

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: December 10, 2019

SUBJECT: Report for the December 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, Fox 45-TV, WJZ-13, the Baltimore Business Journal and WTOP radio.

Broadcast Opportunities:

Communications staff members were all over the airwaves touting Maryland Lottery scratch-offs and assorted promotions. Doug Lloyd appeared on the monthly *Lottery Update* segment on WBAL-TV on 11/30, 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 12/1; recorded segments for WBAL-AM's Monday Night Live shows that air each Monday of the football season. Communications staff member Gail Pelovitz discussed Lottery news and holiday-season promotions during radio interviews on WFRE-FM in Frederick on 12/4, WAFY-FM and WWEG in Frederick on 12/6, WQCM-FM and WBHB-FM in Hagerstown on 12/6. Communications staff member Roslyn Lane discussed Lottery news and holiday-season promotions in a radio interview on WZBA-FM in Baltimore on 12/6. Communications staff member Bryan Kelly appeared with other MLGCA employees and representatives from Lottery vendor Scientific Games in a televised segment on Fox 45 on 12/6 to promote Toys for Tots donations.

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. Communications staff issued a news release on 11/21 to promote the winners of the Ravens Travel With the Team second-chance drawing, who flew to Los Angeles to see the Ravens play the Rams on 11/25. A news release was also issued on 12/5 to report the November 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:

Communications staff member Roslyn Lane will discuss Lottery news and holiday-season promotions during the St. Jude’s Radiothon on WPOC-FM in Baltimore on 12/13, on WBAL-AM in Baltimore on 12/19, and on 98 Rock-FM in Baltimore on 12/20. She will also appear on the monthly *Lottery Update* segment on WBAL-TV on 12/28. Communications staff member Doug Lloyd will be on the air for holiday-themed *Gift Guru* segments on Fox 45-TV on 12/16 and on WBAL-TV on 12/21. Communications staff members Brandon Powell and Bryan Kelly will present *Gift Guru* segments on WBOC-TV and WMDT-TV in Salisbury on 12/17 along with radio interviews on several stations around Salisbury to discuss Lottery news and holiday-season promotions.

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:

- Baltimore Ravens vs. Houston Texans, Baltimore – 11/17
- University of Maryland football vs. Nebraska, College Park – 11/23
- Baltimore Ravens vs. San Francisco 49ers, Baltimore – 12/1
- WNAV Midnight Madness, Annapolis – 12/5

Second-chance Promotions:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests. Gail and Digital Manager Melanie Losover accompanied the winners of the Ravens Travel With the Team second-chance promotion to Los Angeles to see the Ravens play against the Los Angeles Rams on 11/25.

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:

- Baltimore Ravens vs. New York Jets, Baltimore – 12/12
- WFRE Toys for Tots, Frederick – 12/15
- WNAV 11th Hour, Annapolis – 12/19
- Baltimore Ravens vs. Pittsburgh Steelers, Baltimore – 12/29
- Polar Bear Plunge, Annapolis – 1/25
- University of Maryland basketball vs. Iowa, College Park – 1/30

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 will complete writing and design of the next Retailer Report newsletter and send it to press for distribution in January. They will also finish writing and designing the next Gazette employee.

"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:

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. Managing Director of Communications Carole Gentry held a meeting with all Maryland Lottery drawing officials on 11/20 to discuss current and upcoming drawing processes as well as upcoming changes to the drawings studio and machines

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.