

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, Director of Communications

DIVISION: Communications

DATE: December 8, 2016

SUBJECT: Report for the December 2016 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 by local/regional/industry publications and on news/blog websites, including the Baltimore Sun, Washington Post, Baltimore Business Journal, the Daily Record, the New York Times, the Associated Press, Gambling Compliance, local TV stations in both Baltimore and Washington, D.C., and more. Answered numerous inquiries from several reporters regarding lottery and casinos, especially MGM National Harbor.

Winner Interviews and News Releases:

More than 30 winners of \$10,000 or more 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 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: Communications staff member Roslyn Lane was featured in the monthly "Lottery Update" segment on WBAL-TV on 11/26. Communications staff member Doug Lloyd did Baltimore Ravens radio pregame appearances on 98 Rock and WBAL-AM on 11/27 and 12/4 to discuss Lottery games and promotions and current jackpot amounts. Doug Lloyd also appeared at "Midnight Madness" on WNAV radio in Annapolis on 12/1, and did a follow-up interview with WNAV on 12/2. Communications staff member Gail Pelovitz

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made "Gift Guru" radio appearances on 12/8 on WFRE in Frederick, WIKZ in Hagerstown and WQCM in Hagerstown, discussing Lottery-themed holiday gift ideas.

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:

Roslyn Lane will make "Gift Guru" radio appearances on Baltimore stations 98 Rock and WPOC on 12/9. Roslyn Lane will also make "Gift Guru" appearances on 12/17 on Baltimore radio stations WERQ and WWIN Communications. Director Carole Gentry will be featured in a "Gift Guru/Lottery Update" segment on WBAL-TV on 12/17. Communications staff member Brandon Powell will be featured on a "Gift Guru" segment on WMDT-TV in Salisbury the week of 12/18.

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:

- University of Maryland vs. Towson University basketball game, College Park – 11/20
- Baltimore Ravens vs. Cincinnati Bengals game – 11/27
- Midnight Madness, Annapolis – 12/1
- Baltimore Ravens vs. Miami Dolphins game – 12/4

Second-chance Promotions:

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

- **Ravens Second-chance Promotion Winners' Event – 11/29:**

Held at M&T Bank Stadium. Gail Pelovitz and Doug Lloyd greeted five fans who won a trip on the Ravens' team plane to attend the 12/12 game at the New England Patriots. The winners were drawn through the Maryland Lottery's Ravens second-chance promotion. Each winner will be permitted to bring one guest to travel to Massachusetts, receive tickets to the game, a one-night hotel stay, \$500 spending money, and participate in a meet-and-greet with a Ravens player.



- **Ravens Second-chance Promotion: Travel with the Team – 12/11 and 12/12:**
Gail Pelovitz accompanied the winners of the trip to Massachusetts to see the Ravens play the New England Patriots.

Upcoming tasks for this period:

Events:

The Communications staff will manage the Lottery’s presence at the following events in the coming month:

- The Eleventh Hour, Annapolis – 12/15
- Baltimore Ravens vs. Philadelphia Eagles game – 12/18
- University of Maryland vs. University of Indiana basketball game, College Park – 1/10

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 staffers.

Public Information Act Requests:

Communications staffers completed the response to one PIA request and continued to facilitate the response to three others, with assistance from the Attorney General’s Office and other Agency staff.

Retailer Report:

Communications staff published the Retailer Report newsletter covering the period of October through December.

“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.

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 November 2016 casino revenue numbers on 12/5. The numbers included financials from both slot machines and table games.

MGM National Harbor Operations License Signing:

Disseminated media advisory and hosted camera crews from WBAL-TV and WBFF-TV for Director Gordon Medenica's signing of the casino's operations license on 12/7.

Monthly Commission Dashboard:

Contributed to the preparation of the September Commission dashboard containing lottery and casino financial information and casino employment information.

Upcoming tasks for this period:

Casino Numbers: Compile and release the December casino numbers on 1/5.

Monthly Commission Dashboard:

Contribute to the preparation of the December 2016 Commission dashboard.