

# 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: May 15, 2018

SUBJECT: Report for the May 2018 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 Coverage:**

More than 30 stories on the Maryland Lottery and/or Maryland's casinos were broadcast and/or published in the past month by local/regional/industry media, including the Baltimore Sun, Baltimore Business Journal, The Daily Record, WBAL-TV, WJZ-TV and WTOP Radio.

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

Communications staff interviewed more than 25 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 a press release on 5/7 to report the April 2018 casino revenue figures.

#### **Broadcast Opportunities:**

WJZ-TV interviewed Director Medenica on 5/7 regarding the April casino revenues. Managing Director of Communications Carole Gentry appeared on WBAL-TV's monthly Lottery Update segment on 4/28 to discuss upcoming games, prizes and promotions. Communications staff member Doug Lloyd discussed Lottery news and promotions in radio interviews on 4/20, 4/27, 5/4 and 5/11 on WNAV-AM in Annapolis. Communications staff member Roslyn Lane discussed Lottery news and promotions in an interview that was streamed live online on Press Box's Glenn Clark Show on 5/8. Roslyn Lane also appeared on the Bird Bites segment on WNAV on 4/19, 5/3 and 5/10. Doug Lloyd appeared on the Bird Bites segment on 4/26.

#### **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 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 smaller lottery prizes won by attendees at various events.

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

#### **Broadcast Opportunities:**

Communications staffer Doug Lloyd will be featured in the next Lottery Update segment on WBAL-TV on 5/26.

### **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:

- Baltimore Orioles vs. Tampa Bay Rays game, Baltimore – 4/26
- Charm City Bluegrass Festival, Baltimore – 4/27 and 4/28
- Washington Redskins Draft Day Party, Hyattsville – 4/28
- Towson Town Festival, Towson – 5/5 and 5/6
- Kurtz's Beach Maryland Festival, Pasadena – 5/6
- MWMCA Breakfast, Baltimore – 5/11
- MULBA Beverage Show, Baltimore – 5/12

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

- 143<sup>rd</sup> Preakness Stakes, Baltimore – 5/19
- Wine in the Woods, Columbia – 5/19 and 5/20
- Bowie Baysox minor league baseball game, Bowie – 5/22
- Brew at the Zoo, Baltimore – 5/26 and 5/27
- Capital Jazz Fest, Columbia – 6/2 and 6/3
- Survivor Soul Stroll, Baltimore – 6/9
- Honfest, Baltimore – 6/9 and 6/10
- Beer, Bourbon & BBQ, National Harbor – 6/15 and 6/16

##### **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 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 completed and distributed the latest edition of the Gazette employee newsletter and began working on 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 the production of the next Retailer Report and begin production of the next Gazette employee newsletter.

**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. In addition, the drawings team planned and executed a live remote Pick 3/Pick 4 drawing on 4/27 at the Charm City Bluegrass Festival in Baltimore.

**Upcoming tasks for this period:****Daily Drawings:**

The drawings team will continue to conduct daily drawings and publish winning numbers. Planning is in progress for a live remote Pick 3/Pick 4 drawing in late June at a location to be determined. Members of the drawings and Communications team continue working with Lottery TV drawings partner WBAL to review all creative elements associated with the execution of the drawings as well as a redesign of the set and studio.