

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: Monday, December 5, 2022

SUBJECT: Report for the December 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 75 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, WUSA-TV, WJLA-TV, NBC-4 and WTOP radio (Washington, D.C.); WBOC-TV and WMDT-TV (Salisbury, Md.); the Washington Post; the Baltimore Banner; the Baltimore Sun; the Baltimore Business Journal; The Maryland Daily Record; the Salisbury Times, the Frederick News-Post; and Gambling Compliance.

### **Broadcast Opportunities:**

Communications staff member Roslyn Lane appeared on the monthly Lottery Update segment on WBAL-TV on 11/26 to discuss the latest games and promotions. Managing Director of Communications Carole Gentry will appear on the Lottery Update Segment on 12/17.

Ongoing interest in sports wagering and the launch of mobile sports wagering on 11/23 led to numerous interviews with Director Martin during November. Between 11/14 and 11/23 he appeared on WBAL-TV, Fox 45, Pressbox and 105.7 The Fan (Baltimore); Fox 5 and WTOP radio (Washington, D.C.), WBOC-TV and WMDT-TV (Salisbury).

Director Martin joined Governor Hogan for a press conference on 11/22 in Annapolis to announce the 11/23 launch date of mobile sports wagering operations. The Governor and Director Martin both delivered remarks and took questions from reporters with nearly a dozen media outlets in attendance. The press conference was also live-streamed via the Governor's YouTube channel.

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.

### **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 (or the following day if Monday is a holiday) 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 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:

- 11/14 — Statewide news release to report the anticipated launch date for mobile sports wagering.
- 11/18 — Statewide news release to report that Long Shot's in Frederick had been issued its sports wagering facility license and had launched operations.
- 11/22 — Statewide news release to report that mobile sports wagering would launch at 9 a.m. on 11/23.
- 11/23 — Statewide news release to report that seven mobile sports wagering platforms had been issued online sports wagering licenses and had launched operations.
- 12/6 — Statewide news release to report November casino gaming revenue.
- 12/12 — Statewide news release to report November 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:**

- 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

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

- Baltimore Ravens vs. Atlanta Falcons, Baltimore — 12/24
- Baltimore Ravens vs. Pittsburgh Steelers, Baltimore — 1/1

**Second-chance Promotions:**

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance contests. Communications staff member Doug Lloyd and Digital Manager Melanie Losover accompanied a second-chance winner and guest to Jacksonville, Fla., to see the Baltimore Ravens play the Jacksonville Jaguars on 11/27.

**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 November Gazette employee newsletter and are working on 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 to Digital Drawings:**

The Drawings team and other Communications staff members are preparing for the 12/19 launch of the Maryland Lottery's new random number generation (RNG) digital drawing system. Communications staff members are working with the Creative Services and Marketing teams to create and produce numerous promotional messaging vehicles that will explain the new system to players, retailers and the general public. The messaging will begin the week of 12/12 and continue through the launch of the new drawings. The team is also creating a secure space within the Agency to house the digital drawings system. The double-locked drawing room will require a minimum of two people to access the space and will be under 24-hour surveillance. The Drawings team will complete training on the new system during the week of 12/12 leading up to the launch.