

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: March 19, 2019

SUBJECT: Report for the March 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 Daily Record, The Baltimore Sun and Gambling Compliance.

Broadcast Opportunities:

Communications Staff members Roslyn Lane appeared on the monthly Lottery Update segment on WBAL-TV on 2/23. Roz also was interviewed on WZBA-FM radio in Baltimore on 3/13 regarding the Powerball jackpot. Communications Staff member Gail Pelovitz was interviewed on a pair of radio stations on 2/22 to discuss Lottery news, including a \$1 million-winning Powerball ticket that was sold in Hagerstown for the 2/20 drawing. She was interviewed on WFRE-FM in Frederick and WWEG-FM in Hagerstown.

Winner Interviews and News Releases:

Communications staff interviewed more than 30 winners of \$20,000 or more in the past month, including three million+ winners: a Clear Spring man who won the \$1 million second-tier Powerball prize; a Rockville man who won the \$1 million second-tier Mega Millions prize and a Silver Spring man, who won the \$2 million top prize on the \$2,000,000 Richer scratch-off. News releases were written on those winners and more, and were posted on the Lottery website and/or sent to the media. Communications staff also issued a press release on 3/5 to report the February 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 managing Director Carole Gentry will discuss current games, prizes and promotions on the monthly Lottery Update segment on WBAL-TV on Saturday, 3/30.

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 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
- Maryland Public Television Women’s Leadership Forum, Linthicum Heights – 3/7
- ChiliFest, Annapolis – 3/10

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:**Promotional Partners Luncheon:**

Communications staff members are planning and preparing for the Lottery’s annual Promo Partners luncheon for radio and television promotional partners scheduled for 4/11 at Live! Casino’s Center Stage in Hanover. Approximately 100 guests from more than 50 stations throughout the state are expected to attend.

Events:

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

- Beer, Bourbon & BBQ, Timonium – 3/29 and 3/30
- Baltimore Orioles Opening Day game vs. New York Yankees, Baltimore – 4/4
- Spring Home Show, Easton – 4/6
- Red Shoe Shuffle 5K Run & Walk, Baltimore – 4/7
- Maryland Lottery Promotional Partners Luncheon, Hanover – 4/11
- Savor Bowie Food, Wine & Music Fest, Bowie – 4/13 and 4/14
- Bowie Baysox minor league baseball game, Bowie – 4/16

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 completed the next edition of the quarterly Retailer Report newsletter and have nearly completed the next 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:

Complete the next edition of the Gazette employee newsletter and begin 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.

Drawing Machine RFP:

The RFP process for new Maryland Lottery drawing machines and related services continues to move forward. The three-member RFP Evaluation Committee ("The Committee"), led by Carole Gentry and overseen by Director of Procurement, Robert Howells, held a successful pre-proposal conference on March 8, with interested parties in attendance.

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 making tentative plans for the next live remote Pick 3/Pick 4 drawing to be held on Monday, April 29 prior to the live taping of the NBC national broadcast of the Emmy-award-winning TV show, American Ninja Warrior.

Drawing Machine RFP:

The Committee is awaiting the submission of proposals. Once submissions have been reviewed by Mr. Howells to ensure they were completed properly, the Committee will hold a kick-off meeting, followed by a three-week evaluation period.