

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor • John Martin, Director



Montgomery Park Business Center
1800 Washington Blvd., Ste. 330
Baltimore, Maryland 21230

Tel: 410-230-8800
TTY users call Maryland Relay
www.mdlottery.com

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

FROM: Seth Elkin, Acting Managing Director of Communications

DIVISION: Communications

DATE: January 18, 2023

SUBJECT: Report for the January 2023 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, WJLA-TV, and WTOP radio (Washington, D.C.); WBOC-TV and WMDT-TV (Salisbury, Md.); the Baltimore Sun; the Baltimore Business Journal and The Maryland Daily Record.

Broadcast Opportunities:

Managing Director of Communications Carole Gentry appeared on the monthly Lottery Update segment on WBAL-TV on 12/17 to discuss the latest games and promotions. Communications staff member Doug Lloyd will appear on the next Lottery Update segment on 1/28.

Doug Lloyd appeared on "Gift Guru" segments on Fox 45 (12/19) and WMDT-TV (12/21) to promote the Lottery's holiday-themed scratch-off tickets and ideas for pairing them with locally available gifts.

Communications staff member Gail Pelovitz joined 98 Rock and WBAL-AM for radio interviews during their pregame shows before the Baltimore Ravens game on 12/24, and Doug Lloyd was interviewed on the Ravens pregame shows on 1/1.

On 12/12, Director Martin did interviews with the following media outlets regarding the November 2022 sports wagering revenue report: WMDT-TV and WBOC-TV in Salisbury; WMAR-TV, WJZ-TV, Fox 45 and WBAL-TV in Baltimore; WJLA-TV in Washington, D.C.; and the Washington Post. Director Martin also did interviews via Zoom on 12/14 with Fox 5 and Pressbox with Stan Charles to discuss sports wagering.

On 12/14, WBAL-TV interviewed Director Martin and Drawings Manager Patrick Morton for a story about the Lottery's new digital drawings system.

With the Mega Millions jackpot surpassing the \$1 billion mark in early January, Communications staff members and Director Martin did numerous interviews about the jackpot with radio and TV stations

across the state:

- Doug Lloyd was interviewed by WBAL-TV on 1/10; via Zoom by WJZ-TV on 1/10 and 1/13; and he appeared live via Zoom on Fox 5's DMV Zone show on 1/10 and 1/13.
- Gail Pelovitz was interviewed on radio stations WAFY-FM and WFRE-FM in Frederick on 1/12.
- Communications staff member Brandon Powell was interviewed on 1/12 by Radio Ocean City, and he recorded an interview that same day with Draper Media for use on its Eastern Shore radio stations: WBOC-FM, Coast Country 103.9 and WZBH-FM.
- Communications staff member Roslyn Lane did radio interviews with Baltimore radio stations WZBA-FM, Magic 95.9-FM, 92Q and 98 Rock on 1/13.
- Director Martin discussed the Mega Millions jackpot and the December 2022 sports wagering revenue report during a radio interview on WCBM in Baltimore on 1/13. He also appeared live via Zoom for a jackpot interview with Fox 45 and recorded a jackpot interview with Fox 5 on 1/13.

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.

Winner Interviews, Stories and News Releases:

Communications staff members conduct interviews with winners of \$30,000 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.

The Communications staff issued a statewide press release on 12/12 to introduce the new digital drawing system. Communications also issued a statewide press release on 1/3 to announce the Lottery's 50th anniversary products and initiatives.

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

- 1/5 — Statewide news release to report December 2022 casino revenue.
- 1/10 — Statewide news release to report December 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. Atlanta Falcons, Baltimore — 12/24
- Baltimore Ravens vs. Pittsburgh Steelers, Baltimore — 1/1
- University of Maryland basketball game vs. Ohio State, College Park — 1/8

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

- Morgan State basketball game vs. Norfolk State, Baltimore — 1/23
- University of Maryland basketball game vs. Nebraska, College Park — 1/28
- Polar Bear Plunge, Annapolis — 2/4
- Towson University basketball game vs. Delaware, Towson — 2/16

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 first quarter of 2023 and are completing the writing and production of the January 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:

Drawings Manager Patrick Morton and the rest of the drawings team successfully implemented the new digital drawings system beginning on 12/19 with assistance from the Agency's IT and Security teams. Together, they created a secure space to house the digital drawings system. The double-locked drawing room requires a minimum of two people to access the space and is under 24-hour video surveillance.

Twice-daily drawings of Pick 3/Pick 4/Pick 5, daily drawings of Bonus Match 5 and twice-weekly drawings of Multi-Match are now being conducted using the digital system. The transition to the new system went smoothly, and the Drawings team is able to quickly and efficiently publish the winning numbers and the animated drawing videos to the Lottery's website. Messaging regarding the new system and the ending of televised drawings began on 12/12. Messages will continue to be broadcast on WBAL-TV during the former drawings time slots through 1/29.