



Chapter 7 – Giving Words some more Power

I learned the difference between specialty license plates and personalized license plates by designing a computer program to help make custom scratcher lottery tickets; another thing that states can offer to promote worthy causes.

A specialty plate has a state assigned tag number on a background that says something about the car's owner, in addition to what the car's make, model, options, and condition say. For Arizona, there are over 60 different non-verbal specialty license plate ways to reflect on sports teams, fraternal organizations, charities, etc, and that says something less verbal about the vehicle owner, but maybe not about the driver.

A personalization can be added to either a regular or specialty license plate, that shows the owner's 'word' about themselves, in addition to what the car's make, model, options, condition, and specialty plate say (or don't say). "DNTBY1" is the word I add to a specialized veteran plate I put on a decently-pricey truck with a widely recognized radio problem that the dealer doesn't fix, even after I try three time-sapping visits.

In his book *Silent Messages*, Dr. Albert Mehrabian uses his written words to communicate the results of research studies involving nonverbal communication. The doctor finds that only 7% of nearly any face-to-face message is conveyed through words; another 38% of verbal communication comes about through how the brain and vocal chords express words (delay, voice inflection, volume, and such), and

that the final 55% (the majority) has nothing to do with verbal elements at all (gesturing, eye-contact, expressions on the face, posture, dress, grooming, aesthetics, smell, etc).

My being autistic means that my default communication style is prone to being a unilateral me-based concept, usually using words instead of images, and usually in writing instead of expressing myself orally - until it becomes clearer to me that teachers need to talk in ways that don't shut people down; now I want to find a few brave things to learn, practice, and add to my communications courage; some new ways to make a few non-verbal additions to my words.

I want to gain enough courage in the subject of communicating, so I don't have to keep looking for the courage to talk to strangers, to talk about difficult subjects, or be tongue-tied trying to interact with people in authority positions...like judges.

After creating my 'scratcher-ticket crossword puzzle computer program' – to show me and others the importance of associating words with actions (as small as a mustard seed), I work with my program for a while, and finally I send the following email to the Oklahoma Lottery Commission and to a few Arizona state legislators who recently have a house of representative's bill tabled – a bill that is to increase teacher's salaries.

The Specialized Lottery Scratcher (Instant Scratch) Ticket Initiative.

I wanted to get your attention by displaying some unusual scratcher games choices, and then to suggest the more practical idea of the state issuing limited and sponsored specialized Lottery Scratcher runs.

When authorized, these specialized scratcher state lottery tickets are intended to increase state lottery revenues by attracting audiences that may not otherwise be inclined to buy lottery tickets, provide additional revenue stream opportunities to state-chartered worthy causes, and raise the public's awareness about each of the ticket sponsors. The [state's use of Specialized License Plates](#) gives some inspiration for offering Sponsored Specialized Scratcher Tickets.



The words inside the ticket's puzzle grids can be powerful enough to create emotional reactions, and powerful enough that the ticket's sponsor will pay a premium to the state to gain additional elements of both attraction and promotion for their causes.

The mock ticket to the left serves little useful purpose other than to generate an emotional reaction (within the bounds of protected speech) but what about displaying a more legitimate puzzle being sponsored by a legitimate organization?

If each sponsor were asked for a list of 40 words to be used to create their series of the instant scratch tickets bearing their logos, what list of directed words would come from the VFW, the ACLU, Channel 8, or the Phoenix Cardinals? Not every group has the same message, but they all have a message, a mission statement, and a vision to share.

As powerful as words can be, words are rarely as powerful as actions; in religion, for example, there are generally calisthenics associated with words, such as bowing or kneeling when using words to pray. Although the act of scratching a lottery ticket pales in comparison to the act of praying, the association of words and actions is still being performed.

Some more ridiculous puzzle grids are displayed below; based on words alone, can you identify which appeal to (A) ADHD; (B) The Bar Association; (C) Realists; (D) Abstractionists; and (E) Hackers?

| | |
|--|--|
| | |
| | |
| | |

I resisted putting the list of words that the Department of Homeland security uses to screen Facebook posts and personal emails, but even they have a motive for using a list of words for all to see:

<http://www.dailymail.co.uk/news/article-2150281/REVEALED-Hundreds-words-avoid-using-online-dont-want-government-spying-you.html>.

Title 19, Chapter 3 discusses the State Lottery Commission. Limited sales licenses are currently issued by the commission, but the sponsors of specialized instant scratch games may require that the need for a specialized limited license be reviewed, so that the sponsors may sell only their own tickets. A case in point would be if the state's VFW agreed to sponsor their own ticket, and wanted to sell only their own tickets at their VFW posts (in addition to having them sold at the state's retail sites).

Under A.R.S. § 28-2404, the state's legislature has required fees up to \$32,000 for issuing specialized license plates; the similar fees that will be required for Specialized Scratcher tickets can sometimes be absorbed by the scratcher's profits.

Two schools of thought are offered – sponsored games where 50% of the prize money is advanced to the state and where a higher percentage of profit is returned to the sponsor, or state selected designs where 20% of the prize pool is offered up front, and a lower percentage is returned to the sponsor.

Originally, the state could offer five slots every quarter, for quarterly run games [(1) \$1 game, (2) \$2 games, and (2) \$5 games], and then review after two-years, whether the number of slots should be increased, reduced, or eliminated.

A suggestion for splitting the profits is that:

- *50% of profits are distributed to the sponsor unless alternative sponsorship start-up costs change this agreement.*

- *20% of profits are reserved for administration, printing, promotion, commissions, distribution, profits payment computation, administration, etc;*
- *5% of profits are for per capita distribution to K-12 school systems for pure discretionary spending and not tied to other school payments in any way. The schools may use the money for teacher bonuses, teacher quality of life issues, teacher-issued equipment gift cards or other items along the same thought lines. Charter schools are excluded from this calculation but may choose to (individually or collectively) sponsor their own specialized ticket creations.*
- *10% of profits are to be used to upgrade K-12 school system administrative computer hardware and software.*
- *The remaining percentage should probably be transferred to the state's emergency fund.*