

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor • John Martin, Director



Montgomery Park Business Center
1800 Washington Blvd., Ste. 330
Baltimore, Maryland 21230

Tel: 410-230-8800
TTY users call Maryland Relay
www.mdlottery.com

TO: Maryland Lottery and Gaming Control Commission
John Martin, Director

FROM: Seth Elkin, Managing Director of Communications

DIVISION: Communications

DATE: August 20, 2024

SUBJECT: Report for the August 2024 Commission Meeting

Following is a status update of ongoing and special projects in the Communications Division:

MEDIA RELATIONS

News Coverage:

More than 100 news stories on the Maryland Lottery, Maryland's casinos, and/or Maryland's sports wagering program were broadcast and/or published online in the past two months by local/regional/industry media including Gambling Compliance; Fox 45, WMAR-TV and WBAL-TV in Baltimore; Fox 5 and WTOP Radio in Washington, D.C.; the Baltimore Business Journal; the Maryland Daily Record; Maryland Matters; the Hagerstown Herald-Mail; the Frederick News-Post; the Annapolis Capital; the Cumberland Times-News; the Salisbury Times.

Broadcast Opportunities:

Communications staff member Gail Pelovitz did six interviews to discuss current Lottery news and promotions on radio stations in Frederick and Hagerstown over the past two months. Gail and Doug Lloyd did interviews on the Baltimore Ravens radio network during pregame shows on 8/9 and 8/17, respectively. Director Martin is continuing a series of weekly video conference interviews with Nestor Aparicio for WNST/baltimorepositive.com. The recorded segments are available each Friday.

Winner Interviews, Stories and Lottery News Releases:

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.

On 8/19, the Communications staff issued a news release on the launch of the Ravens scratch-off tickets and second-chance promotion.

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 gaming news releases in the past two months:

- 7/1 — Reporting that Veterans Services Corp./Bee-Fee launched the LetsBetMD mobile sports wagering platform
- 7/5 — Reporting June 2024 casino gaming revenue
- 7/10 — Reporting June 2024 sports wagering revenue
- 7/29 — Reporting the launch of the Bally Bet Sportsbook mobile sports wagering platform
- 8/5 — Reporting July 2024 casino gaming revenue
- 8/12 — Reporting July 2024 sports wagering revenue

Fiscal Year 2024 Messaging:

Communications staff members collaborated with staff from Accounting, Marketing and the Lottery's creative agency, GKV, to produce a four-page summary of Maryland Lottery and Gaming's Fiscal Year 2024 results, covering Lottery sales and profits; casino gaming revenues and contributions to the state; and sports wagering and daily fantasy sports revenues and contributions to the state. The FY2024 summary, which was published on 8/9, and those from prior years, are available at mdgaming.com. Printed copies will be distributed at public and community events where the Lottery appears throughout the year. Members of the Commission and the Maryland General Assembly received copies of the report via email when it was released on 8/9.

Video

Communications staff member Mike Powell continues to produce weekly videos on the Lottery's top wins of the past week for use on social media. He and second-chance drawings manager Doug Lloyd completed a collection of tutorial videos that provide the answers to frequently asked questions about the Lottery's player loyalty program, My Lottery Rewards. The videos are available on the Lottery's YouTube page. Mike also did a Lottery 101 Trivia video with visitors to the Lottery's tent at the Baltimore Magazine Crab Fest on 7/20, and he is working on a group of four videos that will be published in September to promote Responsible Gaming Education Month.

Daily News Headlines:

Communications staff send 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 contains 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:

- Maryland Municipal League Summer Conference, Ocean City — 6/23 through 6/25
- Ladybug Music Festival, Ellicott City — 6/29
- Baltimore Magazine Crab Fest, Baltimore — 7/20
- Lake Arbor Jazz Festival, Mitchellville — 7/20
- Baltimore Orioles vs. San Diego Padres game, Baltimore — 7/27
- Baltimore Ravens vs. Philadelphia Eagles preseason game, Baltimore — 8/9
- Made in Maryland Fest at Kurtz's Beach, Pasadena — 8/11

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

- Maryland Association of Counties Conference, Ocean City — 8/14 through 8/16
- Baltimore Ravens vs. Atlanta Falcons preseason game, Baltimore — 8/17
- Maryland State Fair, Timonium — 8/22 through 8/25; 8/29 through 9/2; and 9/5 through 9/8
- Maryland Wine Festival, Westminster — 9/14
- Maryland Seafood Festival, Annapolis — 9/14
- Baltimore Ravens vs. Las Vegas Raiders game, Baltimore — 9/15
- Trifecta Food Truck Festival, Timonium — 9/21

Second-chance Promotions:

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

CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS

Correspondence:

More than 200 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 published the latest edition of the Gazette employee newsletter and are beginning work on the next Retailer Report newsletter, which will cover new games and promotions scheduled for October through December.

“Retailer Corner:”

Communications staff continued posting three to five 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.