

# 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: November 1, 2018

SUBJECT: Report for the November 2018 Commission Meeting

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

## MEDIA RELATIONS

### Key accomplishments last period:

#### ***Mega Millions* Jackpot Roll: National Coverage**

With Director Medenica serving as Lead Director of the *Mega Millions* Consortium, the Lottery's Communications Division served as the point-of-contact for national and international media inquiries regarding the roll that culminated with a \$1.537 billion jackpot hit in South Carolina on October 23. During the final two weeks of the roll, Managing Director of Communications Carole Gentry fielded inquiries from dozens of national and international media outlets, including media outlets from as far away as Finland, Brazil, Japan and Poland (see below.) Working in concert with Ms. Gentry, Director Medenica crisscrossed New York City for three days, appearing on national shows and news organizations, including:

- CBS This Morning
- CBSN – CBS News 24-hour digital service
- CNBC
- CNN International
- Good Morning America – ABC
- Inside Edition (twice)
- NBC Nightly News
- The Today Show - NBC (twice)

Director Medenica (and Ms. Gentry) were also both interviewed by a Washington, D.C.-based reporter with Polish television network TVN.

The Communications Division also responded to multiple inquiries about *Mega Millions* from numerous news organizations, including the Washington Post, New York Times, New York Magazine, New York Post, Boston Globe, Associated Press and Reuters, as well as digital content producers for ABC News, NBC News, CBS News, CNBC and CTV News in Canada.

### **Mega Millions Jackpot Roll: Local and Regional Coverage**

Managing Director of Communications Carole Gentry was interviewed several times by local TV station affiliates from NBC, CBS and Fox regarding the *Mega Millions* jackpot, including WBAL, WJZ and Fox 45, all in Baltimore. Communications staff member Doug Lloyd was interviewed on WJLA, the local ABC affiliate in Washington, D.C.

Communications staffers also did radio interviews on WBAL-AM in Baltimore, WMAL-AM in Washington, D.C., WRQX-FM in Washington, D.C., WNAV-AM in Annapolis, and with additional stations in Baltimore, Cumberland, Frederick and Hagerstown. Communications staff members also answered numerous requests for information from the Baltimore Sun, Hagerstown Herald-Mail and NBC4-TV in Washington, D.C.

### **Other Broadcast Opportunities:**

Communications Staff member Roslyn Lane discussed Lottery news and promotions on WBAL-TV's monthly Lottery Update segment on 10/27. Doug Lloyd was "on air" during Baltimore Ravens pregame radio coverage on 10/21 and 11/4 on WBAL 1090-AM and on 98 Rock.

### **Jackpot Awareness Opportunities:**

With the *Mega Millions* jackpot reaching a new record and the Powerball jackpot rolling to almost \$700 million, Communications staff members promoted the jackpots by donning the *Mega Millions* and *PowerBall* costumes out and about in the Baltimore area, as well as suburban Washington, D.C., communities in Montgomery and Prince George's counties.

### **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 10/5 to report the September 2018 casino revenue figures.

### **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 staffer, Doug Lloyd will be featured in the next Lottery Update segment on WBAL-TV on 11/24.

## **EVENTS AND SECOND-CHANCE PROMOTIONS**

### **Key accomplishments last period:**

#### **Events and Community Outreach:**

On 10/18, the Communications staff managed and coordinated the joint volunteer Day-To-Serve event at Solo Gibbs Park, a city "pocket park" located in the shadow of M&T Bank Stadium. A group

of more than 50 energetic MLGCA employees joined staff from the Maryland Stadium Authority and Baltimore City Parks & Recs to paint, plant and perform general maintenance and repair work at the park. The group also worked with the Baltimore Tool Bank to coordinate the use of tools, gloves and other equipment.

Communications staff also managed the Lottery's presence at the following events:

- Morgan State vs. Howard University football game, Baltimore – 10/20
- Baltimore Ravens vs. New Orleans Saints game, Baltimore – 10/21
- BARCStoberfest, Baltimore – 10/27
- Maryland Charity Campaign Joint Agency Kick-off, Montgomery Park, Baltimore – 11/1

### **Second-chance Promotions:**

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests.

### **Upcoming tasks for this period:**

#### **Events:**

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

- Across The Bay 10K, Annapolis – 11/2 and 11/3
- BARCStober Fest, Baltimore – 11/3
- Baltimore Ravens vs. Pittsburgh Steelers game, Baltimore – 11/4
- Baltimore Ravens vs. Cincinnati Bengals game, Baltimore – 11/18
- Baltimore Ravens vs. Oakland Raiders game, Baltimore – 11/25
- Baltimore Ravens vs. Tampa Bay Buccaneers game, Baltimore – 12/16

### **Second-chance Promotions:**

Communications staff member Gail Pelovitz will continue working on procedures and fulfillment of all of the agency's second-chance contests.

## **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 continued working on the next edition of the Gazette employee newsletter and began working on 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:**

Complete the production of the next Gazette employee newsletter and begin producing 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.