

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center  
1800 Washington Blvd., Suite 330  
Baltimore, Maryland 21230

Tel: 410-230-8800  
TTY users call Maryland Relay  
www.mdlottery.com

**TO:** Maryland Lottery and Gaming Control Commission  
Gordon Medenica, Director

**FROM:** Carole Everett, Director of Communications

**DIVISION:** Communications

**DATE:** February 18, 2016

**SUBJECT:** Report for the January 2016 Commission Meeting

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Following is a status update of ongoing and special projects in Communications.

## 1) Communications (1/29 - 2/25)

### a) Media relations

#### i) Key accomplishments last period:

- (1) **News articles:** A total of 63 articles on the Maryland Lottery or Maryland's casinos were published by local and regional newspapers and on news/blog websites, including the Baltimore Sun, Washington Post, Baltimore Business Journal, Southern Maryland News Net, the Daily Record and more.
- (2) **Winner Interviews and News Releases:** More than 75 winners of \$10,000 or more were interviewed by Communications staff. News releases were written on each winner and were posted on the Lottery website and/or sent to the media.
- (3) **Email Inquiries:** More than 375 e-mail inquiries from Lottery players were answered by Communications staffers.
- (4) **Daily News Headlines:** Communications staff sent daily news headlines to Maryland Lottery and Gaming staff and members of the Commission each weekday through the month.
- (5) **Monthly Lottery Update:** Director of Communications Carole Everett was featured in the "Lottery Update" segment on WBAL TV-11 on 1/30, promoting the launch of Cash4Life and new scratch-off tickets. A live interview of Lottery spokesperson Doug Lloyd was part of the segment broadcast from the Polar Bear Plunge.
- (6) **Cash4Life Media Promotions:** Communications continued to promote Cash4Life after sales launched on 1/26. Doug Lloyd, wearing the "Mr. Money" suit, and Brandon Powell, wearing the groundhog mascot costume, made a live appearance on the Fox 45 Morning Show on Groundhog Day (2/2) and spent the rest of the day interacting with the public in downtown Baltimore, Towson and at Maryland Live. Doug Lloyd also did a taped interview on 2/2 with WBAL-TV to promote Cash4Life.

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- (7) **Ravens “Seats for 20 Years” Reveal:** The Lottery and the Baltimore Ravens hosted six finalists at M&T Bank Stadium on 2/17 to reveal the winner of the “Seats for 20 Years” second-chance contest.
- (8) **Implemented EasyLobby guest entry system:** The Communications staff was trained on the use of the EasyLobby system that has been placed at the receptionist’s desk. The system allows the agency to efficiently keep track of office visitors.
- (9) **Public Information Act Requests:** Researched and answered four Public Information Act requests with assistance from the Office of the Attorney General.
- (10) **Newsletters:** Began work on the Spring Retailer Report newsletter, which will be distributed to all Lottery retailers throughout the state. Wrote, designed and distributed (via e-mail) the Lottery Gazette, a quarterly newsletter for Maryland Lottery and Gaming employees.
- (11) **Winner Awareness:** Continued work on the winner awareness campaign, highlighting the wins of event attendees on Facebook, Twitter and Instagram.

## ii) Upcoming tasks for this period:

- (1) **Continued Promotion:** Communications will continue to promote the Voluntary Exclusion Program, My Lottery Rewards, Cash4Life, and more.
- (2) **Lottery Update:** Roslyn Lane will be featured in the Lottery Update segment on WBAL-TV 11 on 2/27.

## b) Events

### i) Key accomplishments last period:

- (1) **Events:** The agency participated in five events. Had a booth and/or sold tickets at:
  - (a) The annual Maryland State Police Polar Bear Plunge in Annapolis on 1/30;
  - (b) Friends of the Lighthouse Gumbo Fest in Annapolis on 1/31;
  - (c) Coppin State vs. Morgan State basketball game on 2/1;
  - (d) Timonium Motorcycle Show on 2/12-2/14;
  - (e) 17<sup>th</sup> Annual Winter Wine Expo in Bel Air on 2/21.

### ii) Upcoming tasks for this period:

- (1) **Events:** The agency will participate in the following events during the coming month:
  - (a) Towson University basketball game on 2/25;
  - (b) Cosmic Cocktail Party in Baltimore on 3/3;
  - (c) Maryland Home and Garden Show in Timonium on 3/5-3/6 and 3/11-3/13; Planning to do person-on-the-street-style videos promoting Cash4Life at the Home and Garden Show.

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(2) **Event Preparation:** Communications staff will make final preparations for the start of the busy event season with agency participation scheduled for 10 events during April.

c) **Casino program**

i) **Key accomplishments last period:**

(1) **Casino Numbers:** Released January 2016 casino revenue numbers on 2/5. The numbers included financials from both slot machines and live table games.

(2) **Monthly Commission Dashboard:** Prepared and designed the monthly Commission dashboard containing January casino and lottery financial and casino employment information.

ii) **Upcoming tasks for this period:**

(1) **Casino Numbers:** Compile and release casino numbers on 3/7.

(2) **Monthly Commission Dashboard:** Prepare dashboard detailing February 2016 casino and lottery revenue numbers.

(3) **Problem Gambling Awareness Month:** Implement plans to promote Problem Gambling Awareness Month in March.

