

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: January 14, 2020

SUBJECT: Report for the January 2020 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, WJZ-TV, the Baltimore Sun, the Baltimore Business Journal and WTOP.

Broadcast Opportunities:

Communications staff member Roslyn Lane appeared on the monthly *Lottery Update* segment on WBAL-TV on 12/28, to discuss the latest games, prizes and promotions. She also did holiday-themed live radio segments on WBAL-AM in Baltimore on 12/19, and on 98 Rock-FM in Baltimore on 12/20. Communications staff member Doug Lloyd discussed Lottery news during the following radio interviews: live weekly segments on WNAV-AM in Annapolis each Friday; live segments during 98 Rock's Baltimore Ravens pregame coverage on 12/12, 12/29 and 1/11; recorded segments for WBAL-AM's Monday Night Live shows that aired each Monday of the football season. Doug also appeared live on 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 recorded *Gift Guru* segments on 12/17 that aired on WMDT-TV in Salisbury and WBOC-TV in Salisbury.

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 1/6 to report the December 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:**

Managing Director of Communications Carole Gentry will discuss Lottery news and promotions on the monthly *Lottery Update* segment on WBAL-TV on 1/25.

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. 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
- Baltimore Ravens vs. Tennessee Titans – 1/11

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:

- Polar Bear Plunge, Annapolis – 1/25
- University of Maryland basketball vs. Iowa, College Park – 1/30
- Morgan State University basketball vs. Maryland Eastern Shore, Baltimore – 2/8

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 completed the next edition of the Retailer Report newsletter and sent it to press. They began writing and designing the next Gazette employee newsletter and started preliminary planning for the next 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:

Publish the next Gazette. Begin writing 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 Lottery Communications team, in concert with Marketing and Creative Services, continues to collaborate with the folks from TV drawings partner WBAL-TV to create the new televised drawings studio. The team is closing in on final implementation details, including the virtual set design, new drawings machines, graphics and music, talent and more.