

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: April 16, 2019

SUBJECT: Report for the April 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 30 stories or segments 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 Annapolis Capital-Gazette, the Prince George's Sentinel, WBAL radio, WBAL-TV, Fox 5 (Washington, D.C.) and numerous radio stations across the state.

Broadcast Opportunities:

Managing Director of Communications Carole Gentry appeared on the monthly Lottery Update segment on WBAL-TV on 3/30 to discuss the latest games, prizes and promotions. Director Medenica and Communications staff members Doug Lloyd, Gail Pelovitz and Mike Twiname did a combined 12 radio and television interviews on 3/26 and 3/27 to promote the \$768.4 million Powerball jackpot. Lottery staff members spoke to broadcast outlets in Baltimore, Washington, D.C., Frederick, Hagerstown, Salisbury and Ocean City. Director Medenica discussed Lottery and casino news in a 30-minute segment on WNAV-AM in Annapolis on 4/1.

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 4/5 to report the March 2019 casino revenue figures. Staff also issued a press release on 4/10, announcing the second-chance lottery winners who traveled to Vegas as part of the Willy Wonka Billion Dollar Challenge event.

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 Doug Lloyd will discuss current games, prizes and promotions on the monthly Lottery Update segment on WBAL-TV on 4/27.

EVENTS AND SECOND-CHANCE PROMOTIONS**Key accomplishments last period:****Promotional Partners Luncheon:**

Communications staff members organized and hosted the Lottery’s annual Promotional Partners Luncheon for local, regional and statewide radio and television partners on 4/11 at Live! Casino’s Center Stage in Hanover. More than 100 guests representing 50+ stations across the state attended the event to network, discuss marketing and advertising and learn about the Lottery’s upcoming products, promotions and campaigns.

Events and Community Outreach:

The Communications staff planned and managed 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:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests. Gail and Communications staff member Deborah McDaniel-Shaughney accompanied seven second-chance contest winners to Las Vegas from 4/14 through 4/17 for the Billion Dollar Challenge event. The winners were selected from Lottery players who entered a second-chance contest connected with the Willy Wonka Golden Ticket instant game.

Upcoming tasks for this period:

Events:

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

- Charm City Bluegrass Festival, Baltimore – 4/26 and 4/27
- Live Remote Pick 3/Pick 4 Drawing at American Ninja Warrior TV show filming, Baltimore Inner Harbor – 4/29
- Towson Town Festival, Towson – 5/4 and 5/5
- Kurtz's Beach Maryland Festival, Pasadena – 5/5
- MWMCA Breakfast, Baltimore – 5/10
- Survivor Soul Stroll, Baltimore – 5/11
- MULBA Beverage Show, Baltimore – 5/11
- Preakness, Baltimore – 5/18
- Wine in the Woods, Columbia – 5/18 and 5/19

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 are working on the next edition of the quarterly Retailer Report newsletter and began planning for 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:

Move into production on the next issue of the 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 finalizing plans for its next live remote Pick 3/Pick 4 drawing to be held on 4/29 at Baltimore's Inner Harbor.

Drawing Machine RFP:

The RFP process for new Maryland Lottery drawing machines and related services continues to move forward. As part of the evaluation process, the RFP Evaluation Committee will be conducting on-site surveys at each of the bidders' facilities.