



# COQUILLE INDIAN TRIBE

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April 19, 2016

Jack Roberts  
Director  
Oregon Lottery  
PO Box 12649  
Salem, OR 97309

Dear Director Roberts:

The Coquille Indian Tribe is dismayed and offended by the Oregon Lottery's "Lewis and Clark" advertising campaign. While the campaign obviously is intended to be whimsical, its theme is painfully insensitive in light of the State of Oregon's relentless discrimination against our Tribe's economic development efforts.

The Oregon Lottery's broadcast and print advertisements depict Lewis and Clark's Corps of Discovery exploring a fictionalized version of the Oregon Territory. Amid Oregon's natural splendor, they encounter video Lottery machines, which are described as "native" to Oregon. But this fictional Oregon is a land without Indians -- an empty wilderness, ripe for economic exploitation, with no competition from indigenous people.

This vision is troubling when viewed alongside Gov. Kate Brown's recent letter to the Bureau of Indian Affairs, in which she opposes our Tribe's plan for a modestly sized Class II casino in Medford. While acknowledging that our Tribe would use casino revenue "prudently and in service to those in need," Gov. Brown declares her commitment to "hold the line" against additional tribally owned casinos in Oregon.

The governor's letter coincides with recent news reports showing dramatic growth in Oregon Lottery revenue, propelled by your organization's installation of upgraded video gaming terminals. The Portland Business Journal reports that Oregon video lottery sales are outpacing revenue growth of Las Vegas' slot machines.

In short, the State of Oregon is seeking to block economic opportunities for Indians while promoting expansion of its own video Lottery gaming. Your ad campaign's distorted vision of Oregon history adds insult to injury. We ask that you discontinue this hypocritical campaign immediately.

Sincerely,

Brenda Meade  
Chairperson