

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

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: November 9, 2021

SUBJECT: Report for the November 2021 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 40 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 months by local/regional/industry media including WBAL-TV (Baltimore); WJZ-TV (Baltimore); Fox 5 (Washington, D.C.), WTOP radio (Washington, D.C.); the Washington Post; the Baltimore Sun, Maryland Matters and the Baltimore Business Journal.

Broadcast Opportunities:

Managing Director of Communications Carole Gentry appeared via Zoom for the Lottery Update segment on WBAL-TV on 10/30 to discuss the latest games and promotions. Communications staff member Doug Lloyd 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 and will appear on the Lottery Update segment on WBAL-TV via Zoom on 11/27. Communications staff members are also planning holiday-themed Gift Guru segments that will air on local TV stations in December.

Lottery Director John Martin and other Lottery staff are continuing a series of weekly virtual interviews with Nestor Apparicio for WNST/baltimorepositive.com. The recorded segments are available each Friday. Director Martin appeared on 10/15, and Communications staff members Doug Lloyd and Roslyn Lane appeared on 10/22 and 10/29, respectively. Director Martin was also interviewed by Fox 5 (Washington, D.C.) and WBAL-TV (Baltimore) on 10/21; 105.7 The Fan on 11/3; WJZ-TV (Baltimore) and Fox 5 (Washington, D.C.) on 11/4; and WDVM25 (Hagerstown) to discuss Maryland's sports wagering program.

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:

- 10/21 — Statewide news release to report that the MLGCC has forwarded two sports wagering applicants to the Sports Wagering Application Review Commission (SWARC).
- 11/3 — Statewide news release to report on Maryland Lottery and Gaming's next steps in the sports wagering program.
- 11/5 — Statewide news release to report the October 2021 casino revenue figures.
- Every Monday (the next day if there is a holiday) — Statewide news release, "The 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 many 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 remainder of 2021 through the 2022 calendar year.

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

- 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

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

- Morgan State vs. Georgetown football game, Baltimore — 11/20
- Baltimore Ravens vs. Cleveland Browns game, M&T Bank Stadium, Baltimore — 11/28
- Baltimore Ravens vs. Green Bay Packers game, M&T Bank Stadium, Baltimore — 12/19

MLGCA Food Drive:

Communications Division staff members are coordinating an Agency-wide food drive to benefit the Maryland Food Bank. Through 11/24, staff members are encouraged to donate non-perishable items via collection boxes located in the office.

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 published the October edition of the Gazette employee newsletter Retailer Report newsletter for the period of October through December. Writing and production of the next Retailer Report newsletter covering the period of January through March 2022 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. The drawings team is also preparing for the arrival of two new Pick 5 machines in preparation for an additional draw game that will accompany the daily televised Pick 3 & 4 drawings next year.

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	October 2021 Count	October 2021 Amount	YTD 7/01/21 to 06/30/22	YTD 7/01/21 to 06/30/22
Baltimore	1,289	\$7,741,368	5,309	\$29,585,089
Casinos	75	\$703,622	292	\$2,960,344

XCAP PROCESSING:

October 2021 Count	October 2021 Amount	YTD 7/01/21 to 06/30/22	YTD 7/01/21 to 06/30/22
7,041	\$14,136,696	34,479	\$73,718,577

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 October 2021:

Multi-Match	1,257
Mega Millions	3,541
Powerball	2,475
Cash4Life	449

Total **7,722**

Subscriptions Processed During Oct. 2021:

Multi-Match	313
Mega Millions	672
Powerball	509
Cash4Life	101

Total **1,595**

INTERCEPTIONS	October 2021 Amount	YTD 7/1/21 to 06/30/22 Amount
Child Support	\$34,000	\$105,742
CCU Debts	\$135,414	\$730,152