

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: October 17, 2023

SUBJECT: Report for the October 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, WBAL-TV and WJZ-TV in Baltimore; Fox 5 in Washington, D.C.; the Maryland Daily Record; the Baltimore Business Journal, the Hagerstown Herald-Mail 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 against the Indianapolis Colts on 9/24. Between 9/20 and 10/12, Communications staff members Gail Pelovitz, Roslyn Lane, Brandon Powell and Seth Elkin combined to do 11 radio and TV interviews regarding the Powerball roll that ended with a \$1.765 billion jackpot won in California in the 10/11 drawing. Some interviews were recorded for broadcast on multiple stations. Interviews aired on 100.7 The Bay, 98 Rock and WBAL Radio in Baltimore; WZBH, WRDE and WBOC in Salisbury; WQCM in Hagerstown; WFRE, WAFY and WFMD in Frederick; and Fox 5 in Washington, D.C.

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 10/12, the Communications staff issued a news release to report that the second-largest jackpot in U.S. history was won on a Powerball ticket sold in California, and to summarize the winning Powerball tickets sold in Maryland during the jackpot roll that spanned 7/20 through 10/11: There were 25 winning tickets in Maryland worth \$50,000; one worth \$100,000; one worth \$150,000; and two tickets worth \$1 million each. Powerball sales during that span totaled more than \$58.5 million; prizes won on those tickets totaled more than \$10.1 million; and estimated profit returned to the state was more than \$15 million.

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:

- 9/29 — Reporting the opening of the retail sportsbook at The Greene Turtle in Towson
- 10/5 — Reporting September 2023 casino gaming revenue
- 10/10 — Reporting September 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:

- 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

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

- WMDA Car Expo, Hanover — 10/19 and 10/20
- Maryland 5 Star at Fair Hill, Elkton — 10/21
- Baltimore Ravens vs. Detroit Lions, Baltimore — 10/22
- Power of Age Expo, Timonium — 10/26
- BARCStoberfest, Baltimore — 10/28
- Morgan State football game vs. Delaware State, Baltimore — 11/4
- Baltimore Ravens vs. Seattle Seahawks, Baltimore — 11/5
- Bay Bridge Run Health & Fitness Expo, Crownsville — 11/11
- Baltimore Ravens vs. Cleveland Browns, Baltimore — 11/12

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 and Mary Clark published the Retailer Report newsletter covering October through December and are nearing completion of 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.