

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, Director of Communications

DIVISION: Communications

DATE: February 14, 2017

SUBJECT: Report for the February 2017 Commission Meeting

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, the Daily Record, Gambling Compliance, 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 30 winners of \$10,000 or more (including two \$1 million winners) in the past month. News releases were written on those winners and were posted on the Lottery website and/or sent to the media.

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:

MSP Polar Bear Plunge Coverage: Roslyn Lane and Doug Lloyd of the Communications Division and John Mandley of the Sales Division appeared in the monthly Lottery Update segment on WBAL-TV on 1/28 to promote current and upcoming games and promotions, including the launch of the Powerball Power Cruise contest. Roz Lane broadcast live from WBAL studios while Doug and John appeared in a live report from Sandy Point State Park in Annapolis, where the Lottery had a presence at the annual Polar Bear Plunge.

Midday Drawing, 2/2: Roz also appeared on the midday drawing on Groundhog Day, 2/2, accompanied by Cash4Life mascot “Shadow The Groundhog.”

Ravens Seats for 20 Years Reveal: The Ravens Seats for 20 Years winner reveal, which took place on 2/8 at M&T Bank Stadium received broadcast coverage from Baltimore-area stations WBAL-TV, WMAR-TV and Fox 45-TV and a later interview, on WHAG-TV in Hagerstown. In addition, the reveal was also shown on Facebook Live, which livestreamed the event to the MLGCA website as the reveal occurred.

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 staff member Gail Pelovitz will participate as a sponsor in the St. Jude’s Telethon on Frederick radio station WFRE on 2/17. Director of Communications Carole Gentry will be featured in the next Lottery Update segment on WBAL-TV on 2/25. Rosyln Lane will conduct a radio interview on WNAV-AM during the Gumbo Fest on 2/26.

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, 1/28
- Towson University basketball game, Towson – 2/2
- Timonium Motorcycle Show, Timonium – 2/10 through 2/12

Second-chance Promotions:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all of the agency’s second-chance contests. The Communications team organized and hosted an event on 2/8 at M&T Bank Stadium in Baltimore to announce the winner of the Ravens Seats for 20 Years contest.

Upcoming tasks for this period:

Events:

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

- 17th Annual Winter Wine Expo, Bel Air – 2/19
- Annual Gumbo Fest, Annapolis – 2/26
- Cosmic Cocktail Party, Baltimore – 3/2
- Spring Trade Expo, Ocean City – 3/3
- Maryland Home and Garden Show, Timonium – 3/4 and 3/5 & 3/10 through 3/12

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 staffers.

Public Information Act Requests:

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

Retailer Report:

Communications staff began working on the Retailer Report newsletter covering the period of April through June 2017.

"Retailer Corner:"

Posted twice-weekly blog entries on the "Retailer Corner" section of mdlottery.com. Topics included a welcome to new retailers, information about a bonus opportunity, a "hard recall" alert and more.

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:

Write and edit employee newsletter, The Lottery Gazette and the Retailer Report, a quarterly retailer newsletter that is disseminated to the 4,500+ Lottery retailer statewide network

Casino Program

Key accomplishments last period:

Casino Numbers:

Distributed the January 2017 casino revenue press release on 2/6. The release included financials from both slot machines and table games.

Upcoming tasks for this period:

Casino Numbers:

Distribute the press release containing February casino revenue data on 3/6.