

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: August 16, 2022

SUBJECT: Report for the August 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 two months by local/regional/industry media including WBAL-TV (Baltimore); WJZ-TV (Baltimore); WMAR-TV (Baltimore); Fox 45 (Baltimore); WTOP radio (Washington, D.C.), the Baltimore Business Journal and the Maryland Daily Record.

Broadcast Opportunities:

Communications staff members Roslyn Lane and Doug Lloyd appeared on the monthly Lottery Update segments on WBAL-TV on 6/25 and 7/30, respectively, to discuss the latest games and promotions. Managing Director of Communications Carole Gentry will appear on the Lottery Update Segment on 8/27.

Lottery Director John Martin was interviewed by four Baltimore TV stations (WBAL, WJZ, WMAR and Fox 45) and WCBM radio on July 29 to discuss that night's Mega Millions jackpot, which had grown to more than \$1 billion. Communications staff members Roslyn Lane, Doug Lloyd, Gail Pelovitz, Bryan Kelly and Brandon Powell combined to participate in another 11 radio interviews about the Mega Millions jackpot on 7/29, speaking with stations in Annapolis, Baltimore, Frederick, Hagerstown, Mechanicsville and Ocean City.

Director Martin was also interviewed by radio and TV stations on August 15 and August 16 to discuss Fiscal year 2022 numbers. See *"Fiscal Year 2022 (FY2022) Messaging"* below for details.

Director 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.

Doug Lloyd will join 98 Rock/WBAL-AM for radio interviews during the pregame show before all Baltimore Ravens home games this season, beginning with the preseason opener on 8/11.

Fiscal Year 2022 Messaging:

FY2022 Mini Annual Report:

Communications staff members collaborated with staff from Accounting and Marketing to produce a detailed four-page summary of Maryland Lottery and Gaming's Fiscal Year 2022 results, covering Lottery sales and profits; casino revenues and contributions to the state; and sports wagering and daily fantasy sports revenues and contributions to the state. The FY2022 summary, which highlights several record-breaking facts and figures, will be available at mdgaming.com, and printed copies will be distributed at public and community events where the Lottery appears throughout the year. Maryland legislators, Lottery Commission members and Maryland Lottery and Gaming employees received an electronic copy of the report.

FY2022 Interviews:

Director Martin was interviewed by several broadcast stations: ABC-47 TV (Salisbury), Fox45 and WBAL TV-11 (Baltimore), WTOP radio and Fox 5DC (Washington, DC). The Associated Press also interviewed Director Martin to discuss the record-breaking FY2022 results.

Additional FY2022 Messaging:

In addition to the mini annual report and media interviews, the Communications division disseminated FY2022 messaging via multiple channels, including statewide media, agency websites, social media and LIMS, the Lottery in Motion retail monitor system located at lottery retail establishments across the state.

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 two months:

- 7/6 — Statewide news release to report June 2022 casino revenue.
- 7/11 — Statewide news release to report June 2022 sports wagering revenue.
- 8/1 — Statewide news release to report the opening of Bingo World's sportsbook.
- 8/5 — Statewide news release to report July 2022 casino revenue.
- 8/10 — Statewide news release to report July 2022 sports wagering revenue.
- 8/10 — Statewide news release to report that the Maryland Lottery and Gaming Control Commission found two sports wagering facilities and one sports wagering facility operator qualified for licenses.
- 8/15 — Statewide news release to report Maryland Lottery and Gaming's Fiscal Year 2022 results
- 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 redeemed 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:

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

- Beer & BBQ Stroll, Westminster — 6/18
- Baltimore Orioles vs. Washington Nationals at Camden Yards, Baltimore — 6/22
- WTMD First Thursday Concert, Baltimore — 7/7
- Baltimore Orioles vs. Los Angeles Angels at Camden Yards, Baltimore — 7/9
- Annapolis Irish Festival, Crownsville — 7/16
- Frederick Keys minor league baseball game, Frederick — 7/22
- Baltimore Magazine's Crab Fest, Baltimore — 7/23
- Baltimore Orioles game vs. Tampa Bay Rays, Baltimore — 7/27
- Baltimore Ravens training camp practice, Baltimore — 7/30
- Baltimore Orioles game vs. Pittsburgh Pirates, Baltimore — 8/5
- Baltimore Ravens preseason game vs. Tennessee Titans, Baltimore — 8/11
- Made in Maryland Fest at Kurtz's Beach, Pasadena — 8/14
- Maryland Association of Counties Conference, Ocean City — 8/17 through 8/19

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

- Maryland State Fair, Timonium — Thursdays through Sundays from 8/28 through 9/11
- Maryland Wine Festival, Westminster — 9/17 and 9/18

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 200 email inquiries and letters were received and answered by Communications staff over the past two months. 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 completing production of the next Gazette employee newsletter and planning for the next quarterly Retailer Report newsletter covering the fourth quarter of 2022.

"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.