

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: March 9, 2017

SUBJECT: Report for the March 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 25 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, Baltimore Business Journal, The Daily Record, Gambling Compliance, the Associated Press, 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 40 winners of \$10,000 or more in the past month, with approximately 50% agreeing to some form of publicity. 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 mark the start of National Problem Gambling Awareness Month; and issued a press release on 3/6 to report the February 2017 casino revenue figures.

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 Gail Pelovitz was interviewed by Fox 45 in Baltimore on 2/22 regarding the Powerball jackpot. Director of Communications Carole Gentry was interviewed by WMDT-TV in Salisbury on 2/22 regarding the Powerball jackpot and on 3/1 regarding Problem Gambling Awareness Month. Communications staff member Doug Lloyd appeared on the monthly Lottery Update segment on WBAL-TV on 2/25 to discuss upcoming games and promotions,

including Home Run Riches, the \$2,000,000 Fortune ticket and the Powerball Power Cruise contest. Communications staff members Doug Lloyd and Roslyn Lane were interviewed by WNAV radio in Annapolis on 2/26 during the Lottery's appearance at the Gumbo Fest in Annapolis.

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:

Carole Gentry will be featured in the next Lottery Update segment on WBAL-TV on 3/25.

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:

- 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; and 3/10 through 3/12

Second-chance Promotions:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all of the agency's second-chance contests.

Upcoming tasks for this period:

Events:

The Communications staff will manage the Lottery's presence at the following upcoming events:

- Beer, Bourbon & BBQ, Timonium – 3/31 and 4/1
- Red Shoe Shuffle 5K Run & Walk, Baltimore – 4/2
- Orioles Opening Day, Baltimore – 4/3

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 staffers completed the response to one PIA request and continued coordinating responses to four others with assistance from the Attorney General's Office and other Agency staff.

Retailer Report:

Communications staff completed the April through June 2017 Retailer Report newsletter.

"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.

DRAWINGS MANAGEMENT

Key accomplishments last period:

Daily Drawings:

Training was completed for two new drawings team members. The Lottery's twice-daily drawings of Pick 3/Pick 4, the Bonus Match 5 and 5 Card Cash daily drawings 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.

Upcoming tasks for this period:

Daily Drawings:

The drawings team will continue to conduct daily drawings and publish winning numbers, and will be evaluating locations for the Lottery's next remote drawing.