

# 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: September 12, 2016

SUBJECT: Report for the September 2016 Commission Meeting

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

## Media Relations

### **Key accomplishments last period:**

#### **News Articles:**

A total of 22 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:**

More than 40 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 18 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.

#### **Remote Drawing/Live TV Broadcast:**

The drawings team planned and executed a live evening Pick 3 and Pick 4 remote drawing at the Maryland State Fair on 8/26.

**Broadcast Opportunities:** Communications staff member Roslyn Lane conducted a live radio interview on Baltimore's 98 Rock on 8/26 to talk about the Ravens scratch-offs and second-chance contest and the Lottery's presence at the State Fair, and was featured in the monthly "Lottery Update" segment on WBAL-TV on 8/27.

Gail Pelovitz conducted two on-camera interviews (WBAL-TV 11 and WJZ TV 13) at M&T Bank Stadium to discuss the three recent winners of 2016 Ravens season tickets. (See “Ravens Second-chance Promotion Winners’ Event”, Page 3.)

### **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:**

Doug Lloyd will be featured in the next monthly “Lottery Update” segment on WBAL-TV on 9/24. Communications will seek additional broadcast opportunities.

## **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:

- **Maryland Association of Counties Summer Conference (8/17 – 8/20):**  
Communications staff planned Maryland Lottery and Gaming’s presence at the MACo Conference in Ocean City and staffed the Lottery booth from 8/17 through 8/20. Messaging and booth signage emphasized the FY 2016 figures.
- **Maryland State Fair 8/26-9/5):**  
Led by Gail Pelovitz, the Communications staff planned and executed the Lottery’s presence at the State Fair for eleven days, from 8/26 through 9/5. Communications staff coordinated games, activities and prizes for visitors to the Lottery’s 28x80 ft. display in the lobby of the Exhibition Hall, which featured a Maryland and Ravens themed design. Communications staff also planned and produced a live stage event on 9/3 that included a game-show-style contest for pre-selected second-chance winners. “Maryland Man” and the “Powerball” were on hand to dance and entertain the crowd.
- Maryland State Fair remote drawing – 8/26 (See above)
- Baltimore Ravens vs. Detroit Lions preseason game – 8/27

- WMDA/Car Convention, Ocean City – 9/8 to 9/10
- In The Street, Frederick – 9/10
- Baltimore Ravens vs. Buffalo Bills game – 9/11

## **Second-chance Promotions:**

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

- **Ravens Second-chance Promotion Winners' Event – 8/31:**

Held at M&T Bank Stadium. The event featured three fans who celebrated receipt of their 2016 season ticket prizes, which were awarded through the Maryland Lottery's Ravens second-chance promotion. Three prizes included two pairs of club level and one pair of lower level tickets with parking. Each of the three winners a guest were driven by private car to M&T Bank Stadium, greeted by Ravens cheerleaders and Poe and taken on a \$500 shopping spree at the team store.

## **Upcoming tasks for this period:**

### **Events:**

The Communications staff's busy events season will continue in the coming month:

- Delmarva Bike Week, Salisbury – 9/16 to 9/18
- Maryland Wine Festival, Westminster – 9/17 and 9/18
- Baltimore Orioles vs. Boston Red Sox game – 9/22
- Zero Prostate Cancer Run/Walk, Towson – 9/25
- Mermaid's Kiss Oyster Fest, Baltimore – 9/29
- Mid-Atlantic Food, Beverage & Lodging Expo, Timonium – 9/27 and 9/28
- Baltimore Ravens vs. Oakland Raiders game – 10/2
- Purple Evening, Baltimore – 10/3
- Purple Evening Remote Drawing – 10/3
- Endless Cruisin', Ocean City – 10/6 to 10/9
- Baltimore Ravens vs. Washington Redskins game – 10/9

## **Second-chance promotions:**

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 150 e-mail inquiries and letters were received and answered by Communications staffers.

**Public Information Act Requests:**

Communications staffers completed responses to three PIA requests with assistance from the Attorney General's Office and other Agency staff.

**Retailer Report:**

Communications staff produced and 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 published the internal Gazette employee newsletter for Summer 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 August 2016 casino revenue numbers on 9/6. The numbers included financials from both slot machines and table games.

**Monthly Commission Dashboard:**

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

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## **Upcoming tasks for this period:**

**Casino Numbers:** Compile and release the September casino numbers on 10/7.

## **Monthly Commission Dashboard:**

Contribute to the preparation of the September 2016 Commission dashboard.