

# 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: August 15, 2023

SUBJECT: Report for the August 2023 Commission Meeting

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Following is a status update of ongoing and special projects in the Communications Division:

## **MEDIA RELATIONS**

### **News Coverage:**

More than 75 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 two months by local/regional/industry media including Fox 45, WJZ-TV and WBAL-TV in Baltimore; Fox 5 and WMAL Radio in Washington, D.C.; the Maryland Daily Record, the Baltimore Sun and the Salisbury Times.

### **Broadcast Opportunities:**

Communications staff members and Director Martin combined to do 25 TV or radio interviews from 7/10 through 8/8 regarding the rising jackpots in Powerball and Mega Millions. The Powerball jackpot was hit at \$1.08 billion on 7/19 on a ticket sold in California; and the Mega Millions jackpot was hit at \$1.58 billion on 8/8 on a ticket sold in Florida:

- Doug Lloyd: Fox 5 in Washington, D.C., and WSMD Radio in Southern Maryland on 7/10; and WLIF Radio in Baltimore on 7/14
- Gail Pelovitz: WFMD Radio in Frederick on 7/11, 7/20, 7/25 and 8/7; and WQCM in Hagerstown on 7/12, 7/14, 7/19, 7/28 and 8/1
- Roslyn Lane: WBAL Radio in Baltimore on 7/10; and 100.7 The Bay in Baltimore on 7/19
- Brandon Powell: Draper Radio stations WBOC, WRDE and WZBH in Salisbury on 7/11 and 8/1
- Seth Elkin: WMAL Radio in Washington, D.C. on 7/13; WJZ-TV in Baltimore on 8/4 and 8/8; Fox 45 in Baltimore on 8/4; and NBC Washington on 8/8
- Director Martin: WJZ-TV in Baltimore on 7/11 and 7/28; DC News Now in Washington, D.C. on 7/18; WBAL-TV in Baltimore on 7/31

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 7/25, the Communications staff issued a news release in advance of the final drawing of the 50<sup>th</sup> Anniversary Cash Bash Promotion.

**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 two months:

- 7/6 — Reporting June 2023 casino gaming revenue
- 7/10 — Reporting June 2023 sports wagering revenue
- 7/13 — Reporting that Crab Sports launched mobile sports wagering operations
- 8/7 — Reporting July 2023 casino gaming revenue
- 8/10 — Reporting July 2023 sports wagering revenue and the 8/10 launch of the betParx mobile sportsbook

**Fiscal Year 2023 Messaging:**

Communications staff members collaborated with staff from Accounting, Marketing and the Lottery's creative agency, GKV, to produce a detailed four-page summary of Maryland Lottery and Gaming's Fiscal Year 2023 results, covering Lottery sales and profits; casino gaming revenues and contributions to the state; and sports wagering and daily fantasy sports revenues and contributions to the state. The FY2023 summary, which was published on 8/14, and those from prior years, are available at [mdgaming.com](http://mdgaming.com). Printed copies will be distributed at public and community events where the Lottery appears throughout the year. Members of the Commission and the Maryland General Assembly received electronic copies of the report.

**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 two months, the Communications staff managed the Lottery's presence at the following events:**

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

- Baltimore Magazine Crab Fest, Baltimore — 7/15
- Baltimore Orioles vs. Los Angeles Dodgers, Baltimore — 7/18
- Baltimore Ravens Training Camp Event, Baltimore — 7/29
- Baltimore Orioles vs. New York Mets, Baltimore — 8/4
- Baltimore Ravens preseason game vs. Philadelphia Eagles, Baltimore — 8/12
- Made in Maryland Festival at Kurtz's Beach, Pasadena — 8/13

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

- Maryland Association of Counties Conference, Ocean City — 8/16 through 8/18
- Maryland State Fair, Timonium — 8/24 through 8/27; 8/31 through 9/4; and 9/7 through 9/10
- Baltimore Ravens vs. Houston Texans, Baltimore — 9/10

**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 200 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 working on the next Retailer Report newsletter, which will cover October through December.

**“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.