

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: February 13, 2018

SUBJECT: Report for the February 2018 Commission Meeting

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, Associated Press, WBAL-TV, WBAL Radio, Fox45 TV, Frederick News-Post 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 also issued the following press releases: a 1/29 release on unclaimed Powerball Prizes; a 2/5 release on the January 2018 casino revenue figures; and a 2/7 release on the winner of the Ravens' Seats for 20 Years Promotion.

Broadcast Opportunities:

Communications staff members Roslyn Lane and Doug Lloyd (who broadcast from the Polar Bear Plunge) appeared on WBAL-TV's monthly Lottery Update segment on 1/27 to discuss upcoming games, prizes and promotions. Doug Lloyd and Roslyn Lane were interviewed on WNAV radio on 2/9 and 2/11, respectively. Managing Director of Communications Carole Gentry was interviewed by Baltimore's Fox 45 for a 1/29 report on unclaimed Powerball prizes that were about to expire.

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:

Managing Director of Communications Carole Gentry will be featured in the next Lottery Update segment on WBAL-TV on 2/24.

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:

- Polar Bear Plunge, Annapolis – 1/27
- Timonium Motorcycle Show, Timonium – 2/9 through 2/11
- Gumbo Fest, Annapolis – 2/11
- Towson University vs. Delaware basketball game, Towson – 2/15

Second-chance Promotions:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests. Working with the Baltimore Ravens, Gail organized an event at M&T Bank Stadium on 2/6 to reveal the winner of the Ravens Season Tickets for 20 Years contest. Media was in attendance.

Upcoming tasks for this period:

Events:

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

- Winter Wine Expo, Bel Air – 2/18
- Cosmic Cocktail Party, Baltimore – 3/2
- Maryland Home and Garden Show, Timonium – 3/4 and 3/9 through 3/11

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 issues of the Gazette employee newsletter on 1/31 and began working on the next editions of the Gazette 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:

Continue the writing and production of the next Gazette employee newsletter and Retailer Report 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.

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Upcoming tasks for this period:

Daily Drawings:

The drawings team will continue to conduct daily drawings and publish winning numbers, and will be planning the next live remote drawing, which has not yet been scheduled. Members of the drawings and Communications team are working with our 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.