

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: November 10, 2016

SUBJECT: Report for the November 2016 Commission Meeting

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

Media Relations

Key accomplishments last period:

News Articles:

17 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 casinos.

Winner Interviews and News Releases:

15 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.

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 Roslyn Lane was featured in the monthly "Lottery Update" segment on WBAL-TV on 10/29. Communications staff member Doug Lloyd did Baltimore Ravens radio pregame appearances on 98 Rock and WBAL-AM on 11/6 and 11/10 to discuss Lottery games and promotions and current jackpot amounts.

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 be featured in the next monthly "Lottery Update" segment on WBAL-TV on 11/26. Communications will seek additional broadcast opportunities. Communications staff is in the process of setting up media interviews to promote upcoming holiday scratch-offs and second-chance promotions.

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:

- Across The Bay 10K, Annapolis – 11/5
- Baltimore Ravens vs. Pittsburgh Steelers game – 11/6
- Baltimore Ravens vs. Cleveland Browns game – 11/10

Second-chance Promotions:

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

Live Drawing:

The Communications team planned and conducted a live Pick 3/Pick 4 drawing at M&T Bank Stadium prior to the start of the Baltimore Ravens game against the Cleveland Browns on 11/10.

Upcoming tasks for this period:

Events:

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

- Baltimore Ravens vs. Miami Dolphins game, 12/4
- Baltimore Ravens vs. Philadelphia Eagles game, 12/18

Second-chance promotions:

Gail Pelovitz will continue working on procedures and fulfillment of all of the agency's second-chance contests:

- **Ravens Second-chance Promotion Winners' Event – 11/29:**
To be held at M&T Bank Stadium. The event will include five fans who won a trip on the Ravens' team plane to attend the 12/12 game at the New England Patriots. The winners were drawn through the Maryland Lottery's Ravens second-chance promotion. Each winner will be permitted to bring one guest to travel by plane to Massachusetts, receive tickets to the game, a one-night hotel stay, \$500 spending money, and participate in a meet-and-greet with a Ravens player.
- **Ravens Second-chance Promotion: Travel with the Team – 12/11 and 12/12:**
Lottery staffers will accompany trip winners to see the Ravens play the New England Patriots.

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 the response to one PIA request and continued to facilitate the response to three others, with assistance from the Attorney General's Office and other Agency staff.

Retailer Report:

Communications staff published the Retailer Report newsletter covering the period of October through December.

"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.

Gazette Newsletter:

Communications staff produced and disseminated the internal Gazette employee newsletter for Fall 2016.

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 October 2016 casino revenue numbers on 11/4. The numbers included financials from both slot machines and table games.

Monthly Commission Dashboard:

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

Upcoming tasks for this period:

Casino Numbers: Compile and release the November casino numbers on 12/5.

Monthly Commission Dashboard:

Contribute to the preparation of the November 2016 Commission dashboard.