

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: May 16, 2023

SUBJECT: Report for the May 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 WMAR-TV, Fox 45 and WBAL Radio in Baltimore; Mid-Atlantic Sports Network (MASN); the Maryland Daily Record, the Baltimore Business Journal, the Baltimore Banner, the Cumberland Times-News, the Hagerstown Herald-Mail and the Salisbury Times.

Broadcast Opportunities:

Communications staff members conducted outreach to broadcast outlets to promote current Lottery news and information about second-chance contests connected with the Lottery's 50th anniversary. Staff members did the following on-air interviews:

Seth Elkin did interviews on WBAL Radio on 4/19 and on MASN on 5/12 to discuss the Home Run Riches Contestant of the Game Promotion and the 50th anniversary. Gail Pelovitz recorded interviews on 4/20 for broadcast on radio stations WBOC, WRDE and WZBH in Salisbury regarding the Contestant of the Game Promotion, and she also was interviewed on 4/27 on WWEG in Hagerstown and WAFY in Frederick. Roslyn Lane discussed the Contestant of the Game promotion in a recorded interview with Radio One Baltimore on 4/24 that aired on 92Q and Magic 95.9 in Baltimore.

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.

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:

- 4/27 — Reporting that one mobile sports wagering applicant was found qualified
- 5/5 — Reporting April 2023 casino gaming revenue
- 5/10 — Reporting April 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:

- Savor Bowie Food, Wine & Music Festival, Bowie — 4/15 and 4/16
- Ronald McDonald House Red Shoe Shuffle, Baltimore — 4/16
- 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
- Quad State Pickle Fest, Boonsboro — 5/13

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

- Preakness, Baltimore — 5/20
- Wine in the Woods, Columbia — 5/20 and 5/21
- Brew at the Zoo, Baltimore — 5/27 and 5/28
- Capital Jazz Fest, Columbia — 6/3 and 6/4
- HONfest, Baltimore — 6/10 and 6/11

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 and Mary Clark published the latest edition of the Gazette employee newsletter and are planning for the next edition of the Gazette and the next Retailer Report 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.