

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: June 26, 2017

SUBJECT: Report for the June 2017 Commission Meeting

The following is a status update of ongoing and special projects in the Communications Division:

MEDIA RELATIONS

Key accomplishments last period:

News Articles:

More than 30 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, Washington Post, Baltimore Business Journal, local TV stations in both Baltimore and Washington, D.C., and more. Answered inquiries from several reporters regarding lottery and casinos.

Winner Interviews and News Releases:

Communications staff interviewed more than 40 winners of \$10,000 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 a press release on 5/31 to announce the hiring of Managing Director and Chief Marketing Officer John B. Gorman; and a press release on 6/5 to report the May 2017 casino revenue figures.

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 Doug Lloyd appeared on the monthly Lottery Update segment on WBAL-TV on 5/27 to discuss upcoming games and promotions. Director of

Communications Carole Gentry appeared on the Lottery Update segment on WBAL-TV on Saturday, 6/24.

Upcoming tasks for this period:

News Articles:

Communications will continue to answer inquiries from reporters regarding lottery and casinos.

Winner Interviews and News Releases:

Communications will continue to focus on its overall winner awareness campaign using news releases, blog posts and social media (Facebook, Twitter and Instagram) to highlight smaller lottery prizes won by attendees at various events. Staff will also continue to write and issue press releases.

Daily News Headlines:

Communications staff will continue to send daily news clip emails to Maryland Lottery and Gaming staff and members of the Commission.

Broadcast Opportunities:

Communications will continue to seek broadcast opportunities.

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:

- Brew at the Zoo – 5/27 and 5/28
- Baltimore Orioles vs. Boston Red Sox baseball game, Baltimore – 6/1
- Capital Jazz Fest, Columbia – 6/3 and 6/4
- Honfest, Baltimore – 6/10 and 6/11
- Bowie Baysox minor league baseball game, Bowie – 6/14
- Beer, Bourbon & BBQ, National Harbor – 6/16 and 6/17

Second-chance Promotions:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all of the agency's second-chance contests.

Upcoming tasks for this period:

Events and Community Outreach:

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

- Aberdeen Ironbirds minor league baseball game, Aberdeen – 6/29
- Live remote drawing at WTMD First Thursdays, Canton Waterfront – 7/6
- Frederick Keys minor league baseball game, Frederick – 7/7
- Southern Maryland Blue Crabs minor league baseball game, Waldorf – 7/8
- Baltimore Orioles vs. Texas Rangers baseball game, Baltimore – 7/17
- Bowie Baysox minor league baseball game, Bowie – 7/21
- Delmarva Shorebirds minor league baseball game, Salisbury – 7/27
- Trifecta Food Truck Festival, Timonium – 7/29
- Baltimore Ravens practice, Baltimore – 7/30

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 members.

Public Information Act Requests:

Communications staff completed numerous responses to PIA requests with assistance from the Attorney General's Office and other Agency staff.

Retailer Report:

Communications staff completed production of the Retailer Report newsletter covering the period of July through September 2017. Writing and editing of the upcoming July edition of the Gazette employee newsletter is currently under way.

"Retailer Corner:"

Posted twice-weekly blog entries on the "Retailer Corner" section of mdlottery.com.

Upcoming tasks for this period:

Correspondence:

Communications will continue providing timely, accurate, complete responses to e-mail and other written inquiries.

Public Information Act Requests:

Communications will continue providing timely, accurate and complete responses to PIA requests.

Newsletters:

Staff will complete the July edition of the Gazette employee newsletter and begin working on the next edition of the quarterly 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.

Upcoming tasks for this period:

Daily Drawings:

The drawings team will be conducting a live remote drawing at the Canton Waterfront on Saturday, 7/6 and will continue to conduct daily drawings and publish winning numbers.