

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: April 14, 2023

SUBJECT: Report for the April 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 Baltimore Sun and the Baltimore Banner.

Broadcast Opportunities:

Communications staff members conducted outreach to radio and TV stations in late March and early April to promote scratch-off tickets and second-chance contests that launched on 3/20 and are connected with the Lottery's 50th anniversary. Staff members did the following on-air interviews: Roslyn Lane recorded an interview with Radio One-Baltimore on 3/27 that aired on 92Q and did a live radio interview with WZBA-FM in Baltimore on 4/11; Doug Lloyd did a live TV interview via Zoom with Fox 5 in Washington, D.C., on 3/27, a live radio interview with WSMD-FM in Southern Maryland on 3/30 and a live radio interview on 98 Rock in Baltimore on 4/7; Seth Elkin recorded an interview with WFMD-AM in Frederick on 3/27; Brandon Powell recorded an interview on 3/28 for use on radio stations WBOC, WRDE and WZBH in Salisbury and did a live interview on Radio Ocean City on 3/31.

Director Martin did a live interview via Zoom with Fox 5 in Washington, D.C., on 3/14 to discuss Maryland's sports wagering program at the start of the NCAA basketball tournament. Director Martin recorded an interview via Zoom with WUSA-TV in Washington, D.C. on 3/16 to discuss the sports wagering program's contribution to state education funding. After the release of the March sports wagering revenue figures on 4/10, Director Martin recorded interviews with Fox 5, WBAL-TV and WBAL Radio. 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 3/20, the Communications staff issued a release to announce new games and promotions connected with the Lottery's 50th anniversary.

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:

- 3/23 — Reporting that three sports wagering applicants were found qualified
- 4/5 — Reporting March 2023 casino gaming revenue
- 4/10 — Reporting March 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:

Legacy Retailer Kickoff Event: Costas Inn

As part of its 50th anniversary celebration, the Lottery is recognizing more than 30 of its longest-serving retailers, which have partnered with the Lottery for most of the past five decades. The kickoff of the "Legacy Retailer" recognition initiative was held on 4/5 at Costas Inn in Dundalk. Director Martin presented the business with a commemorative plaque, and the Communications team was on-site with its prize wheel. WJZ-TV and WBAL-TV covered the event, and Nestor Aparicio was there to record his weekly segment with Director Martin and Costas Owner/General Manager Pete Triantafilos.

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

- Beer, Bourbon & BBQ, Timonium — 3/24 and 3/25
- Maryland Chicken Wing Festival, Crownsville — 4/1
- Baltimore Orioles Home Opener vs. New York Yankees, Baltimore — 4/7

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

- Savor Bowie Food, Wine & Music Festival, Bowie — 4/15 and 4/16
- Ronald McDonald House Red Shoe Shuffle, Baltimore — 4/16
- Westminster Wine Stroll, Westminster — 4/22

- Baltimore Orioles vs. Boston Red Sox, Baltimore — 4/25
- Annapolis Irish Festival, Crownsville — 5/6
- Frederick Running Festival, Frederick — 5/7
- Maryland Washington Minority Companies Association Breakfast, Baltimore — 5/12

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 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 published the Retailer Report newsletter covering the second quarter of 2023, and are completing 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.