

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: September 17, 2024

SUBJECT: Report for the September 2024 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 50 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 month by local/regional/industry media including Fox 45 and WJZ-TV in Baltimore; WJLA-TV and WTOP Radio in Washington, D.C.; the Baltimore Business Journal; the Hagerstown Herald-Mail; and the Salisbury Times.

Broadcast Opportunities:

Communications staff member Gail Pelovitz did radio interviews to discuss current Lottery news and promotions on three Frederick radio stations and recorded a segment of the Facebook show Good Morning Frederick on 8/28; and did another radio interview on WLIF in Baltimore on 8/29. Doug Lloyd did an interview on the Baltimore Ravens radio network during the pregame show before the Ravens home opener on 9/15. Director Martin and other Lottery staff members are continuing a series of weekly video conference interviews with Nestor Aparicio for WNST/baltimorepositive.com. The recorded segments are available each Friday. In the segment produced the first week of September, Director Martin and Nestor were joined by Mary Drexler, the Program Director at the Maryland Center of Excellence on Problem Gambling, to talk about Responsible Gaming Education Month.

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.

Maryland Lottery and Gaming published a news release on 8/30 announcing its support of Responsible Gaming Education Month in September.

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:

- 9/5 — Reporting August 2024 casino gaming revenue
- 9/10 — Reporting August 2024 sports wagering revenue

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. Mike produced a video recap of the Lottery's Sizzling Summer Cash Event, which was held 8/31 at the State Fair in Timonium. Mike also completed a series of four videos to promote Responsible Gaming Education Month in September. The videos were published at the beginning of the month on the Responsible Play page of the Lottery's website, and throughout September one video per week is being featured on the Lottery's Facebook page.

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

Sizzling Summer Cash Event

Communications staff members coordinated and hosted a stage show event that was held 8/31 at the State Fair in Timonium. Ten finalists were selected through a second-chance promotion run via the My Lottery Rewards platform. One of the finalists won the opportunity to step into the Money Machine and catch as many "\$1,000 bills" as she could in 30 seconds. The winner took home \$23,000; four runners-up each won half of that amount (\$11,500); and the remaining five finalists each won \$2,500 and \$200 worth of Ravens scratch-off tickets.

Events and Community Outreach:

In the past month, the Communications staff managed the Lottery's presence at the following events:

- 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

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

- Trifecta Food Truck Festival, Timonium — 9/21
- The World is Your Oyster Fest, Baltimore — 9/26
- Baltimore Ravens vs. Buffalo Bills game, Baltimore — 9/29

- Royal Farms 300th store opening, Millersville — 9/30
- Fells Point Fun Festival, Baltimore — 10/5 and 10/6
- Endless Cruisin', Ocean City — 10/10 through 10/13
- Baltimore Ravens vs. Washington Commanders game, Baltimore — 10/13
- A Purple Evening, Baltimore — 10/14
- Maryland 5 Star at Fair Hill, Elkton — 10/19 and 10/20

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 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 published the latest edition of the Gazette employee newsletter and are completing production of 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.