

# 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: December 10, 2020

SUBJECT: Report for the December 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 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; WTOP radio (Washington, D.C.); WMAL radio (Washington, DC); NBC4 (Washington, D.C.); WBAL-TV (Baltimore); the Baltimore Sun; the Baltimore Business Journal; and the Daily Record.

### **General Broadcast Opportunities:**

Communications staff member Roslyn Lane appeared via Zoom in the Lottery Update segment on WBAL-TV on 11/28 to discuss the latest games and promotions. Director Medenica was interviewed via phone with WMAL radio (Washington, D.C.) on 11/30 to discuss Lottery sales during the pandemic, and again on 12/7 to discuss casino revenue numbers. Director Medenica also discussed casino revenue on 12/7 during a phone interview on WNAV radio (Annapolis). Doug Lloyd was interviewed on WBAL radio and 98 Rock during the Baltimore Ravens pregame shows on 11/22 and 12/8, and will be interviewed during the pregame shows on 12/20 and 12/27. Doug also was interviewed on WBAL radio's Monday Night Live program on 11/23, and will be on the show again on 12/15, 12/21, 12/28.

### **Holiday-themed Broadcast Opportunities**

Communications staff members began a series of holiday season and "Gift Guru" radio and TV interviews to discuss the Lottery's annual holiday-themed scratch-off tickets and the Cash & Dash second-chance promotion. Several stations are also giving away trees and wreaths made of Lottery scratch-offs.

Doug Lloyd was/will be interviewed on the following stations:

- WSMD radio (Mechanicsville) on 11/19
- WNAV radio (Annapolis) on 12/4; 12/11; and 12/18

- WMDT-TV (Salisbury) on 12/9  
(Pre-recorded Zoom interview for broadcast at a later date)
- WBAL-TV (Baltimore) on 12/12 via live Zoom for Gift Guru segment.
- Fox 45 TV (Baltimore) on 12/15 via live Zoom for Gift Guru segment

In addition, five other Communications team members were or will be participating in holiday interviews. This includes:

- WWEG radio (Hagerstown) on 12/7 with Gail Pelovitz
- WFRE radio (Frederick) on 12/7 with Gail Pelovitz
- WBOC & WRDE/Draper Media radio (Salisbury) on 12/7 with Bryan Kelly and Brandon Powell
- Froggy 99.9 radio (Salisbury) on 12/8 with Bryan Kelly and Brandon Powell
- WAFY radio (Frederick) on 12/9 with Gail Pelovitz
- WPOC radio (Baltimore) on 12/11 with Roslyn Lane
- WBAL-TV (Baltimore) on 12/26 via live Zoom with Managing Director of Communications, Carole Gentry

#### **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 continue to conduct phone interviews with winners of \$10,000 or more who claim prizes at the Lottery's Customer Resource Center in Baltimore. Stories of winners who consent to interviews are published on mdlottery.com and sent to appropriate media outlets. Communications staff issued a news release on 12/7 to report November casino revenue. Communications staff also issued the "Week in Winners" news releases to media outlets across the state, which lists each Lottery ticket worth \$10,000 or more that was sold or claimed in the preceding seven days. December casino revenue will be reported in a news release on 1/5.

#### **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 coronavirus state of emergency led to the postponement or cancellation of all events since mid-March where Communications staff was planning to attend and promote the Lottery. Shirley Hinton, assistant director of communications for promotions and events, continues to maintain contact with the operators of these events to determine future activities.

#### **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 a November edition of the Gazette employee newsletter, which was delivered to MLGCA staff electronically. Production is in progress 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. The drawings team also ensured that winning numbers for those games and 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 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. Lottery winners without Internet access can schedule appointments by phone. Winners may 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. 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>November 2020 Count</b>	<b>November 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>	1,209	\$5,305,203	5,850	\$29,083,826
<b>Casinos</b>	66	\$679,035	363	\$3,817,855

**XCAP PROCESSING:**

<b>November 2020 Count</b>	<b>November 2020 Amount</b>	<b>YTD 7/01/20 to 06/30/21</b>	<b>YTD 7/01/20 to 06/30/21</b>
5,308	\$10,442,410	34,170	\$70,884,049

**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 Nov. 2020:**

Multi-Match	2,590
Mega Millions	3,525
Powerball	2,650
Cash4Life	416
<b>Total</b>	<b>9,181</b>

**Subscriptions Processed During Nov. 2020:**

Multi-Match	555
Mega Millions	492
Powerball	401
Cash4Life	102
<b>Total</b>	<b>1,550</b>

<b>INTERCEPTIONS</b>	<b>November 2020 Amount</b>	<b>YTD 7/1/20 to 06/30/21 Amount</b>
Child Support	\$11,695	\$97,352
CCU Debts	\$165,668	\$249,265