

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: April 13, 2021

SUBJECT: Report for the April 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 WTOP radio (Washington, D.C.); WBAL-TV (Baltimore); WJZ-TV (Baltimore); the Baltimore Sun; and the Baltimore Business Journal.

Broadcast Opportunities:

Managing Director of Communications Carole Gentry appeared via Zoom in the Lottery Update segment on WBAL-TV on 3/27 to discuss the latest games and promotions. Doug Lloyd will appear via Zoom on the Lottery Update segment on WBAL-TV on 4/24.

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 4/5 to report March 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 5/5 to report April 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 and is in process of exploring event possibilities for later in the summer.

Promotional Partners Outreach:

Communications staff members are contacting radio stations across the state to arrange promotional giveaways connected with the Summer Fun scratch-off ticket, which is scheduled to launch in April. At least 10 stations have expressed interest.

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 electronically published the Retailer Report newsletter for the second quarter of 2021, and also completed the March edition of the Gazette employee newsletter and emailed it to all Agency staff. Planning and writing are underway for the next editions of both newsletters.

"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	March 2021 Count	March 2021 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
Baltimore	1273	\$6,928,277	10,669	\$55,107,055
Casinos	83	\$860,273	686	\$7,186,854

XCAP PROCESSING:

March 2021 Count	March 2021 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
6,449	\$12,909,534	59,047	\$122,186,526

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 Mar. 2021:

Multi-Match	4,568
Mega Millions	4,233
Powerball	3,391
Cash4Life	521

Total 12,713

Subscriptions Processed During Mar. 2021:

Multi-Match	1,573
Mega Millions	693
Powerball	614
Cash4Life	139

Total 3,019

INTERCEPTIONS	March 2021 Amount	YTD 7/1/20 to 06/30/21 Amount
Child Support	\$14,010	\$152,593
CCU Debts	\$185,350	\$860,149