

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: February 14, 2023

SUBJECT: Report for the February 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 and NBC 4 (Washington, D.C.); and the Baltimore Business Journal.

Broadcast Opportunities:

Director Martin recorded an interview via Zoom with WBAL-TV's Jason Newton on 1/25 that was broadcast as part of the station's 11 TV Hill public affairs program on 1/29. Topics included sports wagering and the Lottery's 50th anniversary. Director Martin also did an interview via Zoom with NBC 4 in Washington, D.C., on 2/6 regarding that night's \$747 million Powerball jackpot, and a Zoom interview with Fox 5 in Washington, D.C., on 2/7 regarding sports wagering. He also appeared in a live-streamed interview on Pressbox with Stan Charles to discuss sports wagering and the Lottery's 50th anniversary on 1/26.

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 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 news release on 2/2 to announce that beginning on 3/2 the drawing time for Multi-Match on Mondays and Thursdays will shift from its current 11:22 p.m. to become part of the Evening Drawings timeslot (approximately 7:56 p.m).

Casino and Sports Wagering Information and News Releases:

Communications 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:

- 1/20 — Announcing that a sports wagering facility license was issued to Maryland Stadium Sub/Fanatics Sportsbook in Landover
- 1/26 — Announcing the results of sports wagering qualification hearings that were conducted during that day's Maryland Lottery and Gaming Control Commission meeting
- 2/6 — Reporting January 2023 casino gaming revenue
- 2/9 — Announcing that a mobile sports wagering license was issued to Long Shot's/Betfred Sportsbook
- 2/10 — Reporting January 2023 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:

Ravens "Seats for 20 Years" Winner Reveal

The Communications staff collaborated with the Baltimore Ravens for an event on 2/1 at M&T Bank Stadium to reveal the winner of the Ravens "Seats for 20 Years" second-chance prize. Six finalists were selected through random drawings from among more than 800,000 entries for the "Seats for 20 Years" prize. Each finalist won \$10,000, and the finalists and their guests received a tour of the stadium that ended on the club level, where former Ravens cornerback Jimmy Smith announced the winner. Baltimore TV stations WBAL, WMAR, WJZ and Fox 45 covered the event.

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

- 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

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

- Towson University basketball game vs. Delaware, Towson — 2/16
- Maryland Home & Garden Show, Timonium — 3/4 and 3/5; and 3/10 through 3/12

Second-chance Promotions:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance contests.

CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS

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 January edition of the Gazette employee newsletter and are working on content for the next edition of the Retailer Report newsletter covering the second 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:

Drawings Manager Patrick Morton and the rest of the drawings team continue to successfully conduct twice-daily drawings of Pick 3/Pick 4/Pick 5; daily drawings of Bonus Match 5; and twice-weekly drawings of Multi-Match. The drawings team is also completing updates to the drawings procedures in preparation for shifting Multi-Match from its current 11:22 p.m. timeslot into the Evening Drawings timeslot beginning on 3/2.