

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor • John Martin, Director



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

FROM: Seth Elkin, Acting Managing Director of Communications

DIVISION: Communications

DATE: March 14, 2023

SUBJECT: Report for the March 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 WJZ-TV, WMAR-TV and Fox 45 in Baltimore; WTOP radio and Fox 5 in Washington, D.C., the Daily Record, the Baltimore Business Journal, the Salisbury Times and the Hagerstown Herald-Mail.

Broadcast Opportunities:

Communications staff members conducted outreach to radio and TV stations in late February and early March to promote scratch-off tickets and second-chance contests that launched on 2/20 and are connected with the Lottery's 50th anniversary. Staff members did the following on-air interviews: Brandon Powell was on Radio Ocean City on 2/24 and recorded an interview on 3/1 for use on radio stations WBOC, WRDE and WZBH in Salisbury; Doug Lloyd did a live interview via Zoom with Fox 5 in Washington, D.C., on 2/27; Gail Pelovitz did live radio interviews with WWEG and WAFY in Frederick and recorded interviews with WFRE in Frederick and WAYZ and WQCM in Hagerstown on 3/2.

Director Martin appeared live via Zoom on Maryland Public Television's Direct Connection program on 3/6 for a wide-ranging interview covering the Lottery's 50th anniversary, the Agency's support for Problem Gambling Awareness Month, and updates on the state's casino and sports wagering markets. Director Martin and other Lottery staff are also 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 Lottery 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.

On 2/15, the Communications staff issued a release to announce new games and promotions connected with the Lottery's 50th anniversary.

On 3/1, the Communications staff issued a release recognizing the start of Problem Gambling Awareness Month. The release included statements of support from the state's six casinos and from Maryland Lottery and Gaming's partners at the Maryland Center of Excellence on Problem Gambling.

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:

- 3/6 — Reporting February 2023 casino gaming revenue
- 3/10 — Reporting February 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:

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

- 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

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

- Beer, Bourbon & BBQ, Timonium — 3/24 and 3/25
- Maryland Chicken Wing Festival, Crownsville — 4/1
- 50th Anniversary Plaque presentation to Lottery retailer Costas Inn, Dundalk — 4/5
- Baltimore Orioles Home Opener vs. New York Yankees, Baltimore — 4/6
- Savor Bowie Food, Wine & Music Festival, Bowie — 4/15 and 4/16
- Ronald McDonald House Red Shoe Shuffle, Baltimore — 4/16

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 pieces of written correspondence were received and answered by the Communications staff over the past month. The Communications staff continues 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 Office of the Attorney General 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 nearing completion of the Retailer Report newsletter covering the second quarter of 2023, and are beginning work on 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:

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 also successfully completed the transition of Multi-Match drawings to their new timeslot as part of the Evening Drawings on Mondays and Thursdays. The last Multi-Match drawing held in the old timeslot (11:22 p.m.) was on 2/27. The first Multi-Match drawing in the Evening Drawings timeslot (shortly past 7:56 p.m.) was held on 3/2.