

TO: Maryland Lottery and Gaming Control Commission
John Martin, Director

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: August 17, 2021

SUBJECT: Report for the August 2021 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 50 articles or segments on the Maryland Lottery, the \$2 Million VaxCash Promotion, Maryland's casinos, MLGCA's Fiscal Year 2021 numbers and/or Maryland's sports wagering program were broadcast and/or published online in the past two months by local/regional/industry media including WBAL-TV (Baltimore); WJZ-TV (Baltimore); Fox 45 (Baltimore); WTOP radio (Washington, D.C.); the Washington Post; the Baltimore Sun and the Baltimore Business Journal.

Fiscal Year 2021 Numbers:

On Monday, 8/16, Maryland Lottery and Gaming released its annual fiscal numbers report to statewide media. On 8/16 and 8/17, Director John Martin was interviewed by the following TV and radio stations to discuss the Fiscal Year 2021 figures, as well as the development of the sports wagering program:

- WBAL Radio, Baltimore
- WMAR-TV, Baltimore
- WBAL-TV, Baltimore
- WCBM Radio, Baltimore
- Key 103 Radio, Frederick
- WNAV Radio, Annapolis
- WQCM, Mix 95.1 and Live 96.7 Radio, Hagerstown
- Magic 95.9 Radio, Baltimore
- 92Q Radio, Baltimore

Communications staff member Doug Lloyd was also interviewed on WNAV Radio in Annapolis to discuss the fiscal numbers.

\$2 Million VaxCash Promotion:
Members of the Communications staff played vital roles in developing, managing and publicizing the \$2 Million VaxCash Promotion, which held the last of 41 drawings on 7/4. Announced by Governor

Hogan on 5/20, the promotion sought to incentivize those who had not yet received a COVID-19 vaccine and reward those who had. Working in collaboration with the Maryland Department of Health (MDH), the Lottery awarded a \$40,000 prize to one vaccinated Maryland resident each day from 5/25 through 7/3, and a \$400,000 prize to one winner on 7/4. Because entry into the drawings is based on individuals' vaccination status and we must adhere to HIPAA guidelines regarding health privacy, MDH is required to make initial contact with VaxCash winners. The Lottery Communications team provided detailed guidance to MDH's constituent services staff regarding the winner notification process. Once winners returned an authorization form to MDH, the Lottery's Communications staff then contacts the winners to guide them through the prize-claiming process.

The Communications team greeted VaxCash winners at the Lottery's office in Baltimore when they arrived to claim their prizes, and interviewed them for articles and videos that were published on mdlottery.com, released to the media and shared on social media. VaxCash winners were permitted to remain anonymous, but 13 of the 41 winners consented to full publicity. Communications staff issued news releases with photos of those 13 winners, as well as 18 additional releases informing the public that VaxCash prizes had been claimed anonymously. Some of those 18 releases covered multiple anonymous winners.

Broadcast Opportunities:

Managing Director of Communications Carole Gentry appeared via Zoom for the Lottery Update segment on WBAL-TV on 6/26, and Communications staff member Doug Lloyd appeared via Zoom on the Lottery Update segment on 7/31 to discuss the latest games and promotions. Doug also did weekly radio interviews each Friday to discuss Lottery news on WNAV-AM in Annapolis. Communications staff member Roslyn Lane will appear on the Lottery Update segment on WBAL-TV via Zoom on 8/28.

Interviews and News Releases:

On 6/14, the Communications staff resumed in-person interviews with winners who claim prizes of \$20,000 or more at the Lottery's Customer Resource Center in Baltimore. In the interests of customer and staff safety during the COVID-19 pandemic, these interviews were conducted by phone for nearly a year. Winner stories are published on mdlottery.com. Winners may remain anonymous, but stories include names or photos of winners who give written consent for publicity regarding their prizes.

Communications staff has issued or is going to issue the following news releases:

- 7/6 – Statewide news release to report June 2021 casino revenue numbers.
- 8/5 – Statewide news release to report July 2021 casino revenue numbers.
- 8/16 – Statewide news release to report Fiscal Year 2021 Lottery and casino figures.
- Every Monday – Statewide news release, "Week in Winners" (WIW), which lists each Lottery ticket worth \$10,000 or more that was sold or claimed in the preceding seven days.

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 the Communications staff was planning to attend and promote the Lottery. Assistant Director of Communications for Events and Promotions Gail Pelovitz is maintaining contact with the operators of these events to determine future activities and is in the process of exploring event possibilities for the last few months of 2021.

The Communications staff will manage the Lottery's presence at the Maryland Association of Counties (MACo) Conference 8/18 through 8/21 in Ocean City; and the Maryland State Fair 8/26 through 9/6 in Timonium. Both events return after being on hiatus in 2020 due to COVID-19. The Lottery will once again occupy the lobby of the Exhibition Hall during all hours of operation on all 12 days of the State Fair. The Communications staff was on Ravens Walk on 8/14 for the Baltimore Ravens preseason game against the New Orleans Saints, and is planning to have a similar presence at all of the Ravens' 2021 home games.

Second-chance Promotions:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance contests.

CORRESPONDENCE, NEWSLETTERS, PIA REQUESTS AND COMMUNICATIONS

Correspondence:

More than 200 email inquiries and letters were received and answered by Communications staff over the past two months. 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 published the latest edition of the Gazette employee newsletter on 8/5, and are working on the writing and design of the next Gazette, scheduled to be emailed to all employees in late September, and the next Retailer Report newsletter, which is scheduled to be disseminated to retailers at the beginning of October.

"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 has also been working with staff from WBAL-TV to prepare for the addition of Monday night Powerball broadcasts beginning 8/23, which will air along with Multi-Match drawings.

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. The appointment-only

process continues to be effective and efficient. All Lottery retailers are authorized to cash winning tickets up to \$600; Expanded Cashing Authority Program (XCAP) retailers can cash tickets up to \$5,000; Winning tickets up to \$25,000 can be cashed without appointments 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:

Location	June 2021 Count	June 2021 Amount	YTD 7/01/20 to 06/30/21	YTD 7/01/20 to 06/30/21
Baltimore	1,103	\$8,614,504	16,017	\$626,079,658
Casinos	70	\$715,135	934	\$9,948,065

XCAP PROCESSING:

June 2021 Count	June 2021 Amount	YTD 7/01/19 to 06/30/21	YTD 7/01/20 to 06/30/21
10,232	\$23,192,718	84,685	\$177,097,941

Location	July 2021 Count	July 2021 Amount	YTD 7/01/21 to 06/30/22	YTD 7/01/21 to 06/30/22
Baltimore	1,362	\$8,175,998	1,362	\$8,175,998
Casinos	70	\$720,575	70	\$720,575

XCAP PROCESSING:

July 2021 Count	July 2021 Amount	YTD 7/01/21 to 06/30/22	YTD 7/01/21 to 06/30/22
6,888	\$12,700,648	6,888	\$12,700,648

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 26, 52 or 104 draws. Data concerning subscriptions processed is noted below:

Total Subscriptions as of June 2021:

Multi-Match	666
Mega Millions	3,867
Powerball	3,035
Cash4Life	539
Total	8,107

Total Subscriptions Processed During June 2021:

Multi-Match	667
Mega Millions	570
Powerball	529
Cash4Life	153
Total	1,919

Total Subscriptions as of July 2021:

Multi-Match	910
Mega Millions	3,688
Powerball	2,812
Cash4Life	534
Total	7,944

Total Subscriptions Processed During July 2021:

Multi-Match	265
Mega Millions	504
Powerball	338
Cash4Life	117
Total	1,224

INTERCEPTIONS	June 2021 Amount	YTD 7/1/20 to 06/30/21 Amount	July 2021 Amount	YTD 7/1/21 to 06/30/22 Amount
Child Support	\$20,920	\$225,015	\$29,926	\$29,926
CCU Debts	\$216,013	\$1,462,478	\$206,974	\$206,974