

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 of Communications

DIVISION: Communications

DATE: October 13, 2020

SUBJECT: Report for the October 2020 Commission Meeting

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

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, Gambling Compliance, WTOP radio (Washington, D.C.), WBAL-TV (Baltimore), WJZ-TV (Baltimore), WJLA-TV (Washington, D.C.), WUSA-TV (Washington, D.C.), the Baltimore Sun and the Baltimore Business Journal.

Broadcast Opportunities:

The monthly Lottery Update segment on WBAL-TV, which had been on hiatus during the coronavirus state of emergency, resumed on 9/26, with Managing Director of Communications Carole Gentry discussing the latest games, prizes and promotions. She also previewed the new drawings studio and presentation, which launched on 9/28, and discussed the process of claiming Lottery prizes by appointment during the pandemic. The next Lottery Update segment is scheduled for 10/31. Communications staff member Doug Lloyd was interviewed during the Ravens pre-game show on WBAL-AM and 98 Rock on 9/28. Doug also was interviewed on WNAV-AM (Annapolis) on 10/2 and on WBAL-AM's Monday Night Live show on 10/5. Communications staff member Gail Pelovitz was interviewed on the Ravens pre-game show on WBAL-AM and 98 Rock on 10/11.

Winner Interviews and News Releases:

In the interests of customer and staff safety during the coronavirus state of emergency, 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. Nearly 20 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 10/5 to report the casino revenues for September. 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. October casino revenue will be reported in a news release on 11/5.

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.

State Employee Recognition Day

The Agency observed State Employee Recognition Day on 9/30. Signage was displayed and doughnuts were provided for all MLGCA employees working on-site in the Montgomery Park office and at the six casinos. In prior years, the Agency's State Employee Recognition Day activities included awarding certificates and pins to staff who reached years-of-service milestones. This year, with many staff members teleworking due to the coronavirus, years-of-service certificates and pins were provided to employees by mail.

Customer Experience Day

The Lottery took part in Customer Experience Day on 10/6. Signs were posted outside and inside the Customer Resource Center. A blog post on the Lottery's website explained Customer Experience Day and provided methods for customers to reach the Agency with questions or comments. In addition, each winner who claimed a prize at the Lottery's Customer Resource Center in Baltimore on 10/6 received a complimentary \$1 scratch-off ticket as a way to say "thank you" our players.

Director Medenica's Lottery Industry Hall of Fame Induction

Communications staff assisted Director Medenica in recording a video for use during the Lottery Industry Hall of Fame induction ceremony. Director Medenica is one of six inductees who was honored in a virtual ceremony on 10/14.

Maryland Day To Serve

Communications staff member Jim Kennedy planned Maryland Lottery and Gaming's participation in a Day To Serve clean-up project (scheduled for 10/20) along the Gwynns Falls Trail and neighboring Carroll Park, near the MLGCA office in Baltimore.

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 completed and published the latest edition of the Gazette employee newsletter. They have begun work on the next edition of the Retailer Report newsletter, which will be delivered to retailers electronically.

"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 social-distancing protocols to ensure the safety of drawing officials, announcers and other team members who are on-site at the drawings studio.

After several months of collaboration with WBAL-TV and extensive rehearsals, the Lottery successfully launched its new virtual studio and drawings presentation on 9/28, marking the first makeover of the drawings in more than a decade. The debut broadcast included an introduction that showed new drawings host Victory Ram walking from the old studio into the new one. The new presentation includes revamped graphics and new drawing machines and theme music.

CUSTOMER RESOURCE CENTER

Out of concern for player and employee safety during the pandemic, the Customer Resource Center was closed to the public on 3/30 and reopened by appointment only on 6/24. Customers continue to make appointments to claim prizes by using the scheduling page on mdlottery.com. Customers receive a detailed email confirmation after scheduling an appointment. Lottery winners who do not have Internet access can schedule an appointment by phone. Winners who don't wish to make an appointment can 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. All Lottery

retailers are authorized to cash winning tickets up to \$600, and Expanded Cashing Authority Program (XCAP) retailers can cash tickets up to \$5,000. Winning tickets up to \$25,000 can be cashed without an appointment at all Maryland casinos except Horseshoe in Baltimore.

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

Location	September 2020 Count	September 2020 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
Baltimore	1,036	\$7,677,876	3,441	\$21,176,167
Casinos	66	\$745,765	226	\$2,437,610

XCAP PROCESSING:

September 2020 Count	September 2020 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
7,123	\$14,147,672	22,880	\$48,899,931

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:

Subscriptions as of Sept. 2020:

Multi-Match	2,499
Mega Millions	3,746
Powerball	2,805
Cash4Life	442
Total	9,492

Subscriptions Processed During Sept 2020:

Multi-Match	484
Mega Millions	684
Powerball	515
Cash4Life	124
Total	1,807

INTERCEPTIONS	September 2020 Amount	YTD 7/1/20 to 06/30/21 Amount
Child Support	\$24,864	\$67,479
CCU Debts	\$3,429	\$24,606