

# 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: April 16, 2024

SUBJECT: Report for the April 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 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 Gambling Compliance; WBAL-TV, Fox 45, WMAR-TV and WJZ-TV in Baltimore; WTOP, WMAL and Fox 5 in Washington, D.C.; the Salisbury Daily Times and the Hagerstown Herald-Mail.

### **Broadcast Opportunities:**

Communications staff member Doug Lloyd did live TV appearances via Zoom with the DMV Zone show on Fox 5 in Washington, D.C., on 3/25 and 4/1 to discuss the Powerball jackpot, which reached \$1.3 billion before being hit on a ticket sold in Oregon for the 4/6 drawing. Seth Elkin did news interviews with Fox 5 on 3/25 and WMAL Radio in Washington, D.C., on 4/2 to discuss the Powerball jackpot. Roslyn Lane did Powerball jackpot radio interviews on 92Q and Magic 95.9 in Baltimore on 3/22. Gail Pelovitz discussed the jackpot and other Lottery news in radio interviews on WQCM in Hagerstown on 3/20; 100.7 The Bay in Baltimore on 3/21; and WAFY in Frederick on 3/22.

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](http://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:

- 4/5 — Reporting March 2024 casino gaming revenue
- 4/10 — Reporting March 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. Mike also completed tutorial videos on the Lottery's new mobile app and the upcoming scratch-off game, The Big Spin.

### **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:**

- 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

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

- Westminster Wine Stroll, Westminster — 4/20
- Savor Bowie Food, Wine and Music Festival, Bowie — 4/20 and 4/21
- Maryland Day, College Park — 4/27
- Baltimore Orioles vs. New York Yankees, Baltimore — 4/29
- Annapolis Irish Festival, Crownsville — 5/4
- Frederick Running Festival, Frederick — 5/5
- Harford Senior Expo, Bel Air — 5/8 and 5/9
- Maryland Washington Minority Companies Association Breakfast, Baltimore — 5/10

### **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 completed and published the Retailer Report newsletter on 4/1, covering the second quarter of 2024. They are currently planning the next edition of the Gazette employee newsletter to be published in May.

### **“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.