

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: September 18, 2023

SUBJECT: Report for the September 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 Fox 45 and WJZ-TV in Baltimore; Fox 5 and WTOP in Washington, D.C.; WMDT-TV in Salisbury; the Maryland Daily Record, the Baltimore Business Journal and the Salisbury Times.

Broadcast Opportunities:

Communications staff member Doug Lloyd was on the WBAL Radio and 98 Rock pregame shows prior to the Baltimore Ravens preseason game against the Philadelphia Eagles on 8/12 and the season-opening game against the Houston Texans on 9/10. Communications staff member Gail Pelovitz did radio interviews on WAFY and WFRE in Frederick on 8/31.

Director Martin did an interview via Zoom with Fox 5 in Washington, D.C., on 9/7 to discuss sports wagering. 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 9/9, the Communications staff issued a news release to report the results of the 50th Anniversary Cash Bash Event that was held at the Maryland State Fair on 9/8.

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 sports wagering news releases in the past month:

- 9/1 — Reporting the opening of the retail sportsbook at The Greene Turtle in Canton
- 9/2 — Reporting the opening of the retail sportsbook at Sports & Social in North Bethesda
- 9/6 — Reporting August 2023 casino gaming revenue
- 9/11 — Reporting August 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:

- 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
- Maryland Wine Festival, Westminster — 9/16

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

- Trifecta Food Truck Festival, Timonium — 9/23
- Baltimore Ravens vs. Indianapolis Colts, Baltimore — 9/24
- The World Is Your Oyster Fest, Baltimore — 9/28
- A Purple Evening, Baltimore — 10/2
- Endless Cruisin', Ocean City — 10/6 through 10/8
- Maryland State BBQ Bash, Bel Air — 10/13 and 10/14
- Oyster Stroll, Westminster — 10/14

Second-chance Promotions:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance contests.

50th Anniversary Cash Bash Event

Communications staff members Doug Lloyd and Gail Pelovitz played substantial roles in helping to organize the finale of the Cash Bash Promotion, which was held 9/8 at the State Fair in Timonium. They worked with members of the Marketing, Sales and Auditing teams, the Office of the Attorney General, as well as GKV, REJ & Associates and Atlas Experiences to successfully execute the finale event, which included 10 finalists selected through second-chance drawings.

Ravens Team Store Shopping Spree

Doug Lloyd coordinated an event for second-chance contest winners in collaboration with the Baltimore Ravens. Four winners of Ravens season tickets for the 2023 season were selected in a second-chance drawing on 8/29. A car service picked up the winners on 9/20 and took them to M&T Bank Stadium, where they received a \$500 shopping spree at the team store as part of their prize package.

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 nearing completion of the Retailer Report newsletter covering October through December, and will soon begin working 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.