

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: May 17, 2022

SUBJECT: Report for the May 2022 Commission Meeting

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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); WMAR-TV (Baltimore); Fox 45 (Baltimore); Fox 5 (Washington, D.C.), WTOP radio (Washington, D.C.), the Baltimore Business Journal and Gambling Compliance.

### **Broadcast Opportunities:**

Communications staff member Doug Lloyd appeared in the monthly Lottery Update segment on WBAL-TV on 4/30 to discuss the latest games and promotions. Communications staff member Roslyn Lane will appear in the next Lottery Update segment on WBAL-TV on 5/28.

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.

For the duration of the baseball season, the Lottery will have two appearances 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 or photos of winners who give written consent for publicity regarding their prizes.

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

- 5/5 — Statewide news release to report April 2022 casino revenue.
- 5/10 — Statewide news release to report April 2022 sports wagering revenue.

- Every Monday (the next day if there is a holiday) — Statewide news release, “The Week in Winners,” listing Lottery tickets worth \$10,000 or more that were 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**

### **VaxCash 2.0**

Members of the Communications staff played vital roles in developing, managing and publicizing the VaxCash 2.0 Promotion, a collaboration between the Lottery and the Maryland Department of Health. Announced by Governor Hogan on 2/8, the promotion aimed to incentivize Marylanders to become fully vaccinated against COVID-19 by receiving booster shots. The promotion awarded 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. Two residents each from Anne Arundel, Howard, Montgomery and Prince George’s Counties and one resident each from Baltimore and Cecil Counties won \$50,000 prizes. A Baltimore City man won the final drawing for \$1 million on 5/3. Winners had the option to remain anonymous. The 3/8 winner from Parkton, Melvin Rosier, Jr., and the 3/29 winner from Elkridge, Ava Havrilko, agreed to publicity regarding their prizes. The promotion followed 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 guided the winners through the process of claiming their prizes. The Communications staff also handled 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 the 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:**

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

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

- Baltimore Orioles vs. New York Yankees at Camden Yards, Baltimore — 5/18
- Preakness at Pimlico, Baltimore — 5/21
- Wine in the Woods, Columbia — 5/21 and 5/22
- Brew at the Zoo, Baltimore — 5/28 and 5/29
- Capital Jazz Festival, Columbia — 6/4 and 6/5
- Honfest, Baltimore — 6/11 and 6/12

**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 latest edition of the Gazette employee newsletter and began working on content for the Retailer Report newsletter covering the third quarter of 2022.

**"Retailer Corner:"**

Communications staff continued posting three to five blog entries per week on the "Retailer Corner" section of [mdlottery.com](http://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](http://mdlottery.com), the Lottery's mobile device apps and winning numbers phone line.

The Drawings team conducted a live remote drawing of the evening numbers on 4/29 at Oriole Park during an Orioles game against the Boston Red Sox.

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.