

# 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: November 17, 2023

SUBJECT: Report for the November 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 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, WJZ-TV and WBAL Radio in Baltimore; WTOP and Fox 5 in Washington, D.C.; the Maryland Daily Record and the Baltimore Business Journal.

### **Broadcast Opportunities:**

Communications staff member Doug Lloyd was on the WBAL Radio and 98 Rock pregame shows prior to the Baltimore Ravens against the Detroit Lions on 10/22; the 11/5 game against the Seattle Seahawks; the 11/12 game against the Cleveland Browns; and the 11/16 game against the Cincinnati Bengals. Doug also appeared on the DMV Zone on Fox 5 in Washington, D.C., on 10/24, as the show celebrated its first anniversary by inviting several of its frequent guests. Communications staff member Brandon Powell did interviews with the WZBH, BRDE and WBOC radio group in Salisbury on 10/26 and Radio Ocean City on 11/9 to discuss current promotions and an unclaimed \$1 million Powerball ticket that was sold in Worcester County during the last week of September; and Gail Pelovitz did radio interviews on WFRE and WAFY in Frederick on 11/2. Director Martin spoke with WBAL Radio on 11/13 regarding the October sports wagering revenue report.

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 sports wagering news releases in the past month:

- 11/6 — Reporting October 2023 casino gaming revenue
- 11/13 — Reporting October 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:**

- 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
- Baltimore Ravens vs. Cincinnati Bengals, Baltimore — 11/16

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

- University of Maryland football game vs. Michigan, College Park — 11/18
- Baltimore Ravens vs. Los Angeles Rams, Baltimore — 12/10

### **Charitable Donation Drives**

The Communications staff coordinated a donation drive prior to Veterans Day to benefit The Baltimore Station, which assists veterans in need. Agency staff donated a supply of pillows, bedsheets and towels, which were among the items that staff at The Baltimore Station requested.

Communications staff members are also coordinating collections of non-perishable food for the Maryland Food Bank and toys for the Toys For Tots program, and are assisting as needed with the Agency's participation in the Maryland Charity Campaign.

### **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 Gazette employee newsletter in October and are working on both the next edition of the Gazette for December and the Retailer Report newsletter covering the first quarter of 2024.

### **“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.