

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, Managing Director of Communications

DIVISION: Communications

DATE: November 7, 2017

SUBJECT: Report for the November 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 15 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 and more.

Winner Interviews and News Releases:

Communications staff interviewed more than 20 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 issued a press release on 11/1 to announce the approval, by the Board of Public Works, of the Lottery's contract award to WBAL-TV for televised drawings and related services. A press release was issued on 11/2 to announce the Ravens away-trip winners who will be traveling with the team to Green Bay for the November 19 game. A press release was also issued on 11/6 to report the October 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 covering the lottery and gaming industries.

Broadcast Opportunities:

Managing Director of Communications Carole Gentry appeared on the monthly Lottery Update segment on WBAL-TV on 10/28 to discuss upcoming games and promotions. Communications staff member Doug Lloyd conducted radio interviews on WBAL-AM and WIYY-FM during Baltimore Ravens pregame coverage on 10/26 to discuss the Ravens scratch-off tickets and second-chance

promotion. WBAL-TV and WJZ-TV interviewed Communications staff member Gail Pelovitz, along with the winners of the Ravens away-trip prize on 11/2.

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 member Doug Lloyd will be featured in the next Lottery Update segment on WBAL-TV on 11/25.

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:

- Baltimore Ravens vs. Miami Dolphins football game, Baltimore – 10/26
- BARCStoberfest, Baltimore – 10/28
- Across The Bay 10K, Annapolis – 11/3 and 11/4
- University of Maryland vs. Michigan basketball game, College Park – 11/11

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 Ravens vs. Houston Texans football game, Baltimore – 11/27
- Baltimore Ravens vs. Detroit Lions football game, Baltimore – 12/3

Second-chance Promotions:

Communications staff member Gail Pelovitz will accompany the winners of the Ravens away-trip second-chance contest to the Baltimore Ravens game at the Green Bay Packers on 10/17, and 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 continued the writing and production of upcoming issues of the Gazette employee newsletter and the quarterly Retailer Report 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:

The Gazette employee newsletter will be completed and distributed to staff in November. The Retailer Report will be published online in December, with print copies delivered to retailers in January.

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.

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The drawings team also planned, choreographed and conducted a special live remote Pick 3/Pick 4 drawing on 10/31 at Baltimore's Westminster Hall, site of Edgar Allan Poe's final resting place. The dramatic, one-of-a-kind production captured the essence of the Halloween spirit, with costumed characters featured throughout the spooky drawing.

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, scheduled for the Ravens vs. Texans game on Monday night, November 27.