

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: May 17, 2021

SUBJECT: Report for the May 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; the Baltimore Business Journal; Vixeo/Gambling Compliance; ABC47 (Salisbury); and Fox5 News (Washington, DC);

As the current lead state for the Mega Millions Consortium, the Maryland Lottery is responsible for disseminating detailed Mega Millions information to all participating state lotteries across the country when the jackpots reach the \$300 million mark and above. Given the current jackpot, which is over \$400 million, the Communications Division continues to distribute, via email, these national talking points several times each week and will do so until the jackpot is eventually hit.

Broadcast Opportunities:

Communications staff member Doug Lloyd appeared via Zoom in the Lottery Update segment on WBAL-TV on 4/24 to discuss the latest games and promotions. Doug also did weekly radio interviews to discuss Lottery news on WNAV-AM in Annapolis on 4/16, 4/23, 4/30 and 5/7. Communications staff member Roslyn Lane will appear via Zoom on the Lottery Update segment on WBAL-TV on 5/29.

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 \$20,000 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 5/5 to report April 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 6/7 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. The Maryland Association of Counties (MACo) Conference is planned for 8/18 through 8/21 in Ocean City; and the Maryland State Fair is scheduled for 8/26 through 9/6 in Timonium. The Lottery will have a presence at both events, and will be on Ravens Walk for all Baltimore Ravens 2021 home games. The Ravens schedule has not yet been announced.

Promotional Partners Outreach:

Communications staff members are maintaining contact with radio stations across the state that are conducting promotional giveaways connected with the Summer Fun scratch-off ticket. There are 14 stations participating.

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 working on the writing and design of the next Gazette employee newsletter, which will be distributed in late May. Planning is underway for the Retailer Report newsletter for the third 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 3/30/20 and reopened by appointment-only 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	April 2021 Count	April 2021 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
Baltimore	1,476	\$8,731,946	12,145	\$63,839,001
Casinos	100	\$942,353	786	\$8,129,207

XCAP PROCESSING:

April 2021 Count	April 2021 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
7,328	\$15,072,800	66,375	\$137,259,326

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 April 2021:

Multi-Match	4,426
Mega Millions	4,099
Powerball	3,244
Cash4Life	513

Total 12,282

Subscriptions Processed During April 2021:

Multi-Match	765
Mega Millions	677
Powerball	546
Cash4Life	119

Total 2,107

INTERCEPTIONS	April 2021 Amount	YTD 7/1/20 to 06/30/21 Amount
Child Support	\$17,696	\$170,289
CCU Debts	\$209,405	\$1,069,554