

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: October 12, 2021

SUBJECT: Report for the October 2021 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 60 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, the Daily Record, Maryland Matters and the Baltimore Business Journal.

Broadcast Opportunities:

Communications staff member Doug Lloyd appeared via Zoom for the Lottery Update segment on WBAL-TV on 9/25 to discuss the latest games and promotions. Doug also participated in weekly radio interviews each Friday to discuss Lottery news on WNAV-AM in Annapolis and continues his weekly Monday night interviews on WBAL Radio. He will also participate in interviews on 98 Rock's Baltimore Ravens pregame show before all home games. Managing Director of Communications Carole Gentry will appear on the Lottery Update segment on WBAL-TV via Zoom on 10/30.

Lottery Director John Martin is continuing a series of weekly video conference interviews with Nestor Apparicio for WNST/baltimorepositive.com. The recorded segments are available each Friday. Director Martin was also interviewed on Laurel Public Access TV on 9/30, by Capital News Service on 10/7, by Fox 5 (Washington, D.C.) on 10/7 and by the Daily Record on 10/9.

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:

- 9/30 — Statewide news release to report that the 30-day public comment period for sports wagering regulations ended on 9/27 and that the comments were published on mdgaming.com.

- 10/5 — Statewide news release to report September 2021 casino revenue numbers.
- 10/6 — Statewide news release to report that the MLGCC has forwarded three sports wagering applicants to the Sports Wagering Application Review Commission (SWARC).
- Every Monday (the next day if there is a holiday) — 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 and is in the process of building out our Events Calendar for the rest of 2021 and 2022.

In the past month, the Communications staff managed the Lottery’s presence at the following events:

- 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
- Live remote Pick 3/Pick 4 drawing at Baltimore Ravens game vs. Indianapolis Colts, M&T Bank Stadium, Baltimore — 10/11

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

- Maryland 5 Star at Fair Hill, Fair Hill — 10/16
- Baltimore Ravens game vs. Los Angeles Chargers, M&T Bank Stadium, Baltimore — 10/17
- Baltimore Ravens game vs. Cincinnati Bengals, M&T Bank Stadium, Baltimore — 10/24
- WMDA/CAR Annual Expo & Awards at Martin’s West, Baltimore — 10/26
- University of Maryland vs. Penn State football game, College Park — 11/6
- Baltimore Ravens vs. Minnesota Vikings game, M&T Bank Stadium, Baltimore — 11/7

‘Just Serve’ Event:

On 10/6, nearly 70 state employees participated in Governor Hogan’s annual community service initiative, *Just Serve*, formerly known as Maryland’s *Day To Serve*. Led by Communications staff member Jim Kennedy, participants from seven other state agencies joined the MLGCA in the effort: the Maryland Department of Environment, the Maryland Stadium Authority, the Maryland Department of Transportation, the Maryland Energy Administration, the Governor’s Office of Community Initiatives, the Maryland Department of Commerce and the Maryland Department of Planning. The cleanup project took place at the historic Carroll Park Mansion in Baltimore City’s Carroll Park, which is located across the street from MLGCA headquarters. Donning Maryland Lottery t-shirts and armed with garden tools supplied by the Baltimore Community ToolBank, the energetic volunteers spread more than good will in the community. The crew weeded, cleaned litter, trimmed shrubs, cleared brush and distributed 15 tons of gravel for walkways and garden beds.

Customer Experience Day:

On 10/7, the MLGCA participated in Governor Hogan's Customer Experience Day initiative. The initiative highlights the state's commitment to providing a culture of good customer service as outlined in the governor's Customer Service Promise. Special player messaging was posted on the agency website and on social media. In addition, all players who came to the Customer Resource Center that day to claim their prizes were greeted with signage and balloons. Each claimant also received a free Lottery gift in honor of the day.

Second-chance Promotions:

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

Ravens Second-chance Road Trip

Communications staff member Doug Lloyd and Digital Manager Melanie Losover accompanied a group of Lottery winners on a trip to Detroit on 9/25 and 9/26 to see the Baltimore Ravens game against the Detroit Lions. The winners were randomly drawn from entries in the My Lottery Rewards program.

Ravens Second-chance Contest Winners' Event

Communications staff members Gail Pelovitz and Doug Lloyd accompanied Lottery winners who were awarded \$500 spending sprees at the Ravens team store on 10/7. The winners were randomly drawn from entries in the My Lottery Rewards program. WBAL-TV, WJZ-TV and WMAR-TV covered the event for their newscasts.

Warehouse Dash Event

Managing Director of Communications Carole Gentry accompanied a group of Lottery winners on a trip to Chicago on 9/24 and 9/25 for the Warehouse Dash. The winners, who were randomly drawn from entries in the My Lottery Rewards program, had 90 seconds to run through a warehouse and fill a shopping cart with a wide variety of consumer items.

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 published the Retailer Report newsletter for the period of October through December. Production of the next Gazette employee newsletter is in progress.

"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.

On 10/11, the Drawings team held a successful live broadcast of the evening Pick 3 and Pick 4 drawings from M&T Bank Stadium, just prior to the kick-off of the Ravens-Colts Monday Night Football game. As an excited crowd of Ravens fans looked on, members of the Communications team drew the numbers alongside former Ravens player Jamal Lewis, while TV broadcast partner WBAL-TV captured the moment on camera.

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	September 2021 Count	September 2021 Amount	YTD 7/01/21 to 06/30/22	YTD 7/01/21 to 06/30/22
Baltimore	1,396	\$6,282,895	4,020	\$21,843,721
Casinos	76	\$788,471	217	\$2,256,722

XCAP PROCESSING:

September 2021 Count	September 2021 Amount	YTD 7/01/21 to 06/30/22	YTD 7/01/21 to 06/30/22
9,879	\$22,278,402	27,438	\$59,581,881

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 September 2021:

Multi-Match	1,145
Mega Millions	3,613
Powerball	2,446
Cash4Life	474

Total **7,678**

Subscriptions Processed During Sept. 2021:

Multi-Match	245
Mega Millions	581
Powerball	608
Cash4Life	93

Total **1,527**

INTERCEPTIONS	September 2021 Amount	YTD 7/1/21 to 06/30/22 Amount
Child Support	\$27,485	\$71,742
CCU Debts	\$172,811	\$594,738