

# 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: June 11, 2024

SUBJECT: Report for the June 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; The Capital Gazette in Annapolis; Fox 45, WMAR-TV and WJZ-TV in Baltimore; and WTOP, WUSA and Fox 5 in Washington, D.C.

### **Broadcast Opportunities:**

Communications staff member Gail Pelovitz did a radio interview on WAFY in Frederick on 5/28 and a video interview with the online show Good Morning Frederick on 5/29 to discuss the latest Lottery news. 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:

- 6/5 — Reporting May 2024 casino gaming revenue
- 6/10 — Reporting May 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 presentations for three Big Spin Wheel Spin events on 5/20, 5/22 and 5/28. 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 Brew at the Zoo in Baltimore on 5/25, and is working on a video project with second-chance drawings manager Doug Lloyd regarding the My Lottery Rewards program.

### **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:**

- 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

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

- 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

### **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 are completing production of the Retailer Report newsletter covering the third quarter of 2024, which is due to be published 7/1, and are beginning the planning for the next Gazette employee newsletter.

**“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.