

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center  
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TO: Maryland Lottery and Gaming Control Commission  
Gordon Medenica, Director

FROM: Carole Everett, Director of Communications

DIVISION: Communications

DATE: June 15, 2016

SUBJECT: Report for the June 2016 Commission Meeting

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

## 1) Communications (5/26/2016 - 6/22/2016)

### a) Media Relations

#### i) Key accomplishments last period:

- (1) **News Articles:** A total of 64 articles on the Maryland Lottery and/or Maryland's casinos were published by local/regional/industry publications and on news/blog websites, including the Baltimore Sun, Washington Post, Baltimore Business Journal, the Daily Record and more. Answered inquiries from several reporters regarding lottery and casino.
- (2) **Winner Interviews and News Releases:** More than 35 winners (from \$10,000 to \$1 million) 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) **Daily News Headlines:** Each weekday, Communications staff sent news clip emails to Maryland Lottery and Gaming staff and members of the Commission. Each email contained links to multiple media articles.
- (4) **Broadcast Opportunities:** Communications staff member Roz Lane was featured in the monthly "Lottery Update" segment on WBAL TV-11 on 5/28; Director Medenica spoke with the Baltimore Business Journal, WJZ-TV and WMDT-TV about recent casino numbers on 6/6; Erica Palmisano recorded an interview via phone with the Frederick bureau of WFMD-AM on 6/6; Doug Lloyd and Brandon Powell were interviewed live at Horseshoe Casino's "The Price is Right" auditions on 6/10 and Roz Lane and Doug Lloyd called into WNAV-AM each week to discuss Lottery products and promotions as part of a summer-long "Bird Bites" series.
- (5) **Winner Awareness:** In addition to winner interviews, blog posts and media alerts, Communications continued its 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.

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- (6) **Soon-to-expire tickets:** Two \$1 million tickets (Powerball and Mega Millions) are due to expire in July. The team contacted news media, and promoted on social media and at events.

## ii) Upcoming tasks for this period:

- (1) **The Buddy Roogow Winner's Circle:** Communications will continue plans for the winners' room dedication. In the process of creating media materials, signage, a new winners' guide and more.
- (2) **Broadcast Opportunities:**
- (a) Lottery Update: Carole Everett will be featured in the next monthly Lottery Update segment on WBAL-TV 11 on 6/25;
  - (b) Remote Drawings: Drawings team will hold a live Evening Pick 3 and Pick 4 drawing at the Chesapeake Crab and Beer Festival on 6/25.
- (3) **Trade publications:** The team will respond to an information request from Lottery Insights magazine.

## b) **Events and Second-Chance Promotions**

### i) Key accomplishments last period:

- (1) **Events and Community Outreach:** Communications, along with sales, set up a booth, interacted with patrons, promoted various products and sold tickets at:
- (a) Frederick Keys minor league baseball game, Frederick – 6/3;
  - (b) Capital Jazz Fest, Columbia – 6/4 and 6/5;
  - (c) Baltimore Orioles vs. Kansas City Royals, Baltimore – 6/6;
  - (d) "The Price is Right" show auditions, (Horseshoe Casino), Baltimore – 6/10;
  - (e) Heavy Seas Blunderbuss, Baltimore – 6/11;
  - (f) HonFest, Baltimore – 6/11 and 6/12;
  - (g) Beer, Bourbon & BBQ, National Harbor – 6/17 and 6/18.
- (2) **"Crab Crawls:"** The Communications team visited seafood-themed Lottery retailers in Calvert, Charles and Montgomery counties where they promoted the Crab Cash scratch-off ticket and second-chance contest.
- (3) **Presentations:** Carole Everett and Doug Lloyd gave a presentation about Maryland Lottery and Gaming at the Rosedale Senior Center's Town Hall meeting on 6/22.
- (4) **Second-chance promotions:** Gail Pelovitz continued work on rules, procedures and fulfillment of all of the agency's second-chance contests.

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

(1) **Events:** The Communications staff has kicked into full gear during its busy events season by participating in the following events during the coming month:

- (a) Bowie Baysox Minor League game, Bowie – 6/23;
- (b) Aberdeen Ironbirds Minor League game – 6/24;
- (c) Chesapeake Crab and Beer Festival, Baltimore – 6/25;
- (d) Frederick Keys Minor League game, Frederick – 7/1;
- (e) African American Heritage Festival, Baltimore – 7/2, 7/3;
- (f) Bowie Baysox Minor League game, Bowie – 7/7;
- (g) Southern Maryland Blue Crabs Minor League game, Waldorf – 7/8;
- (h) Taste of Cambridge Crab Cook-off and Festival, Cambridge – 7/9;
- (i) Aberdeen Ironbirds Crabfeast and game, Aberdeen - 7/13;
- (j) Annapolis Irish Festival, Annapolis – 7/15, 7/16;
- (k) Delmarva Shorebirds Minor League game, Salisbury – 7/22

(2) **Presentations:** Communications will prepare a presentation for Director Medenica to give at the Silver Spring-Kensington Rotary Club's quarterly meeting on July 12.

c) **Correspondence, Newsletters and PIA Requests**

i) **Key accomplishments last period:**

- (1) **Correspondence:** Approximately 200 e-mail inquiries and letters were received and answered by Communications staffers.
- (2) **Public Information Act Requests:** Communications staffers received and responded to PIA requests with assistance from the Attorney General's Office.
- (3) **"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.

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

- (1) **Correspondence:** Continue providing timely, accurate and complete responses to e-mail and other written inquiries.
- (2) **Public Information Act Requests:** Continue providing timely, accurate and complete responses to PIA requests.
- (3) **Newsletters:** Write and edit the internal Lottery Gazette and the Retailer Report, a quarterly retailer newsletter.

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## d) Casino Program

### i) Key accomplishments last period:

- (1) **Casino Numbers:** Released May 2016 casino revenue numbers on 6/6. The numbers included financials from both slot machines and table games.
- (2) **Monthly Commission Dashboard:** Prepared and designed the monthly Commission dashboard containing April casino and lottery financial and casino employment information.

### ii) Upcoming tasks for this period:

- (1) **Casino Numbers:** Compile and release casino numbers on 7/6.
- (2) **Monthly Commission Dashboard:** Prepare dashboard detailing June 2016 casino and lottery revenue numbers.

