

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center
1800 Washington Blvd., Suite 330
Baltimore, Maryland 21230

Tel: 410-230-8800
TTY users call Maryland Relay
www.mdlottery.com

TO: Maryland Lottery and Gaming Control Commission
Gordon Medenica, Director

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: November 8, 2019

SUBJECT: Report for the November 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 WBAL-TV and the Baltimore Business Journal.

Broadcast Opportunities:

Communications staff member Doug Lloyd appeared on the monthly *Lottery Update* segment on WBAL-TV on 10/26, to discuss the latest games, prizes and promotions. Doug also discussed Lottery news during the following radio interviews: live weekly segments on WNAV-AM in Annapolis each Friday; a live segment during 98 Rock's Baltimore Ravens pregame coverage on 11/3; recorded segments for WBAL-AM's Monday Night Live shows that air each Monday of the football season.

A special Veterans Day event was held at MLGCA headquarters honoring several members of the Montford Point Marines, the first African-Americans to serve in World War II. The six nonagenarians told poignant stories of their time in service as employees sat listening in rapt silence. WBAL TV-11 and WMAR-Channel 2 captured the memorable occasion on camera and ran the story during their news broadcasts.

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 valued at \$10,000 or more that were sold or claimed during the previous week. Two Ravens Away-Trip winners were interviewed at Lottery Headquarters by WBAL-TV on 10/20. Communications staff issued two separate news releases to report on monthly casino revenue figures: one on 10/7 to report the October 2019 figures and one on 11/5 to report the November 2019 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:

Managing Director of Communications Carole Gentry will discuss current games, prizes and promotions on the monthly *Lottery Update* segment on WBAL-TV on 11/23.

EVENTS AND SECOND-CHANCE PROMOTIONS

Key accomplishments last period:

Events and Community Outreach:

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

- Live Remote Pick 3/Pick 4 Pre-Halloween drawing, Baltimore – 10/25
- BARCStoberfest, Baltimore – 10/26
- Power of Aging, Timonium – 10/30
- Maryland Charity Campaign Kickoff, Baltimore – 10/31
- Baltimore Ravens vs. New England Patriots, Baltimore – 11/3

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:

- Morgan State football vs. North Carolina A&T, Baltimore – 11/9
- Baltimore Ravens vs. Houston Texans, Baltimore – 11/17
- Baltimore Ravens vs. San Francisco 49ers, Baltimore – 12/1
- Baltimore Ravens vs. New York Jets, Baltimore – 12/12

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 are writing and designing the next Gazette employee newsletter scheduled for publication in late November. They also began writing and planning for the next edition of the quarterly Retailer Report 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:

Complete writing and design of the next Gazette. Continue working on the next Retailer Report.

DRAWINGS MANAGEMENT

Key accomplishments last period:

Daily Drawings:

The drawings team planned and successfully executed a Halloween-themed live remote Pick 3/Pick 4 drawing on 10/25 at Nevermore Haunt 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:

Members of the drawings and Communications teams continue working with Lottery TV drawings partner WBAL-TV to review all creative elements associated with the execution of the drawings. Communications is also working with Marketing and Creative Services staff to enhance the look and feel for the Lottery drawings, including new on-air talent, set design and drawing machines. The drawing machines are expected to arrive in-studio by mid-November. The drawings team will then begin training on the new equipment to ensure proper procedures and preparation.