

# 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: February 16, 2021

SUBJECT: Report for the February 2021 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/national/industry media including the The Today Show, Good Morning America, USA Today, WTOP radio (Washington, D.C.); WBAL-TV (Baltimore); WJZ-TV (Baltimore); the Baltimore Sun; and the Baltimore Business Journal.

### **Broadcast Opportunities and Interviews:**

Communications staff member Doug Lloyd appeared via Zoom in the Lottery Update segment on WBAL-TV on 1/30 to discuss the latest games and promotions. Managing Director of Communications Carole Gentry was interviewed on WTOP radio (Washington, DC) on 2/11 to discuss winners and big prizes, specifically, the \$731.1 million Powerball jackpot-winning ticket sold at Coney Market in Lonaconing, Maryland. Members of the Communications team are working on a media event featuring a check presentation to Mr. Richard Ravenscroft, the Lottery retailer and owner of Coney Market. Mr. Ravenscroft's store will receive a \$100,000 selling bonus as a result. Communications staff member Roslyn Lane will appear via Zoom on the Lottery Update segment on WBAL-TV on 2/27.

### **Jackpot Interviews:**

Director Medenica and Communications staff members were interviewed by 21 media outlets on 1/21 and 1/22 after a \$731.1 million Powerball jackpot was won on a single ticket sold at Coney Market in Lonaconing (Allegany County). Communications staff member Doug Lloyd visited Coney Market on 1/21 to assist the staff in fielding interview requests, and he was interviewed by numerous national and regional TV networks:

**Director Medenica:** Fox 5 (Washington, D.C.), 98 Rock (Baltimore), WBAL Radio (Baltimore) Associated Press, Bloomberg News and USA Today on 1/21.

**Doug Lloyd:** WMAL Radio (Washington, D.C.), Star 98 (Mechanicsville), WNAV Radio (Annapolis), WBAL-TV (Baltimore), Baltimore Sun, WJZ-TV (Baltimore), WBOY-TV (Clarksburg, W.Va.), WJLA-TV (Washington, D.C.), WUSA-TV (Washington, D.C.), The

Today Show, Inside Edition, Fox 5 (Washington, D.C.) and Good Morning America on 1/21.

**Gail Pelovitz:** WFMD Radio (Frederick) and Allegany Radio Group (Cumberland) on 1/21; Allegany Radio Group (Cumberland) on 1/22.

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

Winner interviews were suspended on 3/13 due to the coronavirus state of emergency, but were resumed on 8/3/20. 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 2/5 to report January 2021 casino revenue. Communications staff also issued the "Week in Winners" news releases to media outlets across the state each Monday, which list each Lottery ticket worth \$10,000 or more that was sold or claimed in the preceding seven days. Managing Director of Communications Carole Gentry was interviewed by the Baltimore Sun on 2/12 regarding the yet-to-be-claimed Powerball jackpot prize. A news release will be issued on 3/5 to report February casino revenue.

### **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 of 2020 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. Planning is in progress for a virtual media event to be held at the end of February. The event will be conducted in conjunction with the Ravens via Zoom to reveal the winner of the grand prize in the Ravens second-chance promotion. In addition to a \$10,000 prize, which all six finalists receive, the grand-prize winner will receive a pair of season tickets to every Ravens home game for 20 years.

## **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 working on the writing and design of the next Gazette employee newsletter, which will be delivered to MLGCA staff electronically during March. Planning is in progress for the next edition of the Retailer Report newsletter, which will be delivered electronically in the second quarter of 2021.

**“Retailer Corner:”**

Communications staff continued posting three to five blog entries per week 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 six 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>January 2021 Count</b>	<b>January 2021 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>	1,358	\$6,295,005	8,303	\$38,571,100
<b>Casinos</b>	92	\$979,028	527	\$5,559,100

**XCAP PROCESSING:**

<b>January 2021 Count</b>	<b>January 2021 Amount</b>	<b>YTD 7/01/20 to 06/30/21</b>	<b>YTD 7/01/20 to 06/30/21</b>
7,302	\$16,242,684	46,885	\$97,201,893

**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 Jan. 2021:**

Multi-Match	3,378
Mega Millions	3,937
Powerball	3,048
Cash4Life	452

**Subscriptions Processed During Jan. 2021:**

Multi-Match	1,061
Mega Millions	942
Powerball	845
Cash4Life	134

**Total 10,815****Total 2,982**

<b>INTERCEPTIONS</b>	<b>January 2021 Amount</b>	<b>YTD 7/1/20 to 06/30/21 Amount</b>
Child Support	\$10,138	\$116,911
CCU Debts	\$148,769	\$513,431