

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center  
1800 Washington Blvd., Suite 330  
Baltimore, Maryland 21230

Tel: 410-230-8800  
TTY users call Maryland Relay  
www.mdlottery.com

TO: Maryland Lottery and Gaming Control Commission  
Gordon Medenica, Director

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: August 18, 2020

SUBJECT: Report for the August 2020 Commission Meeting

---

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

## **MEDIA RELATIONS**

### **News Coverage:**

More than 40 articles or segments on the Maryland Lottery and/or Maryland's casinos were broadcast and/or published online in the past two months by local/regional/industry media including WJZ-TV (Baltimore), WTOP radio (Washington, D.C.), NBC4-TV (Washington, D.C.) the Baltimore Sun, the Baltimore Business Journal, and The Daily Record.

### **Broadcast Opportunities:**

The monthly Lottery Update segments on WBAL-TV scheduled for 6/27, 7/25 and 8/29 were cancelled due to the coronavirus state of emergency. We are tentatively planning to resume the Lottery Update on 9/26.

### **Winner Interviews and News Releases:**

Winner interviews were suspended on 3/13 due to the coronavirus state of emergency, but were resumed on 8/3. In the interests of customer and staff safety, Communications staff are speaking by phone with winners of \$10,000 or more who claim prizes at the Lottery's Customer Resource Center in Baltimore. Articles on winners who consent to interviews are being published on mdlottery.com and sent to appropriate media outlets. Communications staff issued monthly casino revenue news releases on 7/6 and 8/5 to report the figures from June and July. On 6/29, Communications staff resumed issuing the "Week in Winners" news releases to media outlets across the state each Monday. "Week in Winners" lists each ticket worth \$10,000 or more that was sold or claimed in the preceding seven days. Communications staff members are preparing to publish the annual fiscal year press release and "Where The Money Goes" two-sided sheet detailing FY2020 Lottery and casino revenues and contributions to the State.

### **Daily News Headlines:**

Communications staff sent daily news clip 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:**

The social distancing requirements implemented as part of the coronavirus state of emergency led to the postponement or cancellation of all events since mid-March where the Communications staff was planning to attend and promote the Lottery. Shirley Hinton, assistant director of communications for promotions and events, will continue to maintain contact with operators of these events to determine potential makeup dates.

### **Second-chance Promotions:**

Communications staff member Gail Pelovitz continues to work on procedures and fulfillment of all Lottery second-chance contests.

## **CORRESPONDENCE, NEWSLETTERS, PIA REQUESTS AND COMMUNICATIONS**

### **Correspondence:**

More than 200 email inquiries and letters were received and answered by Communications staff over the past two months. Communications staff continue 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 Attorney General's Office and other Agency staff, and continues to provide timely, accurate and complete responses to any such inquiries.

### **Newsletters:**

Communications staff members Debbie McDaniel-Shaughney and Mary Clark completed the July edition of the Gazette employee newsletter and began the production of the next edition of the quarterly Retailer Report newsletter.

### **"Retailer Corner:"**

Communications staff continued posting twice-weekly blog entries on the "Retailer Corner" section of mdlottery.com.

## **DRAWINGS MANAGEMENT**

### **Daily Drawings:**

Twice-daily drawings of Pick 3/Pick 4, daily drawings of Bonus Match 5 and 5 Card Cash and twice-weekly drawings of Multi-Match were conducted successfully. Winning numbers for those games, as well as multi-state games, Powerball, Mega Millions and Cash4Life were posted on mdlottery.com, the Lottery's mobile device apps and winning numbers phone line. Members of the Drawings and Communications teams continue working with WBAL-TV on the creation of a new virtual studio and are conducting technical lighting and sound tests and rehearsing for the launch of the new set.

## **CUSTOMER RESOURCE CENTER**

Out of concern for player and employee safety during the pandemic, the Customer Resource Center closed to the public on 3/30. Lottery winners with prizes of \$600 or less were able to continue cashing their tickets at any of the more than 4,300 Lottery retailer locations across the state. There are more than 370 Expanded Cashing Authority Program (XCAP) retailers where Lottery players can cash winning tickets with prizes up to \$5,000. When Maryland's casinos began reopening on 6/19, Lottery winners were able to cash winning tickets up to \$25,000 at five of the six casinos. Horseshoe Casino, in Baltimore can redeem winning Lottery tickets valued up to \$5,000.

On 6/24, the Customer Resource Center reopened to the public by appointment only, with no walk-ins allowed. Customers continue to schedule their appointments by using the scheduling page on [mdlottery.com](http://mdlottery.com). Customers receive a detailed email confirmation with instructions about their appointment. Lottery winners who do not have Internet access schedule appointments by calling a dedicated number at the Lottery. Players can also still claim by mail or use the Claims Dropbox in the lobby of the Montgomery Park Business Center. The appointment-only process continues to run smoothly and both customers and staff give it positive reviews.

Data concerning the number and amount of winners' claims processed by the Lottery, the casinos and XCAP retailers are noted below:

<b>Location</b>	<b>June 2020 Count</b>	<b>June 2020 Amount</b>	<b>YTD 7/01/19 to 06/30/20</b>	<b>YTD 7/01/19 to 06/30/20</b>
<b>Baltimore</b>	905	\$13,709,589	12,659	\$61,821,984
<b>Casinos</b>	73	\$790,324	406	\$4,449,296

### **XCAP PROCESSING:**

<b>June 2020 Count</b>	<b>June 2020 Amount</b>	<b>YTD 7/01/19 to 06/30/20</b>	<b>YTD 7/01/19 to 06/30/20</b>
6,288	\$12,616,336	65,618	\$137,662,379

<b>Location</b>	<b>July 2020 Count</b>	<b>July 2020 Amount</b>	<b>YTD 7/01/20 to 06/30/21</b>	<b>YTD 7/01/20 to 06/30/21</b>
<b>Baltimore</b>	1,349	\$10,070,630	1,349	\$10,070,630
<b>Casinos</b>	85	\$886,387	85	\$886,387

### **XCAP PROCESSING:**

<b>July 2020 Count</b>	<b>July 2020 Amount</b>	<b>YTD 7/01/20 to 06/30/21</b>	<b>YTD 7/01/20 to 06/30/21</b>
7,878	\$16,843,931	7,878	\$16,843,931

**SUBSCRIPTIONS PROCESSED:**

The Lottery's Customer Resource Center is also responsible for processing subscriptions. Multi-Match, Mega Millions, Powerball and Cash4Life subscriptions can be purchased for 13, 26 or 52 weeks. Data concerning subscriptions processed is noted below:

**Total Subscriptions as of June 2020:**

Multi-Match	2,305
Mega Millions	3,681
Powerball	2,767
Cash4Life	449
<b>Total</b>	<b>9,202</b>

**Total Subscriptions Processed During June**

Multi-Match	467
Mega Millions	641
Powerball	561
Cash4Life	123
<b>Total</b>	<b>1,792</b>

**Total Subscriptions as of July 2020:**

Multi-Match	2,317
Mega Millions	3,619
Powerball	2,685
Cash4Life	438
<b>Total</b>	<b>9,059</b>

**Total Subscriptions Processed During July**

Multi-Match	546
Mega Millions	730
Powerball	550
Cash4Life	127
<b>Total</b>	<b>1,953</b>

INTERCEPTIONS	YTD May 2020 Amount	June 2020 Amount	YTD 7/1/19 to 06/30/20 Amount
Child Support	\$199,394	\$12,527	\$211,921
CCU Debts	\$988,225	\$8,722	\$996,947

INTERCEPTIONS	YTD 7/1/19 to 6/30/2020 Amount	July 2020 Amount	YTD 7/1/20 to 06/30/21 Amount
Child Support	\$211,921	\$15,160	\$15,160
CCU Debts	\$996,947	\$16,373	\$16,373