

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: January 16, 2024

SUBJECT: Report for the January 2024 Commission Meeting

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 month by local/regional/industry media outlets including Fox 45, WBAL-TV, WMAR-TV, Fox 45 and WJZ-TV in Baltimore; WTOP; WUSA-TV and Fox 5 in Washington, D.C.; the Maryland Daily Record; the Frederick News-Post; the Hagerstown Herald-Mail; the Cumberland Times-News; and the Salisbury Daily Times.

Broadcast Opportunities:

Communications staff member Doug Lloyd was on the WBAL Radio and 98 Rock pregame shows prior to the Baltimore Ravens games 12/10 and 12/31, and Gail Pelovitz was on both pregame shows prior to the game on 1/6. Doug will be on the pregame shows again prior to the Ravens Divisional Playoff game the weekend of 1/20-21. Doug was on WSMD Radio in Mechanicsville on 12/19 to discuss current games and promotions. Gail did interviews with radio stations WEEG, WAFY and WFRE in Frederick and WQCM in Hagerstown on 12/7; and on WLIF in Baltimore on 12/14 and WZBA in Baltimore on 12/20. Roslyn Lane was on WPOC in Baltimore on 12/8.

Director Martin did an interview with Fox 5 in Washington, D.C., on 1/11 to discuss the most recent sports wagering revenue figures. 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, Lottery News Releases & Video:

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 two months:

- 12/5 — Reporting November 2023 casino gaming revenue
- 12/11 — Reporting November 2023 sports wagering revenue
- 1/5 — Reporting December 2023 casino gaming revenue
- 1/10 — Reporting December 2023 sports wagering revenue

Video

Communications staff member Mike Powell joined the team in November and produces a variety of news and information videos for use on the Lottery's social media platforms and website. In the past month, Mike produced an introductory video; a message on responsible gifting of Lottery tickets during the holiday season; a countdown of the top winners of 2023; and began a series of videos on the Lottery's top recent wins and other news of note.

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:

- University of Maryland football game vs. Michigan, College Park — 11/18
- Baltimore Ravens vs. Los Angeles Rams, Baltimore — 12/10
- Baltimore Ravens vs. Miami Dolphins, Baltimore — 12/31
- Baltimore Ravens vs. Pittsburgh Steelers, Baltimore — 1/6

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

- Chesapeake Bay Boat Show, Timonium — 1/19 through 1/21
- Baltimore Ravens Divisional Playoff game, Baltimore — 1/20 or 1/21 (TDB)
- Polar Bear Plunge, Annapolis — 2/2 and 2/3
- Towson University basketball game vs. Delaware, Towson — 2/8
- University of Maryland basketball game vs. Illinois, College Park — 2/17

Second-Chance Promotions:

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

Ravens Away Trip With the Team

Doug Lloyd and Managing Director of Sales and Marketing Sol Ramsey accompanied two winners and their guests on the Ravens road trip to Jacksonville on 12/16 and 12/17. The two winners were selected during the 2023 Ravens Second-Chance Promotion. Each winner received a pair of tickets to the game; round-trip travel for two on the Ravens team plane; a one-night hotel stay at the team hotel; ground transportation to the hotel, stadium and airport; access to a pre-game hospitality area; and \$1,000 in cash.

CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS

Correspondence:

More than 200 pieces of written correspondence were received and answered by the Communications staff over the past two months. 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:

At the end of December, Communications staff members Debbie McDaniel and Mary Clark published the Retailer Report newsletter covering the first quarter of 2024; and in early January they completed the latest Gazette employee newsletter. They are in the process of working on upcoming editions of each 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.