

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: April 17, 2018

SUBJECT: Report for the April 2018 Commission Meeting

The 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, WMAR-TV, WTOP Radio, the Washington Post and Gambling Compliance.

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 statewide media advisory on 3/29 in advance of the 3/30 Mega Millions drawing for a \$533 million jackpot. The drawing occurred six years to the day after a winning ticket sold in Maryland shared the all-time record Mega Millions jackpot of \$656 million. A press release was issued on 4/5 to report the March 2018 casino revenue figures.

Broadcast Opportunities:

WBAL-TV and WJZ-TV interviewed Director Medenica on 3/30 regarding the \$533 million Mega Millions jackpot. Communications staff member Roslyn Lane appeared on WBAL-TV's monthly Lottery Update segment on 3/31 to discuss upcoming games, prizes and promotions. Communications staff members Doug Lloyd and Gail Pelovitz conducted live radio interviews on WNAV-AM in Annapolis to discuss games, prizes and promotions on 3/30, 4/6 and 4/13.

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.

Promotional Partners Luncheon:

Communications staff members organized and hosted the Maryland Lottery's annual luncheon for statewide radio and television media partners on 4/12 at Guy Fieri's Baltimore Kitchen & Bar at Horseshoe Casino in Baltimore. The nearly 100 guests in attendance learned about the latest products and promotions as well as current lottery and gaming news.

Upcoming tasks for this period:

Broadcast Opportunities:

Communications staffer Carole Gentry will be featured in the next Lottery Update segment on WBAL-TV on 4/28.

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. Minnesota Twins Opening Day Game, Baltimore – 3/29
- Beer, Bourbon & BBQ, Timonium – 4/6 and 4/7
- Red Shoe Shuffle 5K Run & Walk, Baltimore – 4/8
- Delmarva Shorebirds Minor League Baseball, Salisbury – 4/19
- Savor Bowie Food, Wine & Music Festival, Bowie – 4/21 and 4/22

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:

- 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 – 5/12
- 143rd Preakness Stakes, Baltimore – 5/19
- Wine in the Woods, Columbia – 5/19 and 5/20

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 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 Gazette newsletters.

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.

Upcoming tasks for this period:

Daily Drawings:

The drawings team will continue to conduct daily drawings and publish winning numbers, and will execute the next live remote drawing, scheduled for 4/27 at the Charm City Bluegrass Festival at Druid Hill Park in Baltimore. Members of the drawings and Communications team are 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.