

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: October 15, 2019

SUBJECT: Report for the October 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 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. Three Baltimore TV stations (WBAL, WMAR and Fox 45) covered the Maryland Day To Serve event on 10/2, in which employees of Maryland Lottery and Gaming and three other state agencies participated in a clean-up project at the Maryland Vietnam Veterans Memorial in Baltimore.

Broadcast Opportunities:

Communications staff member Roslyn Lane appeared on the monthly *Lottery Update* segment on WBAL-TV on 9/28, 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 9/29 and 10/13. Doug also recorded segments for WBAL-AM's Monday Night Live shows that air each Monday of the football season. Communications staff member Roslyn Lane recorded *Lottery Minute* segments that aired on WNAV-AM in Annapolis each Friday through the end of September.

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 10/7 to report the September 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:**

Doug Lloyd discusses current games, prizes and promotions on the monthly *Lottery Update* segment on WBAL-TV on 10/26.

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

Maryland Lottery and Gaming took part in Customer Experience Day on 10/1. Signs posted outside and inside the Customer Resource Center invited visitors to take selfies in front of a backdrop displaying winner photos and post them on the Lottery’s social media channels. A blog post on the Lottery’s website on 10/1 announced and explained Customer Experience Day and provided multiple methods for customers to reach the Agency with questions or comments. In addition, winners who claimed prizes at the Agency’s Baltimore headquarters received a complimentary \$1 scratch-off ticket as a way to say “thank you” our players.

Maryland Day To Serve

Communications staff member Jim Kennedy, along with members of the Communications team, coordinated Maryland Lottery and Gaming’s participation in the Day To Serve clean-up project on 10/2 at the Maryland Vietnam Veterans Memorial. Jim provided instructions to volunteers and arranged for materials and tools supplied by Home Depot and the Baltimore Community ToolBank. MLGCA team leaders and staff worked with employees from the Maryland Stadium Authority, the Maryland Department of Commerce and the Maryland Department of Veterans Affairs. Employees from MLGCA vendors Scientific Games and GKV also participated. The work included removing weeds and brush, trimming the hedges that ring the memorial, spreading mulch, repairing wooden planter boxes, and power washing the memorial. Five U.S. military veterans who work at MLGCA and two who work at Scientific Games were among the more than 80 participants.

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

- Maryland Insurance Administration Government Agency Day Expo, Lanham – 9/18
- 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
- Maryland Day to Serve project, 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:

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

Upcoming tasks for this period:**Events:**

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

- Nevermore Haunted House Live Remote Pick 3/Pick 4 drawing, Baltimore – 10/25
- BARCStoberfest, Baltimore – 10/26
- Power of Aging, Timonium – 10/30
- Maryland Charity Campaign Joint Kick-off, Montgomery Park, Baltimore – 10/31
- Baltimore Ravens vs. New England Patriots, Baltimore – 11/3
- Morgan State football vs. North Carolina A&T, Baltimore – 11/9
- Baltimore Ravens vs. Houston Texans, Baltimore – 11/17

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 printed and delivered to retailers and MLGCA staff. Communications staff members Debbie McDaniel-Shaughney and Mary Clark began writing and designing the next Gazette employee newsletter and began planning for the next edition Retailer Report.

“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:**

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 and preparing for a pre-Halloween-themed live remote Pick 3/Pick 4 drawing on 10/25 in Baltimore at the Nevermore Haunted House. 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 continues to work with Marketing and Creative Services to create a new look and feel for the Lottery drawings, including talent, set design, drawing machines and more.