

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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TO: Maryland Lottery and Gaming Control Commission
Gordon Medenica, Director

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: December 4, 2018

SUBJECT: Report for the December 2018 Commission Meeting

Following is a status update of ongoing and special projects in the Communications Division:

MEDIA RELATIONS

Key accomplishments last period:

News Coverage:

More than 20 stories on the Maryland Lottery and/or Maryland's casinos were broadcast and/or published in the past month by local/regional/industry media, including the Baltimore Business Journal, WBAL-TV and Gambling Compliance.

Other Broadcast Opportunities:

Communications Staff member Roslyn Lane discussed Lottery news and promotions on WBAL-TV's monthly Lottery Update segment on 11/24. Communications Staff member Doug Lloyd was "on air" during Baltimore Ravens pregame radio coverage on 11/18 and 11/25 on WBAL 1090-AM and on 98 Rock. Communications staff members and employees of Lottery vendor, Scientific Games appeared on a Fox 45 Morning News segment on 11/30 to promote the Toys for Tots campaign. Roslyn Lane was on WZBA on 12/3 to discuss holiday tickets and promotions.

Winner Interviews and News Releases:

Communications staff interviewed more than 30 winners of \$20,000 or more in the past month. News releases were written on those winners and were posted on the Lottery website and/or sent to the media. Communications staff issued a press release on 11/5 to report the October 2018 casino revenue figures, and a press release on 11/20 to report that Lottery sales in October 2018 set a single-month record.

Daily News Headlines:

Communications staff sent daily news clip emails to Maryland Lottery and Gaming staff and members of the Commission during each day of the five-day workweek. Each email contained links to multiple media articles covering the lottery and gaming industries.

Winner Awareness:

In addition to winner interviews, blog posts and media alerts, Communications continued to focus on its overall winner awareness campaign using social media (Facebook, Twitter and Instagram) to highlight lottery prizes won by attendees at various events. The team also continued to garner media attention for “anonymous winners” who agree to publicity without revealing their identities.

Upcoming tasks for this period:

Broadcast Opportunities:

Communications staff members will be making numerous broadcast appearances in December to promote the Lottery’s holiday-themed scratch-off tickets and promotions:

- Roslyn Lane will be on WERQ-FM, WWIN-FM and WPOC-FM on 12/14, and will be on 98 Rock in Baltimore on 12/21.
- Gail Pelovitz will be on WLIF in Baltimore on 12/6; WBHB-FM in Hagerstown on 12/7; and WFRE-FM in Frederick on 12/16. Gail will also be on numerous Western Maryland radio stations on 12/17
- Doug Lloyd will appear on “Gift Guru” segments on Fox 45 in Baltimore on 12/10 and on WBAL-TV in Baltimore on 12/22. He will also be on WNAV-AM in Annapolis on 12/20 and will appear on WBAL-TV’s monthly Lottery Update segment on 12/29.

EVENTS AND SECOND-CHANCE PROMOTIONS

Key accomplishments last period:

Events and Community Outreach:

The Communications staff managed the Lottery’s presence at the following events:

- Baltimore Ravens vs. Cincinnati Bengals game, Baltimore – 11/18
- Baltimore Ravens vs. Oakland Raiders game, Baltimore – 11/25

Second-chance Promotions:

Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests. Doug Lloyd accompanied the winners of the Lottery’s Ravens away-trip second-chance contest for the team’s game at the Atlanta Falcons on 12/2.

Upcoming tasks for this period:

Events:

The Communications staff will manage the Lottery’s presence at the following events:

- Midnight Madness, Annapolis – 12/6
- University of Maryland basketball vs. Loyola, College Park – 12/11
- Midnight Madness, Annapolis – 12/13
- Baltimore Ravens vs. Tampa Bay Buccaneers game, Baltimore – 12/16
- The Eleventh Hour, Annapolis – 12/20
- Baltimore Ravens vs. Cleveland Browns game, Baltimore – 12/30

Second-chance Promotions:

Gail Pelovitz will continue working on procedures and fulfillment of all of the agency’s second-chance contests. Gail will also accompany winners of the Ravens away-trip second-chance contest for the game at the Kansas City Chiefs on 12/9.

CORRESPONDENCE, NEWSLETTERS, PIA REQUESTS AND COMMUNICATIONS

Key accomplishments last period:

Correspondence:

More than 100 e-mail inquiries and letters were received and answered by Communications staff.

Public Information Act Requests:

Communications staff completed responses to numerous PIA requests with assistance from the Attorney General's Office and other Agency staff.

Newsletters:

Communications staff members completed and distributed the latest edition of the Gazette employee newsletter and finalized the next edition of the quarterly Retailer Report newsletter.

"Retailer Corner:"

Posted twice-weekly blog entries on the "Retailer Corner" section of mdlottery.com.

Upcoming tasks for this period:

Correspondence:

Continue providing timely, accurate and complete responses to e-mail and other written inquiries.

Public Information Act Requests:

Continue providing timely, accurate and complete responses to PIA requests.

Newsletters:

Begin production of the next Gazette employee newsletter and planning for the next Retailer Report newsletter.

DRAWINGS MANAGEMENT

Key accomplishments last period:

Daily Drawings:

The Lottery's twice-daily drawings of Pick 3/Pick 4, the daily drawings of Bonus Match 5 and 5 Card Cash and the twice-weekly drawings of Multi-Match were conducted successfully. The drawings team also ensured that winning numbers for those games, as well as multi-state games, Powerball, Mega Millions and Cash4Life were posted on mdlottery.com, the Lottery's mobile device apps and winning numbers phone line.

Upcoming tasks for this period:

Daily Drawings:

The drawings team will continue to conduct daily drawings and publish winning numbers. Members of the drawings and Communications team continue working with Lottery TV drawings partner WBAL to review all creative elements associated with the execution of the drawings.