

TO: Maryland Lottery and Gaming Control Commission
John Martin, Director

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: January 11, 2022

SUBJECT: Report for the January 2022 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 50 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 months by local/regional/industry media including WBAL-TV (Baltimore); WJZ-TV (Baltimore); Fox 5 (Washington, D.C.), WTOP radio (Washington, D.C.); the Washington Post; the Baltimore Sun, the Baltimore Business Journal and Bloomberg.

Broadcast Opportunities:

Communications staff member Doug Lloyd appeared via Zoom in a Lottery Gift Guru segment on WBAL-TV in Baltimore on 12/11 and did Gift Guru segments in-studio at Fox 45 in Baltimore on 12/14 and at WMDT-TV in Salisbury (recorded 12/20 and aired 12/21). The segments paired the Lottery's holiday-themed tickets with holiday gift ideas from local small businesses. Doug also appeared via Zoom in the monthly Lottery Update segment on WBAL-TV on 12/18 to discuss the latest games and promotions, and he participated in weekly radio interviews each Friday to discuss Lottery news on WNAV-AM in Annapolis. He also continued his weekly Monday night interviews on WBAL Radio and participated in interviews on 98 Rock's Baltimore Ravens pregame show before all home games. Communications staffers participated in radio interviews in early January regarding the Powerball jackpot, which rolled to \$632 million before it was hit on 1/5: Doug (1/5 on WSMD in Mechanicsville); Roslyn Lane (1/3 on 98 Rock; 1/5 on WPOC in Baltimore and WMZQ in Washington, D.C.); and Gail Pelovitz (1/5 on WFRE in Frederick). Managing Director, Communications Carole Gentry will appear on the Lottery Update segment on WBAL-TV via Zoom on 1/29.

Lottery Director John Martin and other Lottery staff are continuing a series of weekly video conference interviews with Nestor Aparicio for WNST/baltimorepositive.com. The recorded segments are available each Friday. Director Martin appeared on 12/19 and 12/31, and Communications staff member Roslyn Lane appeared on 1/7.

Winner Interviews and News Releases:

On 1/5, in the interests of customer and staff safety amid the COVID-19 pandemic, Communications staff members temporarily adjusted their winner interview procedures. A Communications staff member greets each winner of \$20,000 or more who claims a prize at the Lottery's Customer

Resource Center in Baltimore. The staff member provides the winner with a gift bag and makes arrangements to speak to the winner by phone at a later time rather than interviewing the winner in person. 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:

- 12/9 — Statewide news release to report that the MLGCC issued a sports wagering license to MGM National Harbor.
- 12/10 — Statewide news release to report that the MLGCC issued sports wagering licenses to Live! Casino and Horseshoe casino.
- 12/16 — Statewide news release to report that the MLGCC found Greenmount Station qualified for a sports wagering license.
- 12/17 — Statewide news release to report that the MLGCC issued a sports wagering license to Ocean Downs Casino.
- 12/23 — Statewide news release to report that the MLGCC issued a sports wagering license to Hollywood Casino.
- 1/5 — Statewide news release to report December 2021 casino revenue.
- 1/7 — News release to announce the addition of new sales and marketing director Solomon Ramsey to the agency.
- 1/10 — Statewide news release to report December 2021 sports wagering revenue.
- 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 for 2022.

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

- 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

The Communications staff will manage the Lottery’s presence at the following upcoming events during the next month. The team will continue to follow proper social distancing guidelines and make adjustments to the schedule based on any new COVID protocols that are implemented prior to the events taking place.

- University of Maryland vs. Rutgers basketball game, College Park — 1/15
- Morgan State University basketball doubleheader, Baltimore — 1/22
- Towson University vs. Drexel basketball game — 1/29
- University of Maryland vs. Michigan State basketball game — 2/1

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:

In December, Communications staff members Debbie McDaniel-Shaughney and Mary Clark published the Retailer Report newsletter covering January through March and the December edition of the Gazette employee newsletter. Writing and production of the next Retailer Report newsletter covering the period of April through June and the next Gazette are in progress.

"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 continues to follow proper social-distancing protocols to ensure the safety of drawing officials, announcers and other TV team members who are on-site at the drawings studio.

Preparations for the launch of Pick 5 are in progress, including rehearsals, timing and testing of the new Pick 5 machines in conjunction with WBAL-TV and TV drawings producer, REJ.