

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: May 14, 2019

SUBJECT: Report for the May 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 online in the past month by local/regional/industry media, including the Baltimore Business Journal, the Baltimore Sun, WTOP radio, WBAL-TV, WJZ-TV and WBFF-TV.

Broadcast Opportunities:

Communications staff member Doug Lloyd appeared on the monthly Lottery Update segment on WBAL-TV on 4/27 to discuss the latest games, prizes and promotions. Doug and Communications staff member Mike Twiname discussed Lottery news in live weekly segments on WNAV-AM in Annapolis on 4/19, 4/26, 5/3 and 5/10. Communications staff member Roslyn Lane recorded Lottery Minute segments that aired on WNAV on 4/19, 4/26, 5/3 and 5/10.

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 5/6 to report the April 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 5/25.

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:

- 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

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 plan and manage the Lottery’s presence at the following events:

- Preakness, Baltimore – 5/18
- Wine in the Woods, Columbia – 5/18 and 5/19
- Brew at the Zoo, Baltimore – 5/25 and 5/26
- Frederick Keys minor league baseball game, Frederick – 5/31
- Delmarva Shorebirds minor league baseball game, Salisbury – 6/6
- Capital Jazz Fest, Columbia – 6/8 and 6/9
- Honfest, Baltimore – 6/8 and 6/9

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 member Debbie McDaniel-Shaughney completed writing the next edition of the quarterly Retailer Report newsletter and began planning 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 and begin writing the next Gazette employee newsletter.

DRAWINGS MANAGEMENT

Key accomplishments last period:

Daily Drawings:

The drawings team planned and executed a live remote Pick 3/Pick 4 drawing on the evening of 4/29 at Baltimore’s Inner Harbor. The 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 evaluating locations for its next live remote Pick 3/Pick 4 drawing.