

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • John Martin, 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
John Martin, Director

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: December 7, 2021

SUBJECT: Report for the December 2021 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 40 articles or segments on the Maryland Lottery, Maryland's casinos, and/or Maryland's sports wagering program were broadcast and/or published online in the past month by local/regional/industry media including WBAL-TV (Baltimore); WJZ-TV (Baltimore); Fox 5 (Washington, D.C.), WTOP radio (Washington, D.C.); WDVM-TV (Hagerstown); Gambling Compliance; the Baltimore Sun, Maryland Matters and the Baltimore Business Journal.

Broadcast Opportunities:

Communications staff member Roslyn Lane appeared via Zoom for the Lottery Update segment on WBAL-TV on 11/27 to discuss the latest games and promotions. Communications staff member Doug Lloyd continues his weekly Monday night interviews on WBAL Radio. He will also participate in interviews on 98 Rock's Baltimore Ravens pregame show before all home games and will appear in holiday-themed Gift Guru segments on 12/11 on WBAL-TV and on 12/14 on Fox 45 in Baltimore. Doug will also appear in the Lottery Update segment on WBAL-TV on 12/18.

Lottery Director John Martin and other Lottery staff are continuing a series of weekly virtual interviews with Nestor Aparicio for WNST/baltimorepositive.com. The recorded segments are available each Friday. Director Martin appeared on 11/19 and 11/26, and Managing Director of Communications Carole Gentry appeared on 12/3. Director Martin was also interviewed on WBOC-TV (Eastern Shore) on 11/12; 105.7 The Fan, Fox 5 (DC) and WVDM (Hagerstown) on 11/18; and again on WBOC (Eastern Shore) on 11/19 to discuss Maryland's sports wagering program. Director Martin also participated in a panel discussion for a sports betting webinar held by Gambling Compliance on 11/16. On 12/6, Director Martin was interviewed by WBAL-TV to discuss the latest sports wagering news.

Interviews and News Releases:

On 6/14, the Communications staff resumed in-person interviews with winners who claim prizes of \$20,000 or more at the Lottery's Customer Resource Center in Baltimore. In the interests of customer and staff safety during the COVID-19 pandemic, these interviews were conducted by phone for nearly a year. Winner stories are published on mdlottery.com. Winners may remain

anonymous, but stories include names or photos of winners who give written consent for publicity regarding their prizes.

Communications staff issued the following news releases in the past month:

- 11/18 — Statewide news release to report that five facilities were awarded licenses by the Sports Wagering Application Review Commission (SWARC), and that the Maryland Lottery and Gaming Control Commission (MLGCC) found PointsBet qualified as a sports wagering operator partner.
- 12/2 — Statewide news release to report that the MLGCC found Long Shot's and Riverboat on the Potomac have met the qualification requirements for sports wagering facility licenses.
- 12/6 — Statewide news release to report the November casino revenue figures.
- Every Monday (the next day if there is a holiday) — Statewide news release, "The Week in Winners," listing each Lottery ticket worth \$10,000 or more that was sold or claimed in the preceding seven days.

Daily News Headlines:

Communications staff sent daily news headline emails to Maryland Lottery and Gaming employees and members of the Commission during each day of the five-day workweek. Each email contained links to multiple media articles covering the lottery and gaming industries.

EVENTS AND SECOND-CHANCE PROMOTIONS

Events and Community Outreach:

The coronavirus state of emergency led to the postponement or cancellation of many events since mid-March of 2020 where the Communications staff was planning to attend and promote the Lottery. Assistant Director of Communications for Events and Promotions Gail Pelovitz is maintaining contact with the operators of these events and is in the process of building out our Events Calendar through the 2022 calendar year.

In the past month, the Communications staff managed the Lottery's presence at the following events:

- Morgan State vs. Georgetown football game, Baltimore — 11/20
- Baltimore Ravens vs. Cleveland Browns game, M&T Bank Stadium, Baltimore — 11/28
- Midnight Madness, Annapolis — 12/2
- University of Maryland vs. Northwestern basketball game, College Park — 12/5

The Communications staff will manage the Lottery's presence at the following upcoming events during the next month:

- Midnight Madness, Annapolis — 12/9
- Eleventh Hour, Annapolis — 12/16
- Baltimore Ravens vs. Green Bay Packers game, M&T Bank Stadium, Baltimore — 12/19
- Baltimore Ravens vs. Los Angeles Rams game, M&T Bank Stadium, Baltimore — 1/2
- Baltimore Ravens vs. Pittsburgh Steelers game, M&T Bank Stadium, Baltimore — 1/9
- University of Maryland vs. Rutgers basketball game, College Park — 1/15

MLGCA Food Drive:

Communications Division staff members coordinated an Agency-wide food drive and delivered 321 pounds of non-perishable food items to the Maryland Food Bank in Baltimore on 11/30.

Toys for Tots:

The Agency is conducting a toy donation drive to benefit Toys For Tots. Communications Division staff members will join staff from the Sales Division and vendor partner Scientific Games to donate toys during a live appearance on Fox 45 Morning news on 12/10.

Second-chance Promotions:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance contests.

CORRESPONDENCE, NEWSLETTERS, PIA REQUESTS AND COMMUNICATIONS**Correspondence:**

More than 100 email inquiries and letters were received and answered by Communications staff over the past month. Communications staff continue to provide timely, accurate and complete responses to email and other written inquiries.

Public Information Act Requests:

Communications staff completed responses to PIA requests with assistance from the Attorney General's Office and other Agency staff, and continues to provide timely, accurate and complete responses to any such inquiries.

Newsletters:

Communications staff members Debbie McDaniel-Shaughney and Mary Clark are nearing completion of the Retailer Report newsletter covering the period of January through Marcy 2022. Writing of the next Gazette employee newsletter is underway.

"Retailer Corner:"

Communications staff continued posting three to five blog entries per week on the "Retailer Corner" section of mdlottery.com.

DRAWINGS MANAGEMENT**Daily Drawings:**

Twice-daily drawings of Pick 3/Pick 4, daily drawings of Bonus Match 5 and 5 Card Cash and twice-weekly drawings of Multi-Match were conducted successfully. The drawings team also ensured that winning numbers for those games and 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 is also preparing for the arrival of two new Pick 5 machines in preparation for an additional draw game that will join the daily televised Pick 3 and Pick 4 drawings in 2022.