

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: December 12, 2017

SUBJECT: Report for the December 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 25 articles on the Maryland Lottery and/or Maryland's casinos were published in the past month by local/regional/industry publications and on news/blog websites, including the Baltimore Sun, Baltimore Business Journal and more.

Winner Interviews and News Releases:

Communications staff interviewed more than 30 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 12/5 to report the November 2017 casino revenue figures. A press release was issued to lottery industry publications on 12/6 to announce that Director Medenica was named as the lead director of the Mega Millions consortium.

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.

Broadcast Opportunities:

Communications staff member Roslyn Lane appeared on the monthly Lottery Update segment on WBAL-TV on 11/25 to discuss upcoming games and promotions. Communications staff member Gail Pelovitz was interviewed by WFMD radio in Frederick on 11/27 regarding a \$50,000-winning Bonus Match 5 ticket that was sold at a retailer in Brunswick for the 11/22 drawing. Director Medenica was interviewed by NBC4 in Washington, D.C., on 11/29 regarding the one-year

anniversary of the opening of MGM National Harbor. Managing Director of Communications Carole Gentry was interviewed by WTOP radio on 11/27 regarding problem gambling.

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 members are making numerous radio and television appearances throughout December to deliver scratch-off trees and wreaths to promotional partner stations, provide holiday gift ideas and remind the public about responsible gift giving during the holiday season. These appearances include:

- Gail Pelovitz: WIKZ and WQCM in Hagerstown on 12/8; WFRE in Frederick on 12/8; a taped interview with WAFY in Frederick on 12/8 for broadcast on 12/11.
- Roslyn Lane: 98 Rock in Baltimore on 12/15; WPOC in Baltimore on 12/15; WZBN in Westminster on 12/18.
- Doug Lloyd (with Mike Twiname): WNAV Midnight Madness in Annapolis on 12/6, 12/7, 12/13, 12/14, 12/20 and 12/21; Doug Lloyd: Fox45 in Baltimore: "Do It Yourself Doug" (DIY) Gift Guru taped television segment on 12/11; WHUR in Washington, D.C., on 12/16; DIY Doug Gift Guru television segment television on WBAL-TV on 12/17; and WMDT TV in Salisbury on 12/18.
- Doug Lloyd will also be featured in the next Lottery Update segment on WBAL-TV on 12/30.

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 Ravens vs. Houston Texans football game, Baltimore – 11/27
- Baltimore Ravens vs. Detroit Lions football game, Baltimore – 12/3
- Midnight Madness, Annapolis – 12/7
- Midnight Madness, Annapolis – 12/14

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:

- Midnight Madness/Eleventh Hour, Annapolis – 12/21
- Baltimore Ravens vs. Indianapolis Colts football game, Baltimore – 12/23
- Baltimore Ravens vs. Cincinnati Bengals football game, Baltimore – 12/31
- University of Maryland vs. Minnesota basketball game, College Park – 1/16/18

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 continued the writing and production of upcoming issues of the Gazette employee newsletter and 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:

The Gazette employee newsletter will be completed and distributed to staff in December. The Retailer Report will be published online in December, with print copies delivered to retailers in January.

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 held a live remote Pick 3/Pick 4 drawing on 11/27 at M&T Bank Stadium in Baltimore, prior to the start of the Ravens' Monday Night Football game against the Houston Texans.

Upcoming tasks for this period:

Daily Drawings:

The drawings team will continue to conduct daily drawings and publish winning numbers, and will begin planning the next several live remote drawings to be scheduled for the upcoming calendar year.

MARYLAND CHARITY CAMPAIGN

Key accomplishments last period:

Along with other state agencies and as part of Governor Hogan's Maryland Charity Campaign initiative, MLGCA employees have been tasked with raising money for the campaign. Members of the Communications team have, with assistance from other departments, been working hard to organize numerous agency-wide activities to support the campaign, including a toy drive, several fundraisers, a hat-and-mitten drive and more.

Upcoming tasks for this period:

As the MLGCA gets closer to achieving its fundraising goal, the team is wrapping up activities and is holding one final fundraiser later this month. The team is optimistic that it will achieve its goal.