

# 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, Director of Communications

DIVISION: Communications

DATE: August 15, 2016

SUBJECT: Report for the August 2016 Commission Meeting

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Following is a status update of ongoing and special projects in the Communications Division.

## Media Relations

### Key accomplishments last period:

#### **News Articles:**

A total of 65 articles on the Maryland Lottery and/or Maryland's casinos were published by local/regional/industry publications and on news/blog websites, including the Baltimore Sun, Washington Post, Baltimore Business Journal, the Daily Record and more. Answered inquiries from several reporters regarding lottery and casinos.

#### **Winner Interviews and News Releases:**

More than 60 winners (from \$10,000 to \$1 million) were interviewed by Communications staff. News releases were written on each winner and were posted on the Lottery website and/or sent to the media.

#### **Daily News Headlines:**

Communications staff sent 39 daily news clip emails to Maryland Lottery and Gaming staff and members of the Commission during each day of the 5-day workweek. Each email contained links to multiple media articles.

#### **The Buddy Roogow Winner's Circle:**

Communications staff organized and executed plans for the dedication of the winners' room, which took place on 7/11. Staff created media materials, signage, a new winners' guide and more. Several members of the local media attended (See "Broadcast Opportunities" below.)

#### **Remote Drawing:**

The drawings team planned and executed a live evening Pick 3 and Pick 4 remote drawing for the first time ever at the Baltimore Orioles game on 7/26.

## **Release of the Annual Fiscal Numbers:**

Communications staff prepared messaging and scheduled interviews with numerous regional media outlets regarding Maryland Lottery and Gaming's Fiscal Year 2016 figures.

## **Broadcast Opportunities:**

Communications staff member Roslyn Lane was featured in the monthly "Lottery Update" segment on WBAL-TV on 6/25; Erica Palmisano spoke with WBAL-TV about two unclaimed \$1 million prizes on 7/8; WMAR-TV, WJZ-TV and WBFF-TV sent camera crews to cover the Buddy Roogow Winner's Circle dedication on 7/11; Director Medenica spoke with WJZ-TV about two unclaimed \$1 million prizes on 7/13; Carole Gentry was featured in the monthly "Lottery Update" segment on WBAL-TV on 7/30. Director Medenica conducted interviews about ML&G Fiscal Year 2016 numbers with numerous media outlets, including WBAL TV-11, Baltimore Sun and more.

## **Winner Awareness:**

In addition to winner interviews, blog posts and media alerts, Communications continued its focus on its overall winner awareness campaign using social media (Facebook, Twitter and Instagram) to highlight smaller lottery prizes won by attendees at various events.

## **Trade publications:**

Communications staff responded to information requests from Lottery Insights magazine and La Fleur's magazine.

## **Upcoming tasks for this period:**

### **Maryland Association of Counties Summer Conference:**

Communications staff has planned Maryland Lottery and Gaming's presence at the MACo Conference and will staff the Lottery booth from 8/17 to 8/20. Messaging and booth signage will emphasize the FY 2016 figures.

### **The Maryland State Fair:**

Communications has planned the Maryland Lottery's presence for the eleven days at the State Fair, including games, activities and prizes for visitors to the Lottery's 28x80 ft. space in the lobby of the Exhibition Hall. The Lottery area will be staffed continuously throughout the Fair, which runs from Friday, 8/26 through Monday, 9/5. A live Pick 3/Pick 4 drawing will take place on Friday, 8/26 and Maryland Lottery Day will take place on Saturday, 9/3.

## **Broadcast Opportunities:**

Roslyn Lane will be featured in the next monthly "Lottery Update" segment on WBAL-TV on 8/27.

## **Presentations:**

Communications Staff will prepare talking points and messaging emphasizing the FY2016 figures for Director Medenica's presentation to the Workers' Compensation Commission on Thursday, 8/11.

## **Events and Second-Chance Promotions**

### **Key accomplishments last period:**

#### **Events and Community Outreach:**

Communications, along with sales, set up a booth, interacted with patrons, promoted various products and sold tickets at:

- Aberdeen Ironbirds minor league baseball game - 6/24
- Chesapeake Crab and Beer Fest (remote drawing) - 6/25
- Frederick Keys minor league baseball game - 7/1
- African America Heritage Festival - 7/2 and 7/3
- Bowie Baysox minor league baseball game - 7/7
- Southern Maryland Blue Crabs minor league baseball game - 7/8
- Aberdeen Ironbirds minor league Crab Feast night - 7/13
- Annapolis Irish Festival - 7/15 and 7/16
- Delmarva Shorebirds minor league baseball game - 7/22
- The Gathering Project, Annapolis - 7/23
- Baltimore Orioles baseball game (remote drawing) - 7/26
- Aberdeen Ironbirds minor league Crab Feast night - 8/4
- Annapolis Rotary Crab Feast - 8/5
- Baltimore Ravens Training Camp event - 8/6
- Baltimore Ravens preseason game - 8/11
- Frederick Keys minor league baseball game - 8/12
- Montgomery County Fair - 8/13 and 8/14

#### **Second-chance promotions:**

Gail Pelovitz continued work on procedures and fulfillment of all of the agency's second-chance contests.

### **Upcoming tasks for this period:**

#### **Events:**

The Communications staff's busy events season will continue in the coming month:

- Maryland Association of Counties Summer Conference - 8/17 to 8/20
- Maryland State Fair - 8/26 to 9/5
- Baltimore Ravens vs. Detroit Lions preseason game - 8/27

- Maryland Lottery Day at the State Fair – 9/3
- In The Street Event, Frederick – 9/10
- Baltimore Ravens vs. Buffalo Bills – 9/11
- Delmarva Bike Week, Salisbury – 9/15 to 9/18
- Maryland Wine Festival, Westminster – 9/17 and 9/18

## Correspondence, Newsletters, PIA Requests and Communications

### Key accomplishments last period:

#### **Correspondence:**

More than 300 e-mail inquiries and letters were received and answered by Communications staffers.

#### **Public Information Act Requests:**

Communications staffers received and responded to three PIA requests with assistance from the Attorney General's Office.

**Retailer Report:** Communications staff produced and published the Retailer Report newsletter covering the period of July through September.

**"Retailer Corner:"** Posted twice-weekly blog entries on the "Retailer Corner" section of mdlottery.com. Topics included a welcome to new retailers, information about a bonus opportunity, a "hard recall" alert and more.

**Governor Hogan's Customer Service Initiative:** Disseminated poster-sized and 11x17 sized displays of the Customer Service Promise throughout the agency, at all casino licensing employee offices and at both Lottery customer resource centers.

### 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:** Write and edit the internal Lottery Gazette and the Retailer Report, a quarterly retailer newsletter.

## Casino Program

### Key accomplishments last period:

#### **Casino Numbers:**

Released June 2016 casino revenue numbers on 7/5 and the July numbers on 8/5. The numbers included financials from both slot machines and table games.

#### **Monthly Commission Dashboard:**

Prepared and designed the monthly Commission dashboard containing June and July casino and lottery financial and casino employment information.

### Upcoming tasks for this period:

#### **Casino Numbers:**

Compile and release casino numbers on 9/5.

#### **Monthly Commission Dashboard:**

Prepare dashboard detailing August 2016 casino and lottery revenue numbers and casino employment information in advance of the September 2016 Commission meeting