

# 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: February 13, 2024

SUBJECT: Report for the February 2024 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 outlets including Fox 45, WMAR-TV and WJZ-TV in Baltimore; WTOP and Fox 5 in Washington, D.C.; the Washington Post; the Easton Star Democrat; the Salisbury Daily Times; and USA Today.

### **Broadcast Opportunities:**

Communications staff member Doug Lloyd was on the WBAL Radio and 98 Rock pregame shows prior to the Baltimore Ravens playoff game on 1/28. Gail Pelovitz did an interview with WQCM in Hagerstown on 1/25 to discuss current games and promotions.

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:

- 2/5 — Reporting January 2024 casino gaming revenue
- 2/12 — Reporting January 2024 sports wagering revenue

### **Video**

Communications staff member Mike Powell has continued producing a series of weekly videos on the Lottery's top wins of the past week for use on social media, and is in development on a number of videos that will deliver information on upcoming new games and initiatives.

### **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:**

- Chesapeake Bay Boat Show, Timonium — 1/19 through 1/21
- Baltimore Ravens Divisional Playoff game, Baltimore — 1/20
- Baltimore Ravens Conference Championship game, Baltimore — 1/28
- Polar Bear Plunge, Annapolis — 2/2 and 2/3
- Towson University basketball game vs. Delaware, Towson — 2/8
- Galentine's Day Flamingo at the Maryland Zoo, Baltimore — 2/10 and 2/11

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

- University of Maryland basketball game vs. Illinois, College Park — 2/17
- Morgan State University basketball game vs. Norfolk State, Baltimore — 2/26
- Maryland Home & Garden Show, Timonium — 3/2 and 3/3; and 3/8 through 3/10

### **Second-Chance Promotions:**

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

### **Ravens Seats for 20 Years Grand Prize Reveal**

Doug Lloyd is working with the Baltimore Ravens to plan an event on 2/21 during which the grand prize winner of the 2023 Ravens Second-Chance Promotion will be revealed. Six finalists were selected in drawings from August to January. Each finalist has won \$10,000, and one will win a pair of Ravens season tickets for 20 years.

## **CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS**

### **Correspondence:**

More than 100 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 are completing work on the next Gazette employee newsletter and the Retailer Report newsletter covering the second 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.