

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: December 10, 2024

SUBJECT: Report for the December 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 WMAR-TV in Baltimore; WBOC-TV in Salisbury; WTOP Radio in Washington, D.C.; WFMD Radio in Frederick; and the Baltimore Banner.

Broadcast Opportunities:

Communications staff member Roslyn Lane was on the air with WPOC-FM in Baltimore on 12/6 as part of the station's St. Jude Radiothon. Gail Pelovitz will be doing interviews to discuss current Lottery news and promotions on WZBA-FM in Baltimore on 12/16; and on 12/18 Gail will be on the air with WQCM in Hagerstown; Frederick radio stations WWEG, WAFY and WFRE; and will record a segment with the Good Morning Frederick show streamed on Facebook. Brandon Powell did an interview during the pregame show on the Baltimore Ravens radio network on 12/1. Brandon also visited the Eastern Shore on 12/10 to do interviews for broadcast on Ocean City/Salisbury radio stations WZBH, WBOC, WGBG, WTDK, WAAI and WRDE. Doug Lloyd will appear on the Ravens' pregame shows on 12/21 and 1/5. Director Martin and other Lottery staff members are continuing a series of weekly video conference interviews with Nestor Aparicio for WNST Radio and 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.

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 month:

- 12/5 — Reporting November 2024 casino gaming revenue
- 12/10 — Reporting November 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 and Roslyn Lane are continuing work on the monthly "Lottery 101 Rundown" videos, which are published the last week of each month on the Lottery 101 Videos page of *mdlottery.com* and the Lottery's YouTube channel. Mike is also working on a recap of the top wins of 2024.

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

- University of Maryland vs. Rutgers football game, College Park — 11/16
- Morgan State football game vs. Howard, Baltimore — 11/23
- Baltimore Ravens vs. Philadelphia Eagles, Baltimore — 12/1
- Holiday Light Spectacular, Timonium — 12/13 and 12/14

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

- Baltimore Ravens vs. Pittsburgh Steelers, Baltimore — 12/21
- Baltimore Ravens vs. Cleveland Browns, Baltimore — 1/5
- Chesapeake Bay Boat Show, Timonium — 1/10 through 1/12

Second-chance Promotions:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance promotions. On 12/14 and 12/15, Gail Pelovitz and Digital Manager Melanie Losover will accompany three second-chance winners on a trip with the Baltimore Ravens to New York for the game against the New York Giants. Each winner and one guest receive roundtrip travel on the team-chartered train to New York, hotel accommodations, transportation to and from the hotel and the game, a reception with a meet-and-greet with a Ravens player, and \$1,000 cash.

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 on 11/14, and they are completing work on the Retailer Report newsletter, covering new games and promotions scheduled for January through March.

“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.