

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: November 12, 2024

SUBJECT: Report for the November 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, WMAR-TV and WBAL-TV in Baltimore; WTOP Radio in Washington, D.C.; WFMD Radio in Frederick; the Baltimore Business Journal; The Maryland Daily Record; and the Salisbury Times.

Broadcast Opportunities:

Communications staff member Gail Pelovitz did interviews to discuss current Lottery news and promotions with WFRE in Frederick and with the Good Morning Frederick show streamed on Facebook on 10/24. Doug Lloyd did interviews during the pregame shows on the Baltimore Ravens radio network on 11/3 and 11/7, and will be on the pregame show again during the Ravens' next home game on 12/1. 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. The Lottery will also issue a news release on 11/25 to support the National Council on Problem Gambling's annual Gift Responsibly Campaign, which promotes responsible play and elevates awareness that Lottery tickets are not an appropriate gift for anyone under age 18.

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:

- 11/6 — Reporting October 2024 casino gaming revenue
- 11/12 — Reporting October 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 Lottery trivia video with visitors to our booth during Endless Cruisin' in Ocean City on 10/12 and 10/13. He also shot and produced the first monthly "Lottery 101 Rundown" video featuring Communications staff member Roslyn Lane discussing current news and promotions. New Lottery 101 Rundown videos will be available on the Lottery 101 page of *mdlottery.com* and the Lottery's YouTube channel the last week of each 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 month, the Communications staff managed the Lottery's presence at the following events:

- 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

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

- 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
- Baltimore Ravens vs. Pittsburgh Steelers, Baltimore — 12/21

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 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 the latest edition of the Gazette employee newsletter, which will be distributed during November, and they are working on the next edition of 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.