

# 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: November 10, 2020

SUBJECT: Report for the November 2020 Commission Meeting

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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 month by local/regional/industry media including the Associated Press, WTOP radio (Washington, D.C.), WUSA9-TV (Washington, D.C.), Fox 5 (Washington, D.C.), WBAL-TV (Baltimore), the Baltimore Sun, the Baltimore Business Journal, Inside Higher Ed and Gambling Compliance.

### **Broadcast Opportunities:**

Communications staff member Doug Lloyd appeared via Zoom in the Lottery Update segment on WBAL-TV on 9/26. Doug also did interviews on WBAL radio and 98 Rock during the Baltimore Ravens pregame show on 11/1. Director Medenica was interviewed via phone and Zoom on 11/4, 11/5 and 11/6 to discuss the approval of the state's sports betting referendum with WBAL-TV (Baltimore), WNAV radio (Annapolis), WUSA9-TV (Washington, D.C.), Fox 5 (Washington, D.C.) and WRDE-TV (Salisbury). Communications staff member Roslyn Lane is scheduled to appear via Zoom in the Lottery Update segment on WBAL-TV on 11/28.

### **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 published on mdlottery.com and sent to appropriate media outlets. Communications staff issued a news release on 11/5 to report the casino revenues for October. Communications staff also issued the "Week in Winners" news releases to media outlets across the state each Monday. "Week in Winners" lists each Lottery ticket worth \$10,000 or more that was sold or claimed in the preceding seven days. November casino revenue will be reported in a news release on 12/7.

**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.

**Maryland Day to Serve**

Communications staff member Jim Kennedy planned the Agency's participation in a Day to Serve clean-up project on 10/20 in Baltimore City's Carroll Park, located across the street from the MLGCA office at the Montgomery Park Business Center. Seventeen MLGCA staff members took part in the event and were joined by Stephen Schatz, deputy chief of staff to Governor Hogan. Donning masks and gloves and following social-distancing protocols, participants worked together to collect garbage, filling more than 50 large construction bags.

**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 Gazette employee newsletter, which will be delivered to MLGCA staff electronically in late November. Planning is underway for the next edition of the Retailer Report newsletter, which will be delivered electronically in the first quarter of 2021.

### **“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 in the new drawings studio. 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.

## **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.

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>October 2020 Count</b>	<b>October 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>	1,200	\$2,602,456	4,641	\$23,778,623
<b>Casinos</b>	71	\$701,210	297	\$3,138,820

### **XCAP PROCESSING:**

<b>October 2020 Count</b>	<b>October 2020 Amount</b>	<b>YTD 7/01/20 to 06/30/21</b>	<b>YTD 7/01/20 to 06/30/21</b>
5,982	\$11,541,708	28,862	\$60,441,639

**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 Oct. 2020:**

Multi-Match	2,456
Mega Millions	3,589
Powerball	2,670
Cash4Life	428
<b>Total</b>	<b>9,143</b>

**Subscriptions Processed During Oct. 2020:**

Multi-Match	495
Mega Millions	715
Powerball	501
Cash4Life	89
<b>Total</b>	<b>1,800</b>

<b>INTERCEPTIONS</b>	<b>October 2020 Amount</b>	<b>YTD 7/1/20 to 06/30/21 Amount</b>
Child Support	\$18,178	\$85,657
CCU Debts	\$58,991	\$83,597