

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: February 19, 2019

SUBJECT: Report for the February 2019 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, The Baltimore Sun, WBAL-TV and Fox 45.

Broadcast Opportunities:

Communications Staff members Roslyn Lane and Carole Gentry appeared on the monthly Lottery Update segment on WBAL-TV on 1/26, which included the Lottery's participation in the Polar Bear Plunge in Annapolis. Communications Staff member Doug Lloyd recorded an interview with WNAV-AM in Annapolis on 2/8 regarding the Ravens Seats for 20 Years contest winner, who is from Crofton.

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 media advisory on 2/4 and a press release on 2/8 regarding the winner of the Ravens Seats for 20 Years contest. Communications staff also issued a press release on 2/5 to report the January 2019 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 staff member Roslyn Lane will discuss current games, prizes and promotions on the monthly Lottery Update segment on WBAL-TV on 2/23.

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:

- Polar Bear Plunge, Annapolis – 1/26
- Towson University basketball game, Towson – 2/9
- University of Maryland basketball game, College Park – 2/12
- Winter Wine Expo, Bel Air – 2/17

Second-chance Promotions:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests. Gail also coordinated with Baltimore Ravens staff for an event on 2/6 at the Ravens training facility in Owings Mills to reveal the winner of the Seats for 20 Years contest. When the winner was unexpectedly unable to attend the event on 2/6, Communications staff organized an alternate surprise event for the winner on 2/8 at Lottery headquarters in Baltimore. News media was in attendance to capture the moment.

Upcoming tasks for this period:

Events:

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

- University of Maryland basketball game, College Park – 2/23
- Maryland Home and Garden Show, Timonium – 3/2 and 3/3
- Maryland Home and Garden Show, Timonium – 3/8 through 3/10
- Cosmic Cocktail Party, Baltimore – 3/7
- MPT Women's Leadership Forum, Linthicum Heights – 3/7
- ChiliFest, Annapolis – 3/10

Second-chance Promotions:

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 published the latest edition of the Gazette employee newsletter and began production of the next 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. The drawings team is also working on plans for an upcoming remote drawing to be held in March.