

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, Managing Director of Communications

DIVISION: Communications

DATE: June 13, 2023

SUBJECT: Report for the June 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 WTOP Radio in Baltimore; Fox 5 and WTOP Radio in Washington, D.C.; the Maryland Daily Record, the Baltimore Business Journal, the Baltimore Sun, the Hagerstown Herald-Mail and the Salisbury Times.

Broadcast Opportunities:

Communications staff members conducted outreach to broadcast outlets to discuss the Thanks for Playing Promotion, which awarded more than 15,000 cash vouchers worth a total of more than \$1 million to Lottery customers on May 24, commemorating the 50th anniversary date of the Lottery's first drawing. Staff members did 10 radio interviews and two TV interviews from 5/22 through 5/24:

- Doug Lloyd: Fox 5 in Washington, D.C., and WSMD Radio on 5/22; Fox 45 on 5/23; WBAL Radio on 5/24; and a recorded interview with WTOP that was broadcast on 5/24
- Gail Pelovitz: WAFY in Frederick and WQCM in Hagerstown on 5/22; WFRE in Frederick on 5/23; and WLIF in Baltimore on 5/24
- Roslyn Lane: WMMX in Baltimore on 5/23; and WZBA in Baltimore on 5/24
- Brandon Powell: Recorded interview on 5/24 that was broadcast on Salisbury radio stations WBOC, WRDE and WZBH

Director Martin did an interview with Stan "The Fan" Charles on Pressbox Live on 5/18 to discuss the state's sports wagering market and the Lottery's 50th anniversary. 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:

- 6/1 — Reporting that a mobile sports wagering license was issued to Fanatics Maryland Stadium Sub, doing business as Fanatics Sportsbook
- 6/5 — Reporting May 2023 casino gaming revenue
- 6/12 — Reporting May 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:

- 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

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

- Beer & BBQ Stroll, Westminster — 6/17
- Baltimore Orioles vs. Seattle Mariners, Baltimore — 6/24
- Baltimore Magazine Crab Fest, Baltimore — 6/24
- WTMD First Thursday Concert, Baltimore — 7/6
- Show Your Soft Side Homecoming Fundraiser, Owings Mills — 7/13

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 are completing the next Retailer Report newsletter, which will cover July through September, and are planning the next 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.