

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: March 16, 2021

SUBJECT: Report for the March 2021 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 30 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 CNBC, WTOP radio (Washington, D.C.); WBAL-TV (Baltimore); WJZ-TV (Baltimore); Fox 5 (Washington, D.C.), the Baltimore Sun; and the Baltimore Business Journal.

Broadcast Opportunities:

Communications staff member Roslyn Lane appeared via Zoom in the Lottery Update segment on WBAL-TV on 2/27 to discuss the latest games and promotions. Carole Gentry, Managing Director of Communications, will appear via Zoom on the Lottery Update segment on WBAL-TV on 3/27.

Interviews and News Releases:

Winner interviews were suspended on 3/13/20 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 3/1 to recognize March as Problem Gambling Awareness Month. Communications staff issued a news release on 3/5 to report February 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. A news release will be issued on 4/5 to report March 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.

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 nearly complete with the writing and design of the next Retailer Report newsletter, which will be delivered electronically in the second quarter of 2021. Writing is complete on the next Gazette employee newsletter, which will be delivered to MLGCA staff electronically during March.

"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 3/30/20 and reopened on an appointment-only basis on 6/24/20. 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:

Location	February 2021 Count	February 2021 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
Baltimore	1093	\$9,607,678	9,396	\$48,178,778
Casinos	76	\$767,481	603	\$6,326,581

XCAP PROCESSING:

February 2021 Count	February 2021 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
5,713	\$12,075,099	52,598	\$109,276,992

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 Feb. 2021:

Multi-Match	4,445
Mega Millions	4,206
Powerball	3,294
Cash4Life	496

Total 12,441

Subscriptions Processed During Feb. 2021:

Multi-Match	1,590
Mega Millions	807
Powerball	720
Cash4Life	125

Total 3,242

INTERCEPTIONS	February 2021 Amount	YTD 7/1/20 to 06/30/21 Amount
Child Support	\$21,672	\$138,583
CCU Debts	\$161,368	\$674,799