

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center  
1800 Washington Blvd., Suite 330  
Baltimore, Maryland 21230

Tel: 410-230-8800  
TTY users call Maryland Relay  
www.mdlottery.com

TO: Maryland Lottery and Gaming Control Commission  
Gordon Medenica, Director

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: September 19, 2017

SUBJECT: Report for the August 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, TV stations in both Baltimore and Washington, D.C., and more. Communications staff members also answered inquiries from several reporters regarding lottery and casino fiscal data, a \$1 million Powerball winner, a Cash4Life top-prize winner and winners of Ravens season tickets that were awarded in a second-chance contest.

#### **Winner Interviews and News Releases:**

Communications staff interviewed more than 25 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 9/6 to report the August 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 Roslyn Lane appeared on 98 Rock (WIYY-FM, Baltimore) on 8/25, and 98 Rock also broadcast live to discuss Lottery games and promotions at the State Fair on 8/25. Communications staff member Doug Lloyd appeared on the monthly Lottery Update segment on WBAL-TV on 8/26 to discuss upcoming games and promotions. Director of Communications Carole

Bober Gentry appeared on WMAR-TV's Midday Maryland on 9/15 to discuss the Lottery's Ravens scratch-off tickets and second-chance promotion. Doug Lloyd also participated in a live radio show for WBAL-AM's Monday night Raven's Show to talk about the Ravens partnership.

## **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 Roslyn Lane will be featured in the next Lottery Update segment on WBAL-TV on 9/30.

## **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:

- Southern Maryland Bluecrabs minor league baseball game, Waldorf – 8/25
- Live remote drawing at the Maryland State Fair – 8/25
- Maryland State Fair, Timonium – 8/25 through 9/4
- Maryland Lottery Day, Timonium - \$100,000 State Fair Giveaway event – 9/2
- Baltimore Ravens vs. Buffalo Bills preseason football game, Baltimore – 8/26
- In the Street Festival, Frederick – 9/9
- Delmarva Bike Week, Salisbury – 9/15 through 9/17
- Maryland Wine Festival, Westminster – 9/16 and 9/17
- Baltimore Ravens vs. Cleveland Browns football game, Baltimore – 9/17

#### **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:

- Mermaid Kiss Oyster Fest, Baltimore – 9/21
- Zero Prostate Cancer Run/Walk, Towson – 9/24

- Mid-Atlantic Food, Beverage & Lodging Expo, Timonium – 9/26 and 9/27
- Baltimore Ravens vs. Pittsburgh Steelers football game, Baltimore – 10/1
- Endless Summer Cruisin', Ocean City – 10/5 through 10/8
- Across The Bay 10K, Chesapeake Bay Bridge – 10/7
- Morgan State vs. Savannah State football game, Baltimore – 10/14
- Baltimore Ravens vs. Chicago Bears football game, Baltimore – 10/15

## **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 staff completed responses to numerous PIA requests with assistance from the Attorney General's Office and other Agency staff.

#### **Newsletters:**

Communications staff completed and distributed the latest Gazette employee newsletter in September, and began writing and production of the quarterly Retailer Report newsletter covering October through December 2017.

#### **"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:**

Begin writing the next edition of the Gazette employee newsletter, scheduled for distribution to staff in November.

## **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. The drawings team also planned and successfully completed a live, remote drawing on 8/25 at the Maryland State Fair in Timonium.

### **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.