

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • John Martin, Director



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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: October 14, 2022

SUBJECT: Report for the October 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 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, WJZ-TV, WMAR-TV and Fox 45 (Baltimore); Fox 5, WUSA9 and WTOP radio (Washington, D.C.); WBOC-TV (Salisbury, MD); the Washington Post; the Baltimore Business Journal; and Gambling Compliance.

Broadcast Opportunities:

Communications staff member Roslyn Lane appeared on the monthly Lottery Update segment on WBAL-TV on 9/24 to discuss the latest games and promotions. Communications staff member Doug Lloyd will appear on the Lottery Update Segment on 10/29.

Ongoing interest in sports wagering led to several interviews with Director Martin: WBAL TV on 9/30; 105.7 the Fan on 10/4; Gambling.com on 10/5; WMAL-NewsTalk 105.9 on 10/11; and Fox 5 DC on 10/13. Director Martin also was part of a Gambling Compliance panel discussion on the regulation of sports wagering that was live-streamed on 10/4. Numerous sports wagering websites reported on the event.

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.

Doug Lloyd continues to join 98 Rock and WBAL-AM for radio interviews during the pregame show before all Baltimore Ravens home games this season.

Winner Interviews, Stories and News Releases:

Communications staff members conduct interviews with winners of \$10,000 or more who claim their prizes at the Lottery's office. Winners may remain anonymous, but stories include names or photos of winners who give written consent for publicity regarding their prizes. Winner and other lottery-related stories are published on mdlottery.com.

- On 10/12, Communications staff issued a statewide winner news release, “The Week in Winners,” listing Lottery tickets worth \$10,000 or more that were sold or redeemed in the preceding seven days.

Casino and Sports Wagering Information and News Releases:

Communications’ Public Affairs staff members write, post and issue monthly revenue reports on Maryland’s casino and sports wagering programs. Information is also regularly posted in the casino and sports wagering sections of *mdgaming.com*.

Communications staff issued the following casino and gaming news releases in the past month:

- 10/5 — Statewide news release to report September 2022 casino revenue.
- 10/11 — Statewide news release to report September 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

Events and Community Outreach:

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

- Baltimore Ravens vs. Miami Dolphins, Baltimore — 9/18
- Trifecta Food Truck Festival, Timonium — 9/24
- Maryland Seafood Festival, Annapolis — 9/25 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

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

- The Maryland State BBQ Bash, Bel Air — 10/14 and 10/15
- Maryland Five Star at Fair Hill, Elkton — 10/15
- A Purple Evening, Baltimore — 10/17
- Baltimore Ravens vs. Cleveland Browns, Baltimore — 10/23
- Power of Age Expo, Timonium — 10/27
- Morgan State University vs. South Carolina State University, Baltimore — 10/29
- Baltimore Craft Beer Festival, Baltimore — 11/5
- Bay Bridge Run, Annapolis — 11/13

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 Retailer Report newsletter covering the fourth quarter of 2022, and have begun 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.