

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: November 7, 2022

SUBJECT: Report for the November 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 and WTOP radio (Washington, D.C.); WBOC-TV (Salisbury, MD); the Washington Post; the Baltimore Business Journal; The Maryland Daily Record; and Gambling Compliance.

Powerball Jackpot Coverage:

With the record-breaking Powerball jackpot surpassing the billion-dollar mark, Communications staff members have been busy participating in numerous radio and TV interviews. TV interviews include WJZ, WBAL, WMAR and Fox45 (Baltimore) as well as two live TV interviews on Fox5 (Washington, D.C.) Radio interviews were conducted on WBAL Radio, WPOC and IHeart Radio (Baltimore); WMAL (Washington, D.C.) WWEG (Hagerstown); and WFRE (Frederick). Director Martin was also interviewed about the Powerball jackpot on WJZ-TV, as well as WBAL Radio and WBAL TV.

Other Broadcast Opportunities:

Communications staff member Doug Lloyd appeared on the monthly Lottery Update segment on WBAL-TV on 10/29 to discuss the latest games and promotions. Managing Director of Communications Carole Gentry will appear on the Lottery Update Segment on 11/26.

Director Martin participated in sports wagering interviews on Fox5 (Washington, DC) on 10/13 and WBAL-TV (Baltimore) on 10/21.

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.

Promotional Partner Outreach

Communications staff members are making contact with radio and TV station promotional partners to arrange the annual holiday-season promotional giveaways of ticket trees and wreaths, which are made out of the Lottery's holiday-themed scratch-off tickets. Last year, the Lottery delivered a total of 14 trees and five wreaths to 15 promotional partners for use as prizes in on-air contests.

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*.

Each Monday the Communications staff issues a 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.

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:

- 10/27 — Statewide news release to report applicants for sports wagering licenses that were found qualified by the Maryland Lottery and Gaming Control Commission
- 10/28 — Statewide news release to report that Greenmount Station in Hampstead had been issued its sports wagering facility license and had launched operations
- 11/7 — Statewide news release to report October 2022 casino revenue
- 11/10 — Statewide news release to report October 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:

- 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 vs. South Carolina State football game, Baltimore — 10/29
- Baltimore Craft Beer Festival, Baltimore — 11/5
- Bay Bridge Run, Annapolis — 11/13

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

- University of Maryland vs. Ohio State football game, College Park — 11/19
- Baltimore Ravens vs. Carolina Panthers, Baltimore — 11/20
- Baltimore Ravens vs. Denver Broncos, Baltimore — 12/4

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 are in the process of producing the next Gazette employee newsletter, which will be published in November, and have begun planning content for the next edition of the Retailer Report newsletter that will cover the first quarter of 2023.

"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.

Drawings Transition Preparation:

The Drawings team and other Communications staff members are preparing for the transition from traditional ball-machine drawings to the launch of Maryland Lottery's new digital drawing system. Communications staff members are working with Security and building management to establish a secure location to house the digital drawing system at Lottery Headquarters, as well as an off-site back-up system location. Additionally, the Communications team is working in concert with the marketing and advertising teams to create internal and external messaging and promotional vehicles that will explain the new system to players and retailers.

Remote Drawing to Honor Veterans:

A final remote drawing will be held on Thursday, November 10 at Martin State Airport in Middle River. To commemorate Veterans Day, the live evening drawing will honor the many veterans and service members who work at Maryland Lottery and Gaming. Those in attendance will participate in a pre-Veterans Day reception and will appear on the live broadcast that evening.