

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: June 18, 2019

SUBJECT: Report for the June 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, WTOP radio, WBAL-TV and WJZ-TV.

HONFest Proposal Coverage:

In March, a loyal Lottery fan contacted the Maryland Lottery asking for ideas and assistance in devising a lottery-themed marriage proposal to his girlfriend. Managing Director of Communications, Carole Gentry and her team worked with him in crafting the proposal plan. The plan included the venue (HonFest); the strategy (create an additional "Will You Marry Me?" prize wheel to switch out with a traditional wheel and surprise the lucky lady); and a means to showcase the event to the public on a larger scale (use FaceBook Live and invite local TV stations, WBAL, WJZ and WMAR to capture it on camera.) He asked. She said, "Yes." The crowd cheered, confetti rained down on the couple and the story of "Lucky in Love" was seen and shared across the Baltimore-Metropolitan area.

Broadcast Opportunities:

Communications staff member Roslyn Lane appeared on the monthly Lottery Update segment on WBAL-TV on 5/25 to discuss the latest games, prizes and promotions. Roslyn also recorded Lottery Minute segments that aired on WNAV-AM in Annapolis on 5/17, 5/24, 5/31, 6/7 and 6/14. Communications staff members Doug Lloyd and Mike Twiname discussed Lottery news in live weekly segments on WNAV-AM in Annapolis on 5/17, 5/24, 5/31, 6/7 and 6/14.

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 6/5 to report the May 2019 casino revenue figures. Releases were sent to local media outlets on 6/4 regarding the Warehouse Dash second-chance promotion winners; and on 6/10 regarding the marriage proposal at the Lottery's booth during HONFest.

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 discuss current games, prizes and promotions on the monthly Lottery Update segment on WBAL-TV on 6/29.

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

The Communications staff planned and managed the Lottery's presence at these events on the following dates:

- 5/18 - Preakness, Baltimore
- 5/18 & 5/19 - Wine in the Woods, Columbia
- 5/25 & 5/26 - Brew at the Zoo, Baltimore
- 5/31- Frederick Keys minor league baseball game, Frederick
- 6/6 - Delmarva Shorebirds minor league baseball game, Salisbury
- 6/6 - *The Price is Right* audition at Live! Casino, Hanover
- 6/8 & 6/9 - Capital Jazz Fest, Columbia
- 6/8 & 6/9 - HONFest, Baltimore
- 6/15 - Beer, Bourbon & BBQ, National Harbor

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:

SKEE-BALL Live Remote Drawing & Event

The Communications Division will hold a live Pick 3/Pick 4 evening drawing and Pop-Up *SKEE-BALL* event on 6/27 at the South Point waterfront in Baltimore. The event is designed to promote our new *SKEE-BALL* scratch-off ticket, which launches on 6/24, as well as convey our “Make Summer Instantly Better” theme for the season. To do that, the Lottery is partnering with VoloCity, a popular community of social sports leagues for adults. Four *SKEE-BALL* machines will be on site, along with a Lottery booth, prizes, a live DJ and more. Visitors can play *SKEE-BALL*, spin our prize wheel, learn about the new ticket, along with other promotions, and win Lottery-branded items.

In addition, the Communications team will plan and manage the Lottery’s presence at these events on the following dates:

- 6/23 - Verano Zol, Montgomery County Fairgrounds
- 6/27 - Maryland Lottery SKEE-Ball event and live remote drawing, South Point, Baltimore
- 6/28 - WPOC’s Chase Rice Concert, Baltimore
- 7/03 - Aberdeen Ironbirds minor league baseball game, Aberdeen
- 7/11 - Frederick Keys minor league baseball game, Frederick
- 7/13 - Southern Maryland Blue Crabs minor league baseball game, Waldorf
- 7/16 - Baltimore Orioles vs .Washington Nationals, Baltimore
- 7/19 - WPOC’s Walker Hayes Concert, Baltimore

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 Debbie McDaniel-Shaughney and Mary Clark completed the writing and design of the June edition of the Gazette employee newsletter and began working on the next edition. Communications staff reviewed the final proof of the Retailer Report newsletter and sent to the printer.

“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 writing and design of the next Gazette. Begin planning content for the next Retailer Report.

DRAWINGS MANAGEMENT

Key accomplishments last period:

Daily Drawings:

The drawings team has been busy planning the next live remote Pick 3/Pick 4 drawing, scheduled for 6/27 at South Point in Baltimore. Twice-daily drawings of Pick 3/Pick 4, daily drawings of Bonus Match 5 and 5 Card Cash and 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 execute the live remote drawing on 6/27 and will continue to conduct daily drawings and publish winning numbers. Members of the drawings and Communications team are working with Lottery TV drawings partner WBAL to plan, review and execute all creative elements associated with the televised drawings, including the new drawing machines and a newly designed studio. The drawings team will also begin planning for a live remote drawing to be held at the State Fair, and will be evaluating locations for an additional live remote Pick 3/Pick 4 drawing later in the year.