

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: January 17, 2017

SUBJECT: Report for the January 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 40 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 in the past month. News releases were written and posted, along with photos (when available) 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: Communications staff member Doug Lloyd conducted a phone interview with WNAV-AM (Annapolis) on 12/16 to discuss games and promotions. Communications staff member Roslyn Lane conducted an on-site radio interview with WWIN-FM (Baltimore) on 12/17 to discuss games and promotions. Director of Communications Carole Gentry was featured in the monthly "Lottery Update" segment and "Gift Guru" on WBAL-TV on 12/18. Communications staff member Brandon Powell was featured in "Gift Guru" segments on WMDT-TV in Salisbury on 12/19 and Fox 45 (Baltimore)

on 12/20. Director Gordon Medenica was interviewed by WJLA-TV (Washington, D.C.) on 1/4 regarding unclaimed lottery prizes. WJLA's story has not yet aired.

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 members Roz Lane and Doug Lloyd will be featured in the next Lottery Update segment on WBAL-TV on 1/28. The segment will include a live report from the Polar Bear Plunge in Annapolis, where the Lottery's Communications staff will have a presence.

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:

- Baltimore Ravens vs. Philadelphia Eagles game, 12/18
- University of Maryland vs. Indiana University basketball game, College Park – 1/10

Second-chance Promotions:

Communications staff member Gail Pelovitz completed procedures and documentation for five second-chance and/or points-for-drawings contests that were run through My Lottery Rewards.

Upcoming tasks for this period:

Events and Community Outreach:

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

- Polar Bear Plunge, Annapolis – 1/28
- Timonium Motorcycle Show, Timonium – 2/10 through 2/12
- 17th Annual Winter Wine Expo, Bel Air – 2/19

Second-chance Promotions:

Communications staff member Gail Pelovitz will continue working on procedures and documentation for five second-chance and/or points-for-drawings contests that were run through My Lottery Rewards.

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 five PIA requests and continued to facilitate the responses to three others, with assistance from the Attorney General's Office and other Agency staff.

Retailer Report:

Communications staff wrote, designed and published the "Retailer Report" newsletter covering the period of January through March 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 the internal Lottery Gazette and the Retailer Report, a quarterly retailer newsletter.

Casino Program

Key accomplishments last period:

Casino Numbers:

Released December 2016 casino revenue numbers on 1/5. The numbers included financials from both slot machines and table games. Received email inquiries and phone calls from a variety of media outlets anxious to see the numbers with the addition of MGM National Harbor.

Monthly Commission Dashboard:

Contributed to the preparation of the December Commission dashboard containing lottery and casino financial information and casino employment information.

Upcoming tasks for this period:

Casino Numbers: Compile and release the January casino numbers on 2/6.

Monthly Commission Dashboard:

Contribute to the preparation of the January 2016 Commission dashboard.