

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center  
1800 Washington Blvd., Suite 330  
Baltimore, Maryland 21230

Tel: 410-230-8800  
TTY users call Maryland Relay  
www.mdlottery.com

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: January 11, 2019

SUBJECT: Report for the January 2019 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:**

#### **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, The Daily Record, The Baltimore Sun, WBAL-TV and Fox 5 in Washington, D.C. MLGCA

#### **Broadcast Opportunities:**

December was a very busy month for the Communications division, with numerous interviews and appearances scheduled to promote holiday scratch-offs and promotions like the Warehouse Dash. Staff member Doug Lloyd led the pack with 12 live radio interviews on stations in Baltimore, Annapolis, Salisbury and Washington, D.C. Doug, our Lottery "Gift Guru" promoted the holiday-themed scratch-off tickets and demonstrated how to construct scratch-off ticket trees during segments on Baltimore-area television stations, Fox 45 on 12/10 and WBAL-TV on 12/22. Doug also discussed Lottery news and promotions during the monthly Lottery Update segment on WBAL-TV on 12/29. Communications staff member Roslyn Lane had three broadcast opportunities on radio during December on stations in Baltimore. Communications staff member Gail Pelovitz was "on air" for a holiday-themed radio program on a station in Hagerstown.

#### **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 12/6 to report the November 2018 casino revenue figures, and another press release on 12/10 to provide information about an unclaimed \$1 million Mega Millions prize that was due to expire on 12/25.

**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:**

Managing Director of Communications, Carole Gentry will appear on the monthly Lottery Update segment on WBAL-TV on 1/26. Carole will share the segment with Roslyn Lane, who will simultaneously be broadcasting live from the Maryland Polar Bear Plunge at Sandy Point State Park near Annapolis. Carole will talk about the Lottery’s participation during The Plunge as well as discuss current games, prizes and promotions.

**EVENTS AND SECOND-CHANCE PROMOTIONS****Key accomplishments last period:****Events and Community Outreach:**

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

- University of Maryland vs. Loyola basketball game, College Park – 12/11
- WNAV’s Midnight Madness, Annapolis – 12/13
- Baltimore Ravens vs. Tampa Bay Buccaneers game, Baltimore – 12/16
- WNAV’s The Eleventh Hour, Annapolis – 12/20
- Baltimore Ravens vs. Cleveland Browns game, Baltimore – 12/30
- Purple Friday Fuel-up Event, Baltimore -1/4
- Baltimore Ravens vs. Los Angeles Chargers game, Baltimore – 1/6
- Polar Bear Plunge, Hagerstown – 1/12

**Second-chance Promotions:**

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests. Gail also accompanied the winners of the Lottery’s Ravens away-trip second-chance contest for the team’s game at the Kansas City Chiefs on 12/9.

**Upcoming tasks for this period:**

**Events:**

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

- Polar Bear Plunge, Annapolis – 1/26

**Second-chance Promotions:**

Gail Pelovitz will continue working on procedures and fulfillment of all of the agency's second-chance contests. She is also in the planning stages of executing a Ravens "Seats for 20 Years" Reveal event to announce the winner of the coveted second-chance prize.

**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 published the latest edition of the quarterly Retailer Report newsletter and began work on the next edition of the Gazette employee 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.