

# 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 19, 2018

SUBJECT: Report for the June 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 25 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, Washington Post, WBAL-TV and WTOP Radio.

#### **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 press release on 6/5 to report the May 2018 casino revenue figures.

#### **Broadcast Opportunities:**

Communications staff member Doug Lloyd appeared on WBAL-TV's monthly Lottery Update segment on 5/26 to discuss upcoming games, prizes and promotions. Doug Lloyd (on 5/18, 5/25, 6/1 and 6/8) and Communications staff member Michael Twiname (on 6/15) discussed Lottery news and promotions in radio interviews on WNAV-AM in Annapolis. Communications staff member Roslyn Lane recorded and broadcast a Bird Bites segment on WNAV on 5/17, 5/24, 5/31, 6/7 and 6/14.

#### **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:**

Communications staffers, Janine Fratuontono and Mike Twinname, will be conducting radio interviews at several Eastern Shore stations on June 25 to promote the launch of the new Old Bay scratch-off ticket. Managing Director of Communications Carole Gentry will be featured in the next Lottery Update segment on WBAL-TV on 6/30.

## **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:

- 143<sup>rd</sup> Preakness Stakes, Baltimore - 5/19
- Wine in the Woods, Columbia - 5/19 and 5/20
- Bowie Baysox minor league baseball game, Bowie - 5/22
- Brew at the Zoo, Baltimore - 5/26 and 27
- Capital Jazz Fest, Columbia - 6/2 and 6/3
- Survivor Soul Stroll, Druid Park, Baltimore - 6/9
- Honfest, Baltimore - 6/9 and 6/10
- Beer, Bourbon & BBQ, National Harbor - 6/15 and 6/16

#### **Second-chance Promotions:**

Communications staff member Gail Pelovitz and the Lottery's Digital Marketing Manager Melanie Losover accompanied the 12 winners and their guests to the Lottery's Warehouse Dash second-chance contest on a trip to Chicago on 6/8 and 6/9. While there, the duo produced a Facebook Live! video during the Dash and posted numerous photos of the winners on Instagram. Gail Pelovitz also 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:

- Live Pick 3/Pick 4 evening remote drawing, The Sandlot, Baltimore - 6/21
- Delmarva Shorebirds baseball game, Salisbury - 6/25
- Frederick Keys baseball game, Frederick - 7/2
- Baltimore Orioles vs. New York Yankees baseball game, Baltimore - 7/10
- Frederick Keys baseball, Frederick - 7/20
- Family & Friends Music Festival, Crownsville - 7/21
- Bowie Baysox baseball game, Bowie - 7/23
- Trifecta Food Truck Festival, Timonium - 7/28

#### **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 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.

### **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. In addition, the drawings team will conduct a live remote Pick 3/Pick 4 drawing on 6/21 at the SandLot in Baltimore's Inner Harbor to promote an upcoming scratch-off ticket, Old Bay. The drawings team will also begin planning for the next remote drawing.