

# 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: August 13, 2019

SUBJECT: Report for the August 2019 Commission Meeting

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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 articles or segments on the Maryland Lottery and/or Maryland's casinos were broadcast and/or published online in the past two months by local/regional/industry media, including the Baltimore Business Journal, the Frederick News-Post, WTOP radio, WBAL-TV, WJZ-TV and WRC-TV.

#### **Broadcast Opportunities:**

Managing Director of Communications Carole Gentry and Communications staff member Doug Lloyd appeared on the monthly Lottery Update segments on WBAL-TV on 6/29 and 7/27, respectively, to discuss the latest games, prizes and promotions. Doug also discussed Lottery news in live weekly segments on WNAV-AM in Annapolis each Friday and did an on-air segment on WHUR-FM in Washington, D.C., on 8/6. Communications staff member Roslyn Lane recorded Lottery Minute segments that aired on WNAV-AM in Annapolis each Friday. MLGCA Director Gordon Medenica also conducted a number of interviews with local media regarding the agency's Fiscal Year 2019 numbers. (See Fiscal Year 2019 Release, Page 2).

#### **Winner Interviews and News Releases:**

Communications staff interviewed more than 60 winners of \$20,000 or more in the past two months. News releases were written on those winners and were posted on the Lottery website and/or sent to the media. Communications staff issued press releases on 7/8 to report the June 2019 casino revenue figures; and on 8/5 to report the July 2019 casino revenue figures. A release was sent to local media outlets on 7/22 regarding the launch of the new Ravens scratch-off tickets and second-chance promotion.

#### **Fiscal Year 2019 Release:**

Communications staff members prepared the MLGCA's Fiscal Year 2019 summary sheet and press release, which were disseminated to statewide media on 8/12. Communications staff also planned and coordinated a professional video shoot on 8/6. During the shoot, Director Medenica discussed

the fiscal numbers. A press-kit link to those video clips was disseminated to statewide media and trade publications, along with the press release on 8/12. Communications staff members arranged interviews for Director Medenica to discuss the fiscal numbers on 8/12, 8/13 and 8/14 with WBAL-TV, Fox 45, WBAL-AM, WNAV-AM, WPOC-FM, WAMU-FM, 98 Rock and WHUR-FM.

### **Daily News Headlines:**

Communications staff sent daily news clip emails to Maryland Lottery and Gaming employees 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 8/31.

## **EVENTS AND SECOND-CHANCE PROMOTIONS**

### **Key accomplishments last period:**

### **Events and Community Outreach:**

#### **Skee-Ball Live Remote Drawing & Event**

The Communications Division planned and executed 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 promoted the Skee-Ball instant ticket, which launched on 6/24, and conveyed the Lottery’s “Make Summer Instantly Better” theme for the season. The Lottery organized the event in conjunction with Baltimore-based Volo City, which runs community social sports leagues for adults. Four full-size Skee-Ball machines were on site, along with a Lottery booth, where Communications staff members greeted visitors and gave away Lottery-branded items. Several hundred people attended throughout the evening.

The following is a list of events in the past two months where Communications staff planned and managed the Lottery’s presence:

- Verano Zol, Montgomery County Fairgrounds – 6/23
- Delmarva Shorebirds minor league baseball game, Salisbury – 6/25
- Live Remote Pick 3/Pick 4 Drawing & Skee-Ball Event, Baltimore – 6/27
- WPOC Chase Rice Concert, Baltimore – 6/28
- Aberdeen Ironbirds minor league baseball game, Aberdeen – 7/3
- Southern Maryland Blue Crabs minor league baseball game, Waldorf – 7/13
- Baltimore Orioles vs. Washington Nationals, Baltimore – 7/16
- WPOC Walker Hayes Concert, Baltimore – 7/19
- Z104.3 Lizzo Concert, Baltimore – 7/25
- Trifecta Food Truck Festival, Timonium – 7/27
- Baltimore Ravens training camp open practice, Baltimore – 7/27
- Bowie Baysox minor league baseball game, Bowie – 7/29
- WTMD First Thursdays, Canton Waterfront – 8/1
- Aberdeen Ironbirds minor league baseball game, Aberdeen – 8/2

- Frederick Keys minor league baseball game, Frederick – 8/6
- Baltimore Ravens vs. Jacksonville Jaguars preseason football game, Baltimore – 8/8

**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:**

**Maryland State Fair**

The Communications Division is currently planning the Lottery’s presence at the 11-day Maryland State Fair in Timonium. Staff members from Communications and other MLGCA divisions will be on duty at the Lottery’s display in the lobby of the Exhibition Hall at the Timonium Fair Grounds during all hours that the Fair is open, from 8/22 through 9/2. In addition, Communications staff members are also organizing a live remote Pick 3/Pick 4 Evening Drawing to be televised from the Fairgrounds on 8/23; and the State Fair “Country Cash” Event and second-chance contest, which culminates at the Fair on 8/30.

The following is a list of upcoming events for which the Communications team will plan and manage the Lottery’s presence:

- MACo Summer Conference, Ocean City – 8/14 through 8/17
- Baltimore Ravens vs. Green Bay Packers preseason football game, Baltimore – 8/15
- Maryland State Fair, Timonium – 8/22 through 9/2
- Live Remote Pick 3/Pick 4 drawing at the State Fair, Timonium – 8/23
- State Fair “Country Cash” Event and second-chance contest, Timonium – 8/30
- Baltimore Orioles vs. Texas Rangers game, Baltimore – 9/5
- Baltimore Orioles vs. Los Angeles Dodgers game, Baltimore – 9/10
- Delmarva Bike Week, Salisbury – 9/13 and 9/14
- In The Street Festival, Frederick – 9/14
- Baltimore Ravens vs. Arizona Cardinals game, Baltimore – 9/15

**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 200 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:**

The July edition of the Gazette employee newsletter was distributed to all MLGCA staff. Communications staff members Debbie McDaniel-Shaughney and Mary Clark began writing and

production of the next Retailer Report quarterly newsletter and started planning the September edition of the Gazette.

**“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. Complete the next Retailer Report.

**DRAWINGS MANAGEMENT**

**Key accomplishments last period:**

**Daily Drawings:**

The drawings team successfully completed a live remote Pick 3/Pick 4 drawing on 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 8/23 at the State Fair and 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 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.