

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: September 17, 2019

SUBJECT: Report for the September 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 articles 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 Frederick News-Post, the Hagerstown Herald-Mail, the Carroll County Times, Montgomery Community Media, WTOP radio, WBAL-TV and WJZ-TV.

Broadcast Opportunities:

Managing Director of Communications Carole Gentry appeared on the monthly *Lottery Update* segment on WBAL-TV on 8/31, to discuss the latest games, prizes and promotions. Communications staff member Doug Lloyd discussed Lottery news in live weekly segments on WNAV-AM in Annapolis each Friday. Doug also did a radio interview on 98 Rock during Baltimore Ravens pregame coverage on 9/15; and recorded a segment for WBAL-AM's Monday Night Live show that aired on 9/9. Communications staff member Roslyn Lane recorded *Lottery Minute* segments that aired on WNAV-AM in Annapolis each Friday.

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 "The Week in Winners" news releases to news outlets across the state each Monday, detailing draw game and scratch-off tickets with a \$10,000 or more value that were sold or claimed during the previous week. Communications staff issued a news release on 9/5 to report the August 2019 casino revenue figures.

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:**

Roslyn Lane will discuss current games, prizes and promotions on the monthly *Lottery Update* segment on WBAL-TV on 9/28.

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

Spearheaded by Promotions Drawings Manager Gail Pelovitz, the Communications Division planned and managed the Lottery's presence at the Maryland State Fair in Timonium from 8/22 through 9/2. Staff members from Communications and other MLGCA divisions were out in force throughout the eleven days of the Fair during all hours that the Fair was open. A Lottery retailer was also present to sell and cash all Lottery games. The colorful lobby of the Exhibition Hall showcased all-things Lottery, including a large backdrop touting fiscal-year numbers. Special emphasis was placed on the Ravens scratch-off, with Ravens cheerleaders, Ravens mascot Poe and former Ravens player, Adalius Thomas on site on 8/23. Popular Lottery events at the Fair included:

- A live broadcast of the *Pick 3/Pick 4* evening drawing from the fairgrounds on 8/23;
- The State Fair “Country Cash” second-chance contest and LOCASH concert on 8/30;
- Maryland Lottery Day, featuring the Lottery's *Deal or No Deal* instant ticket. The promotion ran throughout the day on 8/31 and spurred the best one-day Lottery sales at the Fair.

The following is a list of events in the past month where Communications staff planned and managed 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, 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:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests.

Upcoming tasks for this period:

Events:

Maryland Day to Serve

Communications staff member Jim Kennedy is coordinating with staff at the Maryland Stadium Authority, Maryland Department of Commerce and the Maryland Department of Veterans Affairs to organize a joint clean-up effort at the Maryland Vietnam Veterans Memorial in Middle Branch Park, Baltimore. The event, which will take place on October 2, is part of Governor Larry Hogan's *Maryland Day to Serve* initiative. More than 75 State employees are expected to participate in this worthy endeavor.

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

- Mermaid's Kiss Oyster Fest, Baltimore – 9/19
- Maryland Wine Festival, Westminster – 9/21 and 9/22
- ZERO Prostate Cancer Run/Walk, Towson – 9/22
- Das Best OktoberFest, Baltimore – 9/28
- Baltimore Ravens vs. Cleveland Browns, Baltimore – 9/29
- Day to Serve, Baltimore – 10/2
- Endless Summer Cruisin', Ocean City – 10/10 through 10/13
- Baltimore Ravens vs. Cincinnati Bengals, Baltimore – 10/13
- Purple Evening, Baltimore – 10/14

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:

The October-December edition of the Retailer Report newsletter was completed and sent to the printer. Communications staff members Debbie McDaniel-Shaughney and Mary Clark began writing and designing 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:

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 8/23 at the State Fair in Timonium. 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 is planning its next live remote Pick 3/Pick 4 drawing for late October, with an emphasis on Halloween. 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. Communications is also working with Marketing and Creative Services to create a new look and feel for the Lottery drawings, including talent, set design, drawing machines and more.