

# 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 Everett, Director, Communications

DIVISION: Communications

DATE: January 21, 2016

SUBJECT: Report for the January 2016 Commission Meeting

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

## 1) Communications (12/18 - 1/28)

### a) Media relations

#### i) Key accomplishments last period:

- (1) POWERBALL FRENZY! The Powerball jackpot rose to a world-record \$1.6 BILLION. The Communications team was out in full force, promoting the jackpot, answering questions from media and the public and securing as many non-paid media opportunities as possible throughout the state. Staff was also busy interviewing a constant stream of more than 39 winners, writing news releases and creating media buzz with oversized check presentations to the retailers that sold the \$1 million winning tickets.

#### **Fast facts about Maryland's Powerball "roll:"**

(a) Director Medenica and Communications staff participated in 57 interviews.

- 22 television interviews conducted in Baltimore and DC media markets, as well as Western Maryland and Eastern Shore stations. Those include: WBAL-TV, WBFF FOX-45, WJZ-TV, WMAR-TV, Me TV (WBAL's + channel), WHAG (Hagerstown), WUSA\*9 (DC), WTTG FOX-5 (DC), WMDT (Eastern Shore) and TVN24 (Warsaw, Poland!).
- 23 radio interviews in all media markets. These include WIYY 98 Rock, MIX 106.5, WLIF 101.9, WBAL-AM, WNAV-AM, MAGIC 100.5 Allegany County, WFMD Frederick, WAFY Frederick, WFRE Frederick, WMAL DC, WRQX DC, WRQX DC, WKTT Cat Country Delmarva, WCTR Salisbury, FROGGY 99.9 Salisbury and WCEI Salisbury.
- 12 newspaper/news articles in The Washington Post, Baltimore Sun, Daily Record, Baltimore Business Journal, Capital-Gazette, Salisbury Daily Times, Carroll County Times and the Frederick News Post.

(b) Communications staff wrote 39 news releases about the ever-rising, world-record-jackpot and winners claiming Powerball prizes.

- (2) Cash4Life: Prepared and executed a team communications plan. Sent press release and delivered full media kit (complete with Cash4Life cookies!) to all major media in Maryland/DC. Contacted Promotional Partners and secured interviews about the new multi-state game.
  - **Half-time promotion during University of Maryland Basketball Game:**  
The Cash4Life kick-off is tonight, 1/28, at the XFINITY Center for the Terps vs. Iowa game. This fun promotional event will feature Lottery staff in “Money Suits”, a life-sized groundhog mascot, the Lottery booth – complete with signage, Cash4Life giveaways, a prize wheel, free single-use coupons (which will be given away to all attendees 18+) and more. Most importantly, the Lottery will wheel out a money machine to center court during the half (Attendees will enter a drawing to get into the machine prior to halftime.) One winner will get in and collect all of the money he/she can in 30 seconds and four people will be chosen to stand on the court and receive half of the total money the winner collects from the machine. While all the action is taking place, the on-court announcer will be explaining the promotion – and also the new Cash4Life game.
  - Filmed a "Man on the Street" video for the Cash4Life debut. The video asked randomly selected people what they would do with a \$1,000 a week for life.
- (3) More than 350 e-mail inquiries from Lottery players were answered by Communications staffers.
- (4) Worked with Lottery Insights' Patricia McQueen on articles about the recent world-record Powerball run and the Maryland Lottery's apps.
- (5) A total of 71 Maryland lottery and casino-related articles were printed in local and regional papers and on news/blog websites, including the Baltimore Sun, Washington Post, Baltimore Business Journal, the Daily Record and more.
- (6) 80+ high-level winners were interviewed by Communications staff. News releases were written for each of them and were posted on the Lottery website and/or sent to the media.
- (7) Communications staff sent daily news headlines each weekday through the month.
- (8) Erica Palmisano, featured in the “Lottery Update” segment on WBAL TV-11 on 12/26.
- (9) Promoted Maryland Lottery scratch-off and game subscriptions as gifts (participated in several interviews as detailed last month).
- (10) Continued preparations on all aspects of the Cash4Life communications plan, including media kits, halftime contest and more.
- (11) Researched and answered four Public Information Act requests with assistance from the Office of the Attorney General.
- (12) Completed the new in-print Retailer Report, which was distributed to the Lottery's 4,500+ retailers throughout the state.
- (13) Continued work on the winner awareness campaign, highlighting the wins of event attendees on Facebook, Twitter and Instagram.

**ii) Upcoming tasks for this period:**

- (1) Will continue to promote the Voluntary Exclusion Program, My Lottery Rewards, and more.
- (2) Carole Everett will be featured in the Lottery Update segment on WBAL-TV 11 on 1/30.

**b) Events**

**i) Key accomplishments last period:**

- (1) The agency had a presence at three events, including Horseshoe Casino Baltimore's VIP Club members' event on 12/20; the Ravens vs. the Kansas City Chiefs on 12/20; and the Ravens vs. the Pittsburgh Steelers on 12/27.

**ii) Upcoming tasks for this period:**

- (1) Will execute the Cash4Life kickoff (detailed above) at tonight's Terps vs. Iowa game at the Xfinity Center.
- (2) Will have a booth/sell tickets at the annual MSP Polar Bear Plunge in Annapolis on 1/30; Friends of the Lighthouse GumboFest in Annapolis on 1/31; Coppin State vs. Morgan State on 2/1; and the Timonium Motorcycle Show on 2/12-2/14.

**c) Casino program**

**i) Key accomplishments last period:**

- (1) Released December 2015 casino revenue numbers on 1/5. The numbers included financials from both slot machines and live table games.
- (2) Prepared and designed the monthly Commission dashboard containing December casino and lottery financial and employment information.

**ii) Upcoming tasks for this period:**

- (1) Prepare dashboard detailing January 2016 casino and lottery revenue numbers. Release casino numbers on 2/5.