

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: September 11, 2018

SUBJECT: Report for the September 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 two months by local/regional/industry media, including the Baltimore Sun, Baltimore Business Journal, WBAL-TV, WJZ-TV, WMAR-TV, WBFF-TV and Fox 5 (Washington, D.C.).

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 9/6 to report the August 2018 casino revenue figures.

Broadcast Opportunities:

Communications staff member Doug Lloyd hit the airwaves this month, discussing Lottery news and promotions in radio interviews on 8/24, 8/31 and 9/7 on WNAV 1430-AM in Annapolis. Doug also appeared on WBAL-TV's monthly Lottery Update segment on 8/25 to discuss upcoming games, prizes and promotions. Doug was "on air" on Ravens pregame radio coverage on 8/30 and 9/9 with Keith Mills on WBAL 1090-AM and on 98 Rock with Kirk McEwan. On 8/31, Doug appeared on WMAR's Midday Maryland to discuss fiscal numbers, promotions and responsible play. Special emphasis was placed on State Fair activities and the Ravens scratch-off. Roslyn Lane was "on air" on 98 Rock with Kirk and Marianne on 8/24 to discuss the Maryland Lottery State Fair drawing and activities. In addition, Roslyn could be heard each Friday on the "Bird Bites" segment on WNAV on promotions, winners, events and more.

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:**

Managing Director of Communications, Carole Gentry will be featured in the next Lottery Update segment on WBAL-TV on 9/29.

EVENTS AND SECOND-CHANCE PROMOTIONS**Key accomplishments last period:****Events and Community Outreach:**

The Communications staff, led by Second-chance Drawings Manager Gail Pelovitz, planned and executed the Lottery’s participation in the “11 Best Days of Summer” (8/24 through 9/3) at the Maryland State Fair in Timonium. More than 60 staff members from the Communications division and from various departments across the Lottery, were on duty at the fair, occupying the entire lobby area of the Exhibition Hall. The Ravens and Old Bay scratch-offs were popular, as were the daily drawings for prizes. The expansive hall provided ample space for the table and prize wheel, Keno and Racetrax monitors, ticket sales via a Lottery retailer, the PHD and PEX Lottery vending machines and the large crowds that gathered to enjoy Lottery games. Highlights from the fair include:

- The live, televised Pick 3/Pick 4 evening drawing on 8/24, featuring Ravens cheerleaders, mascot Poe and former Ravens player, Vonta Leach (who also did a one-hour signing)
- The Maryland Lottery Day \$100,000 State Fair Giveaway, featuring games, random drawings, live music and entertainment. 30 contestants competed for the chance to win money, from \$500 up to 25,000. Some of the big winners were:
 - \$25,000 - Nancy Hornburg from Hampden
 - \$15,000 - Sally Baker from Edgewood
 - \$10,000 - Jeffrey Runneberg from Gaithersburg

The Communications staff also managed 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

Second-chance Promotions:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests. Gail accompanied several Ravens second-chance contest winners during a shopping spree at the team store on 8/28.

Upcoming tasks for this period:

Events:

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

- Delmarva Bike Week, Salisbury – 9/13 through 9/16
- Maryland Wine Festival, Westminster – 9/15 and 9/16
- Baltimore Orioles game, Baltimore – 9/17
- Mermaid's Kiss Oyster Fest, Baltimore – 9/20
- ZERO Prostate Cancer Run/Walk, Towson – 9/23
- Baltimore Ravens game vs. Denver Broncos, Baltimore – 9/23
- Endless Summer Cruisin', Ocean City – 10/4 through 10/7
- Purple Evening, Baltimore – 10/8
- Day to Serve Agency Volunteer Event, Solo Gibbs Park, Baltimore – 10/11
- Das Best OktoberFest, Baltimore – 10/13

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 continued working on the next 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 Gazette employee newsletter and begin producing the next 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. In addition, the drawings team planned and executed a live remote Pick 3/Pick 4 drawing on 8/24 at the Timonium Fairgrounds, 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. In addition, the drawings team will plan and execute a live remote Pick 3/Pick 4 drawing on 9/28 at Baltimore Comic-Con in downtown Baltimore at the Convention Center.