

# 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 13, 2018

SUBJECT: Report for the August 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 40 stories on the Maryland Lottery and/or Maryland's casinos were broadcast and/or published in the past two months by local/regional/industry media, including the Baltimore Sun, Baltimore Business Journal, The Daily Record, WBAL-TV, WJZ-TV, WBFF-TV, WBAL Radio and WTOP Radio.

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

Communications staff interviewed more than 50 winners of \$20,000 or more in the past two months. 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 8/7 to report the July 2018 casino revenue figures. Communications staff wrote, designed and published a two-page report summarizing Fiscal Year 2018 and issued a corresponding statewide press release detailing the fiscal year figures on 8/8.

#### **Broadcast Opportunities:**

WBAL-TV, WJZ-TV, WBFF-TV and WBAL Radio interviewed Director Medenica on 8/8 regarding the Fiscal Year 2018 report. Managing Director of Communications Carole Gentry (on 6/30) and Communications staff member Roslyn Lane (on 7/28) appeared on WBAL-TV's monthly Lottery Update segment to discuss upcoming games, prizes and promotions. Communications staff member Doug Lloyd discussed Lottery news and promotions in radio interviews on six consecutive Fridays during July and August on WNAV-AM in Annapolis. Doug Lloyd also was heard "on air" on Ravens pregame radio coverage on 8/9 on WBAL-AM and 98 Rock. Roslyn Lane was "on air" on the Bird Bites segment on WNAV on six consecutive Thursdays during July and August.

**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 five-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 lottery prizes won by attendees at various events. The team also continued to garner media attention for “anonymous winners” who agree to publicity without revealing their identities.

**Upcoming tasks for this period:****Broadcast Opportunities:**

Communications staffer Doug Lloyd will be featured in the next Lottery Update segment on WBAL-TV on 8/25.

**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:

- Frederick Keys minor league baseball game, Frederick – 7/2
- Frederick Keys minor league baseball game, Frederick – 7/20
- Family & Friends Music Festival, Crownsville – 7/21
- Baltimore Ravens training camp open practice, Baltimore – 7/21
- Bowie Baysox minor league baseball game, Bowie – 7/23
- Trifecta Food Festival, Timonium – 7/28
- WTMD First Thursdays, Canton Waterfront – 8/2
- Latino Fest, Timonium – 8/5
- Baltimore Ravens preseason game, Baltimore – 8/9
- Southern Maryland Blue Crabs minor league baseball game, Waldorf – 8/11
- Baltimore Orioles game, Baltimore – 8/11
- MACo Summer Conference, Ocean City – 8/15 through 8/18

**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:**

#### **Maryland State Fair**

The Communications staff is planning the Lottery's presence at the Maryland State Fair. Staff members from Communications and other divisions will be on duty at the Lottery's display in the lobby of the Exhibition Hall at the Timonium Fair Grounds during all hours the Fair is open, from 8/24 through 9/3. In addition, Communications staff members are organizing a live remote Evening Pick 3/Pick 4 drawing at the Fair, scheduled for 8/24, and the Lottery Day stage event at the Fair, scheduled for 9/1.

The Communications staff will also manage the Lottery's presence at the following events:

- Baltimore Ravens preseason game, Baltimore – 8/30
- Southern Maryland Blue Crabs minor league baseball game, Waldorf – 9/6
- In The Street Festival, Frederick – 9/8
- Baltimore Ravens regular season opener, Baltimore – 9/9
- Delmarva Bike Week, Salisbury – 9/13 through 9/16
- Maryland Wine Festival, Westminster – 9/15 and 9/16
- Baltimore Orioles game, Baltimore – 9/17

#### **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 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 is planning for a live remote Pick 3/Pick 4 drawing scheduled for 8/24 at the Timonium Fair Grounds, the first night of the Maryland State Fair.

**Upcoming tasks for this period:**

**Daily Drawings:**

The drawings team will continue to conduct daily drawings and publish winning numbers. 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.