

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: August 15, 2017

SUBJECT: Report for the August 2017 Commission Meeting

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

MEDIA RELATIONS

Key accomplishments last period:

News Articles:

More than 50 articles on the Maryland Lottery and/or Maryland's casinos were published in the past two months by local/regional/industry publications and on news/blog websites, including the Baltimore Sun, Baltimore Business Journal, local TV stations in both Baltimore and Washington, D.C., and more. Answered inquiries from several reporters regarding lottery fiscal numbers, big jackpots, the Cash4Life top-tier ticket and casinos.

Winner Interviews and News Releases:

Communications staff interviewed more than 60 winners of \$10,000 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 press releases on 7/5 to report the June 2017 casino revenue figures and on 8/7 to report the July 2017 casino revenue figures. Communications staff oversaw the production of a two-page Fiscal Year 2017 summary and disseminated it to the public, legislators and the media along with a press release on 8/8. Communications staff also planned and oversaw the production of a video interview with Director Gordon Medenica discussing the Fiscal Year 2017 numbers. A link to video clips from that interview was included with the Fiscal Year 2017 press release. A video of Director Medenica talking about MLGCA responsible gambling efforts was also produced and will soon appear on the Maryland Alliance for Responsible Gambling (MARG) website at mdgamblinghelp.org.

Daily News Headlines:

Communications staff sent 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.

Broadcast Opportunities:

Director of Communications Carole Bober Gentry appeared on the monthly Lottery Update segment on WBAL-TV on 6/24 to discuss upcoming games and promotions. Communications staff member Roslyn Lane appeared on the Lottery Update segment on 7/29. Director Gordon Medenica did on-camera interviews with WBAL-TV on 8/8 and WJZ-TV on 8/9 to discuss the Fiscal Year 2017 numbers and the Mega Millions and Powerball jackpots, which had both reached more than \$300 million. On 8/11, Roslyn Lane did an on-camera interview on Fox45 to discuss the big jackpots.

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 smaller lottery prizes won by attendees at various events.

Upcoming tasks for this period:

Broadcast Opportunities:

Communications staff member Doug Lloyd will be featured in the next Lottery Update segment on WBAL-TV on 8/26.

EVENTS AND SECOND-CHANCE PROMOTIONS

Key accomplishments last period:

Events and Community Outreach:

The Communications team, along with sales, set up a booth, interacted with patrons, promoted various products and (at most events) sold tickets at:

- Aberdeen Ironbirds minor league baseball game, Aberdeen – 6/29
- Frederick Keys minor league baseball game, Frederick – 7/7
- Southern Maryland Bluecrabs minor league baseball game, Waldorf – 7/8
- Baltimore Orioles vs. Texas Rangers baseball game, Baltimore – 7/17
- Bowie Baysox minor league baseball game, Bowie – 7/21
- Delmarva Shorebirds minor league baseball game, Salisbury – 7/27
- Trifecta Food Truck Festival, Timonium – 7/29
- Baltimore Ravens training event, Baltimore – 7/30
- Baltimore Orioles vs. Kansas City Royals baseball game, Baltimore – 8/1
- Latino Fest, Timonium – 8/5 and 8/6
- WTMD First Thursdays (live remote drawing), Canton Waterfront – 8/6
- Aberdeen Ironbirds minor league baseball game, Aberdeen – 8/9
- Baltimore Ravens vs. Washington Redskins preseason football game, Baltimore – 8/10
- Frederick Keys minor league baseball game, Frederick – 8/11
- Baltimore Ravens training event, Baltimore – 8/12
- Maryland Association of Counties (MACO) Conference, Ocean City – 8/16 through 8/19

Second-chance Promotions:

Communications staff member 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 will manage the Lottery's presence at the following upcoming events:

- Southern Maryland Bluecrabs minor league baseball game, Waldorf – 8/25
- Live remote drawing at the Maryland State Fair – 8/25
- Maryland State Fair, Timonium – 8/25 through 9/4
- Maryland Lottery Day, Timonium - \$100,000 State Fair Giveaway event – 9/2
- Baltimore Ravens vs. Buffalo Bills preseason football game, Baltimore – 8/26
- In the Street Festival, Frederick – 9/9
- Delmarva Bike Week, Salisbury – 9/15 through 9/17
- Maryland Wine Festival, Westminster – 9/16 and 9/17
- Baltimore Ravens vs. Cleveland Browns football game, Baltimore – 9/17
- Zero Prostate Cancer Run/Walk, Towson – 9/24

Second-chance Promotions:

Communications staff member 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 200 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 completed and distributed the Gazette employee newsletter covering the summer of 2017 and began writing and production of the Retailer Report newsletter covering the period of October through December of 2017.

“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 the quarterly Retailer Report newsletter and begin work on the next edition of the Gazette employee newsletter, scheduled for distribution to staff in September.

DRAWINGS MANAGEMENT

Key accomplishments last period:

Daily Drawings:

The Lottery's twice-daily drawings of Pick 3/Pick 4, the daily drawings of Bonus Match 5 and 5 Card Cash and the 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. The drawings team also planned and successfully completed a live, remote drawing on 8/3 at the Canton Waterfront.

Upcoming tasks for this period:

Daily Drawings:

The drawings team will continue to conduct daily drawings and publish winning numbers, and will be planning the next live remote drawing, scheduled for Friday, August 25 at the Maryland State Fair at the fairgrounds in Timonium.