

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 Gentry, Managing Director of Communications

DIVISION: Communications

DATE: March 12, 2018

SUBJECT: Report for the March 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 month by local/regional/industry media, including the Baltimore Sun, Baltimore Business Journal, WBAL-TV, WJZ-TV, WTOP Radio, Delmarva Times, Gambling Compliance.

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 also issued a press release on 3/1 to recognize March as Problem Gambling Awareness Month and issued a press release on 3/5 to report the February 2018 casino revenue figures.

Broadcast Opportunities:

Managing Director of Communications Carole Gentry appeared on WBAL TV-11's monthly Lottery Update segment on 2/24 to discuss upcoming games, prizes and promotions.

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 staffer Roslyn Lane will be featured in the next Lottery Update segment on WBAL-TV on 3/31.

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:

- Cosmic Cocktail Party, Baltimore – 3/1
- Maryland Home and Garden Show, Timonium – 3/3 and 3/4; 3/9 through 3/11

Second-chance Promotions:

Communications staff member Gail Pelovitz 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:

- Baltimore Orioles vs. Minnesota Twins Opening Day Game, Baltimore – 3/29
- Beer, Bourbon & BBQ, Timonium – 4/6 and 4/7
- Red Shoe Shuffle 5K Run & Walk, Baltimore – 4/8
- Maryland Lottery Promotional Partners Luncheon, Baltimore – 4/12
- Savor Bowie Food, Wine & Music Festival, Bowie – 4/21 and 4/22

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 the latest edition of the quarterly Retailer Report newsletter and began working on the next edition of the Gazette employee 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:

Continue the writing and production of the next Gazette employee newsletter and 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.

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

Upcoming tasks for this period:

Daily Drawings:

The drawings team will continue to conduct daily drawings and publish winning numbers, and will be planning the next live remote drawing, which has been scheduled for the month of April.

Members of the drawings and Communications team are working with 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.