

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: September 12, 2022

SUBJECT: Report for the September 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 and/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, WUSA9 and WTOP radio (Washington, D.C.); WMDT-TV (Salisbury, MD); the Washington Post (Washington, DC); the Baltimore Business Journal and the Maryland Daily Record.

### **Broadcast Opportunities:**

Managing Director of Communications Carole Gentry appeared on the monthly Lottery Update segments on WBAL-TV on 8/27, to discuss the latest games and promotions. Communications staff member Roslyn Lane will appear on the Lottery Update Segment on 8/24.

Maryland Lottery and Gaming's FY2022 results produced additional interviews with Director John Martin in mid-August on numerous broadcast stations including WBAL-TV, Fox 45, WMDT-TV, WUSA9, WTOP, the Associated Press, Fox 5 and WBOC-TV.

Ongoing interest in sports wagering led to several interviews with Director Martin on WMDT-TV on 8/18, and on Fox 5 DC on 8/22 and again on 9/2.

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.

### **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:

- 8/17 — Statewide news release to report that two sports wagering facilities were awarded licenses by the Sports Wagering Application Review Commission (SWARC).
- 9/6 — Statewide news release to report that the 45-day application window to apply for mobile and Class B facility sports wagering licenses had opened.
- 9/7 — Statewide news release to report August 2022 casino revenue.
- 9/12 — Statewide news release to report August 2022 sports wagering revenue.
- Every Monday — 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 month, the Communications staff managed the Lottery's presence at the following events:**

- Baltimore Ravens vs. Washington Commanders, Baltimore — 8/27
- Maryland State Fair, Timonium — Thursdays through Sundays from 8/25 through 9/11
- Live remote Pick 3/Pick 4 drawing at the State Fair, Timonium — 8/26
- Maryland Wine Festival, Westminster — 9/17 and 9/18

**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
- Baltimore Ravens vs. Miami Dolphins, Baltimore — 9/18
- Trifecta Food Truck Festival, Timonium — 9/24
- Maryland Seafood Festival, Annapolis — 9/24 and 9/25
- Fells Point Fun Festival, Baltimore — 10/1 and 10/2
- Baltimore Ravens vs. Buffalo Bills, Baltimore — 10/2
- Oyster Recovery Project Event, Baltimore — 10/8
- Oyster Stroll, Westminster — 10/8
- Baltimore Ravens vs. Cincinnati Bengals — 10/9
- Live remote Pick 3/Pick 4 drawing/Maryland State BBQ Bash, Bel Air — 10/14 and 10/15

### **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 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 published the September edition of the Gazette employee newsletter and are completing 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 planned and successfully completed a live remote drawing of Pick 3 and Pick 4 that was broadcast from the State Fairgrounds in Timonium on 8/26.

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.