

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: September 14, 2021

SUBJECT: Report for the September 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, Maryland's casinos, 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); Fox 5 (Washington, D.C.), WTOP radio (Washington, D.C.); the Washington Post; the Baltimore Sun and the Baltimore Business Journal.

Broadcast Opportunities:

Communications staff member Roslyn Lane was interviewed on 98 Rock on 8/27 to discuss the Lottery's onsite activities at the Maryland State Fair. Roslyn also appeared via Zoom for the Lottery Update segment on WBAL-TV on 8/28 to discuss the latest games and promotions. Communications staff member Doug Lloyd will appear on the Lottery Update segment on WBAL-TV via Zoom on 9/25. Doug participated in weekly radio interviews each Friday to discuss Lottery news on WNAV-AM in Annapolis. Doug also began weekly Monday night interviews on WBAL Radio on 9/13 and will participate interviews on 98 Rock's Baltimore Ravens pregame show before all home games, beginning 9/19.

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 issued the following news releases in the past month:

- 8/27 — Statewide news release to report that the 30-day public comment period for sports wagering regulations would run from 8/27 to 9/27.
- 9/8 — Statewide news release to report August 2021 casino revenue numbers.
- Every Monday — Statewide news release, "Week in Winners," listing 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 headline 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 most 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 managed the Lottery's presence at the Maryland Association of Counties (MACo) Conference 8/18 through 8/21 in Ocean City, where they were awarded first place for their outstanding booth display; and the Maryland State Fair 8/26 through 9/6 in Timonium. Both events returned after being on hiatus in 2020 due to COVID-19. The Lottery occupied the lobby of the Exhibition Hall during all hours of operation on all days of the State Fair.

The Communications staff will manage the Lottery's presence at the following events during the next month:

- Baltimore Ravens game vs. Kansas City Chiefs, M&T Bank Stadium, Baltimore — 9/19
- A Purple Evening, M&T Bank Stadium, Baltimore — 9/21
- Trifecta Food Truck & Music Festival, Timonium — 9/25
- Fells Point Festival, Baltimore — 10/2 and 10/3
- Savor Bowie Fall Fest, Bowie — 10/9 and 10/10
- Baltimore Ravens game vs. Indianapolis Colts, M&T Bank Stadium, Baltimore — 10/11

Maryland Day To Serve:

Communications staff member Jim Kennedy is working with staff from the Maryland Department of the Environment and the Maryland Stadium Authority to plan the annual Maryland Day To Serve event. MLGCA staff will be joined by employees of other state agencies for a cleanup project scheduled for 10/6 at Carroll Park in Baltimore, located across the street from the MLGCA offices in the Montgomery Park Business Center. More than 50 MLGCA staff members typically participate in this annual community service event.

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 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 nearing completion of the next Retailer Report newsletter, which is scheduled to be disseminated to retailers at the beginning of October. They are also preparing content for the next Gazette employee newsletter scheduled for 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 worked with staff from WBAL-TV to successfully integrate Monday night Powerball drawings into the broadcast schedule beginning 8/23. The new Monday night Powerball drawings air along with Multi-Match drawings.

On 8/27, the Drawings team prepared for a live broadcast of the evening Pick 3 and Pick 4 drawings from the Maryland State Fairgrounds in Timonium. Members of the Communications team, along with Ravens cheerleaders, Ravens mascot Poe and former Ravens player Qadry Ismail were onsite, ready and rehearsed. Due to lighting that appeared minutes before the broadcast, the remote drawing was cancelled and the drawing was conducted and broadcast from WBAL studios, according to pre-established back-up plans.

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	August 2021 Count	August 2021 Amount	YTD 7/01/21 to 06/30/22	YTD 7/01/21 to 06/30/22
Baltimore	1,262	\$7,384,828	2,624	\$15,560,826
Casinos	71	\$747,676	141	\$1,468,251

XCAP PROCESSING:

August 2021 Count	August 2021 Amount	YTD 7/01/21 to 06/30/22	YTD 7/01/21 to 06/30/22
10,671	\$24,602,831	17,559	\$37,303,479

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 August 2021:

Multi-Match	1,083
Mega Millions	3,553
Powerball	2,508
Cash4Life	486

Total **7,630**

Subscriptions Processed During August 2021:

Multi-Match	252
Mega Millions	510
Powerball	224
Cash4Life	91

Total **1,077**

INTERCEPTIONS	August 2021 Amount	YTD 7/1/21 to 06/30/22 Amount
Child Support	\$14,331	\$44,257
CCU Debts	\$214,953	\$421,927