

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: May 14, 2024

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

Broadcast Opportunities:

Communications staff member Gail Pelovitz did radio interviews on WWEG, WAFY and WFRE in Frederick and a video interview with the online show Good Morning Frederick on 5/2 to discuss the latest Lottery news, including the launch of Cash Pop. Roslyn Lane did a radio interview on 100.7 The Bay in Baltimore on 5/7 to discuss Lottery news and promotions. Brandon Powell recorded a radio interview on 5/9 about current news and promotions to be aired on Salisbury stations WBOC, WRDE and WZBH.

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 month:

- 5/6 — Reporting April 2024 casino gaming revenue
- 5/10 — Reporting April 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 hosted the video presentation of the first Big Spin Wheel Spin event, which was held on 5/6. The Big Spin scratch-off game features top prizes that bring winners to the Lottery's office to spin a 6-foot-tall prize wheel with prizes ranging from \$50,000 to \$250,000. The result of the wheel spin determines the winner's prize. Mike also produced a video featuring visitors to the Lottery's tent at the Annapolis Irish Festival on 5/4.

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:

- 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
- Harford Senior Expo, Bel Air — 5/8 and 5/9
- Maryland Washington Minority Companies Association Breakfast, Baltimore — 5/10
- Remfest, Baltimore — 5/11

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

- Preakness, Baltimore — 5/18
- Wine in the Woods, Columbia — 5/18 and 5/19
- Brew at the Zoo, Baltimore — 5/25 and 5/26
- Baltimore Orioles vs. Boston Red Sox, Baltimore — 5/29
- Baltimore 10 Miler, Baltimore — 6/1
- Capital Jazz Fest, Columbia — 6/8 and 6/9
- Baltimore Orioles vs. Atlanta Braves, Baltimore — 6/12
- Beer & BBQ Stroll, Westminster — 6/15

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 a new edition of the Gazette employee newsletter, and are currently planning the next edition of the Retailer Report newsletter covering the third 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.