

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: March 18, 2024

SUBJECT: Report for the March 2024 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 outlets including Gambling Compliance; WBAL-TV, Fox 45, WMAR-TV and WJZ-TV in Baltimore; WTOP and Fox 5 in Washington, D.C.; WMDT-TV, WRDE-TV and WBOC-TV in Salisbury; the Salisbury Daily Times and the Cumberland Times.

Broadcast Opportunities:

Communications staff member Doug Lloyd did radio appearances with WMSD in Mechanicsville on 2/29 and 3/18 to discuss current Lottery news and the high jackpots in Mega Millions and Powerball. Gail Pelovitz discussed Lottery news and jackpots on WAFY in Frederick on 3/7; WWEG and WFRE in Frederick on 3/13; and WLIF in Baltimore on 3/15. Brandon Powell discussed the latest Lottery news and jackpots in interviews that aired on WBOC, WRDE and WZBH in Salisbury on 3/15.

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. Doug Lloyd recorded a segment with Nestor and the winner of the Lottery's Ravens Seats for 20 Years prize, Thomas Humphries, that aired during the week of 3/18.

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*. The Communications staff published a news story on Problem Gambling Awareness Month on 3/1; and a news story on upcoming upgrades to the Maryland Lottery mobile app and website on 3/11.

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:

- 2/5 — Reporting February 2024 casino gaming revenue
- 2/11 — Reporting February 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 he did a video with visitors to the Lottery's booth at the Maryland Home & Garden Show that was published on 3/12. Mike is in development on several other videos to deliver information on new games and initiatives, including the upgraded Maryland Lottery mobile app and the upcoming scratch-off game The Big Spin, as well as a series of player education videos.

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:

- 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

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

- Beer, Bourbon & BBQ, Timonium — 3/22 and 3/23
- Baltimore Orioles Home Opener, Baltimore — 3/28
- Maryland Chicken Wing Festival, Crownsville — 4/6
- Ronald McDonald House Red Shoe Shuffle, Baltimore — 4/14

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 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:

Communications staff members Debbie McDaniel and Mary Clark completed and published the March edition of the Gazette employee newsletter, and are due to publish the Retailer Report newsletter covering the second quarter of 2024 by 4/1.

“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.