

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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

FROM: Carole Gentry, Managing Director, Communications

DEPARTMENT: Communications

DATE: September 15, 2020

SUBJECT: Report for the September 2020 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 25 articles or segments on the Maryland Lottery and/or Maryland's casinos were broadcast and/or published online in the past month by local/regional/industry media including the Associated Press, WJZ-TV (Baltimore), WTOP radio (Washington, D.C.), Maryland Public Television, WBAL-TV and WBAL radio in Baltimore, Maryland Public Television, the Baltimore Sun and the Baltimore Business Journal.

Broadcast Opportunities:

The monthly Lottery Update segment on WBAL-TV scheduled for 8/29 was cancelled due to the coronavirus state of emergency. We are tentatively planning to resume the Lottery Update on 9/26. Director Medenica was interviewed by seven different radio and television outlets in Baltimore, Annapolis and Washington, D.C. to discuss the Agency's Fiscal Year 2020 results. The interviews included WMAL radio in DC, WNAV radio in Annapolis and Maryland Public Television's "Newsmaker" segment on State Circle with Jeff Salkin. On 9/13, Communications Officer, Doug Lloyd was interviewed on the Ravens pre-game show on 98 Rock and WBAL AM to highlight the Lottery's Ravens scratch-offs and second-chance promotion.

Winner Interviews and News Releases:

In-person winner interviews were suspended on 3/13 due to the coronavirus state of emergency, but were resumed on 8/3 via telephone to ensure customer and staff safety. Communications staff are speaking with winners of \$10,000 or more who claim prizes at the Lottery's Customer Resource Center in Baltimore. Seventeen articles on winners who consented to interviews were published on mdlottery.com in the past month and sent to appropriate media outlets. Communications staff issued a news release on 8/24 to report Maryland Lottery and Gaming's Fiscal Year 2020 results; and a news release on 9/4 to report the casino revenues for August. Communications staff also issued 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. September casino revenue will be reported in a news release on 10/5.

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 the 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 100 email inquiries and letters were received and answered by Communications staff over the past month. 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 are nearing completion of the next Retailer Report newsletter, which will be delivered to retailers electronically. Writing is underway for the next edition of the Gazette employee 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. The drawings team also ensured that 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.

The Drawings team continues to follow proper social-distancing protocols to ensure the safety of the drawing officials, announcers and other TV team members who are on-site at the drawings studio. Members of the Drawings and Communications teams continue working with WBAL-TV on the creation of a new virtual studio, set to debut as a lead-in to the Monday-Night football game on September 28.

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.

Since 6/24, the Customer Resource Center has been open 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. Lottery winners who do not have Internet access can schedule appointments by calling a dedicated number at the Lottery. Players can also claim by mail or use the Claims Dropbox in the lobby of the Montgomery Park Business Center. The appointment-only process continues to be effective and efficient.

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

Location	August 2020 Count	August 2020 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
Baltimore	1,056	\$3,427,661	2,405	\$13,498,291
Casinos	75	\$805,458	160	\$1,691,845

XCAP PROCESSING:

August 2020 Count	August 2020 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
7,879	\$17,908,328	15,757	\$34,752,259

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 August 2020:		Total Subscriptions Processed During Aug 2020:	
Multi-Match	2,390	Multi-Match	460
Mega Millions	3,712	Mega Millions	592
Powerball	2,744	Powerball	486
Cash4Life	428	Cash4Life	96
Total	9,274	Total	1,634

INTERCEPTIONS	August 2020 Amount	YTD 7/1/20 to 06/30/21 Amount
Child Support	\$27,455	\$42,615
CCU Debts	\$4,804	\$21,177