

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: October 11, 2024

SUBJECT: Report for the October 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, WBAL-TV and WJZ-TV in Baltimore; WTOP Radio in Washington, D.C.; WFMD Radio in Frederick; the Baltimore Business Journal; the Baltimore Sun; the Frederick News-Post; 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 WAFY in Frederick on 9/27 and WQCM in Hagerstown on 9/30, and she recorded a segment of the Facebook show Good Morning Frederick on 9/30. Gail also was on-site with Baltimore's 100.7 The Bay at the grand opening of the 300th Royal Farms store in Millersville and went on the air to discuss Lottery news and promotions on 10/7. Doug Lloyd did an interview on the Baltimore Ravens radio network during the pregame show before the Ravens game on 9/29, and will be a guest again during the pregame coverage on 10/13, 11/3 and 11/7. 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.

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 two months:

- 10/7 — Reporting September 2024 casino gaming revenue
- 10/10 — Reporting September 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 also shot and produced a Ravens trivia video at M&T Bank Stadium on 9/29; a video recap of a Ravens Second-Chance Promotion event at M&T Bank Stadium on 10/1; and a video featuring the latest top-tier win on The Big Spin scratch-off game on 10/4. Upcoming video projects include the first of a monthly series that will provide news about the latest games and second-chance promotions along with other informational content useful to Lottery players.

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

Ravens Shopping Spree

Communications staff member Doug Lloyd worked with the Baltimore Ravens to hold an event at M&T Bank Stadium on 10/1. Four second-chance winners who received 2024 season tickets also won \$500 shopping sprees at the team store as part of their prize. A car service picked up each winner and a guest and brought them to the stadium to choose their merchandise.

Events and Community Outreach:

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

- 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
- Fells Point Fun Festival, Baltimore — 10/5 and 10/6
- Royal Farms 300th store opening, Millersville — 10/7
- Endless Cruisin', Ocean City — 10/10 through 10/13

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

- 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
- WMDA Car Expo, Live! Casino, Hanover — 10/22
- Maryland Crab Cake Festival, Westminster — 10/26
- Power of Age Expo, Timonium — 10/30
- Baltimore Ravens vs. Denver Broncos, Baltimore — 11/3
- Baltimore Ravens vs. Cincinnati Bengals, Baltimore — 11/7

- Bay Bridge Run Health & Fitness Expo, Crownsville — 11/9
- University of Maryland vs. Rutgers football game, College Park — 11/16
- Morgan State football game vs. Howard, Baltimore — 11/23

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 Retailer Report newsletter, covering new games and promotions scheduled for October through December. They are working on the next edition of the Gazette employee newsletter.

“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.