previous dictionary developed for newspapers and developed an additional set of categories congruent with the four framing strategies outlined by Benford and Snow (1989). Table W2 shows the percentage of category or strategy-related words in each type of sentence.

Frames and Strategies, Executive vs. Non-Executive Sentences

Mean									
Sentences	crime*	regulation*	social	business*	amplification	extension	bridging	gaming*	gambling
Non-Executive	0.17	0.48	0.21	0.79	0.08	0.13	0.01	0.11	0.35
Executives	0.09	0.24	0.17	1.53	0.06	0.11	0.00	0.36	0.38

Table W2
Frames and Strategies, Executive vs. Non-Executive Sentences