

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: April 14, 2022

SUBJECT: Report for the April 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 month by local/regional/industry media including WBAL-TV (Baltimore); WJZ-TV (Baltimore); Fox 5 (Washington, D.C.), WTOP radio (Washington, D.C.) and the Baltimore Business Journal.

Broadcast Opportunities:

Managing Director of Communications Carole Gentry and staff member Doug Lloyd appeared on the monthly Lottery Update segment on WBAL-TV on 3/26. Carole was on site at WBAL's studio to discuss the latest games and promotions. The segment then "tossed" from the studio to a live shot from the Sandy Point State Park waterfront where Doug was interviewed by another WBAL reporter about the Maryland State Police Polar Bear Plunge, which benefits the Maryland Special Olympics. Doug will appear in the next Lottery Update segment on WBAL-TV on 4/30.

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 Fox 5 with reporter Josh Rosenthal's "Rambling and Gambling" podcast on 3/30, discussing the development of Maryland's sports wagering program.

For the duration of the baseball season, the Lottery will have two on-air opportunities per week on WNAV radio in Annapolis. Communications staff member Roslyn Lane will record "Bird Bites" segments each Thursday, and Doug Lloyd will be on the air for a live interview each Friday morning.

Winner Interviews and News Releases:

Communications staff members conduct interviews with winners of \$20,000 or more who claim their prizes at the Lottery's office. Winner stories are published on mdlottery.com. Winners may remain anonymous, but stories include names and/or photos of winners who give written consent for publicity regarding their prizes.

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

- 3/7, 3/14, 3/21 and 3/28 — 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.
- 3/16 — Statewide news release to report that the Sports Wagering Application Review Commission voted to award a sports wagering facility license to Bingo World in Anne Arundel County.
- 4/5 — Statewide news release to report March 2022 casino revenue.
- 4/11 — Statewide news release to report March 2022 sports wagering revenue.

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

VaxCash 2.0

Members of the Communications staff played vital roles in developing, managing and publicizing the VaxCash2.0 Promotion, a collaboration between the Lottery and the Maryland Department of Health. Announced by Governor Hogan on 2/8, the promotion aims to incentivize Marylanders to become fully vaccinated against COVID-19 by receiving booster shots. The promotion will award cash prizes to 12 vaccinated and boosted Marylanders in weekly drawings from 2/15 through 5/3.

The winner of the first drawing on 2/15 was a Dundalk woman who claimed a \$500,000 prize. Residents of Hyattsville, Parkton, Severn, Anne Arundel County, Elkridge, Cecil County and Montgomery County (two county winners), have each won \$50,000 prizes. Winners have the option to remain anonymous. However, the 3/8 winner from Parkton, retiree Melvin Rosier, Jr., agreed to full publicity regarding the prize. Three other winners also agreed to appear in “anonymous” photos. Drawings on 4/19 and 4/26 will award \$50,000 prizes, and the final drawing on 5/3 will award a \$1 million prize. The promotion follows a similar collaboration between the Lottery and MDH for a vaccine lottery promotion from 5/25 to 7/4 in 2021.

The Communications team drafted copy for a VaxCash 2.0 page on mdlottery.com, including a detailed set of frequently asked questions and answers. Communications staff members also participated in creating the promotion’s rules and internal operating procedures and are guiding the winners through the process of claiming their prizes. The Communications staff are handling winner publicity in addition to serving as the main point of contact for inquiries about the promotion from the public or the media.

Events and Community Outreach:

With a number of community activities returning to normal, the Communications team has resumed working a robust schedule of events.

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

- Maryland State Police Polar Bear Plunge, Annapolis — 3/26
- Maryland Chicken Wing Festival, Crownsville — 4/2
- Ronald McDonald House Red Shoe Shuffle, Baltimore — 4/3
- Beer, Bourbon & BBQ, Timonium — 4/8 and 4/9
- Baltimore Orioles home opener, Baltimore — 4/11

Moving forward, the Communications staff will manage the Lottery’s presence at the following upcoming events during the next month:

- Westminster Wine Stroll, Westminster — 4/23
- Savor Bowie Food and Wine Festival, Bowie — 4/23 and 4/24
- Live Remote Drawing, Oriole Park at Camden Yards, Baltimore — 4/29

- Tacos 'N Taps, Baltimore — 4/30
- Frederick Running Festival, Frederick — 5/1
- WTMD First Thursday Concert, Baltimore — 5/5
- Maryland Washington Minority Companies Association Breakfast, Baltimore — 5/6

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 published the Retailer Report newsletter covering the second quarter of 2022, and are working on content for the next edition of the Gazette employee newsletter.

“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/Pick 5, daily drawings of Bonus Match 5 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.

For the first time since late 2019, the Lottery’s drawings team will conduct a live remote drawing of the evening numbers on 4/29 at Oriole Park at Camden Yards as the Orioles play host to the Boston Red Sox. The drawings team typically conducts three to four live remote drawings per year, but the practice was paused during the COVID-19 pandemic.