

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor • John Martin, Director



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

FROM: Seth Elkin, Managing Director of Communications

DIVISION: Communications

DATE: April 15, 2025

SUBJECT: Report for the April 2025 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 50 news stories on the Maryland Lottery, Maryland's casinos, and/or Maryland's sports wagering program were broadcast and/or published online in the past month by local/regional/industry media including Fox 45, WJZ-TV, WBAL-TV, WMAR-TV in Baltimore; WBOC-TV in Salisbury; the Washington Business Journal, the Baltimore Business Journal, the Baltimore Sun, the Salisbury Daily Times; the Hagerstown Herald-Mail; and Gambling Compliance.

Broadcast Opportunities:

On 4/1, Communications staff member Gail Pelovitz discussed current Lottery news and promotions on a segment that was part of the one-year anniversary show of Good Morning Frederick, a local news podcast in Frederick County that is streamed via Facebook/YouTube. She also did radio interviews on 4/1 with WAFY and WFRE in Frederick and WWEG in Hagerstown, as well as Baltimore stations WLIF on 4/3 and WZBA on 4/4. On 3/28, Communications staff member Roslyn Lane recorded a radio interview with WPOC in Baltimore, and Communications staff member Brandon Powell recorded interviews with radio stations WBOC, WRDE and WZBH in Salisbury-Ocean City. Managing Director of Communications Seth Elkin discussed the recent changes to Mega Millions in an interview with WMAR-TV in Baltimore on 4/3. Director Martin and other Lottery staff members are continuing a series of weekly video conference interviews with Nestor Aparicio for WNST Radio and baltimorepositive.com. The recorded segments are available each Friday.

Winner Interviews, Stories and Lottery News Releases:

Communications staff members conduct interviews with winners of \$30,000 or more who claim their prizes at the Lottery's office. Winners may remain anonymous, but stories include names or photos of winners who give written consent for publicity regarding their prizes. Winner and other lottery-related stories are published on *mdlottery.com*.

Each Monday (or the following day if Monday is a holiday) the Communications staff issues a news release, "The Week in Winners," listing Lottery tickets worth \$10,000 or more that were sold or

redeemed in the preceding seven days. A news release was published on 3/25 to introduce the changes to Mega Millions that took effect on 4/5.

Casino and Sports Wagering Information and News Releases:

Communications staff members write and issue monthly revenue reports on Maryland's casino and sports wagering programs. Information is also regularly posted in the casino and sports wagering sections of *mdgaming.com*.

Communications issued the following casino and sports wagering news releases in the past month:

- 4/7 — Reporting that the Agency sent cease-and-desist letters to commodity trading companies that were offering unlicensed sports wagering
- 4/7 — Reporting March 2025 casino gaming revenue
- 4/10 — Reporting March 2025 sports wagering revenue

Video

Communications staff member Mike Powell continues to produce weekly videos on the Lottery's top wins of the past week for use on social media. He also completed a video explaining the changes to Mega Millions that was published on a new Mega Millions landing page at *mdlotttery.com*. Mike and Roslyn Lane are continuing to produce monthly "Lottery Rundown" videos, which are published the last week of each month on the Lottery 101 Videos page of *mdlotttery.com* and the Lottery's YouTube channel. Mike is also continuing to develop a series of FAQ videos designed to answer common questions from Lottery players.

Daily News Headlines:

Communications staff send 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 contains links to multiple media articles covering the lottery and gaming industries.

EVENTS AND SECOND-CHANCE PROMOTIONS

Events and Community Outreach:

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

- Beer, Bourbon & BBQ, Timonium — 3/28 and 3/29
- Baltimore Orioles home opener, Baltimore — 3/31
- Maryland Chicken Wing Festival, Crownsville — 4/5
- Anne Arundel Asian American Festival, Crownsville — 4/6
- Savor Bowie Festival, Bowie — 4/12 and 4/13

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

- Westminster Wine Stroll, Westminster — 4/26
- Ronald McDonald House Red Shoe Shuffle, Baltimore — 4/27
- Baltimore Orioles vs. New York Yankees, Baltimore — 4/30
- Annapolis Irish Festival, Crownsville — 5/2 and 5/3
- Frederick Running Festival, Frederick — 5/3
- Maryland Washington Minority Companies Association Breakfast, Baltimore — 5/9
- Preakness, Baltimore — 5/17
- Wine in the Woods, Columbia — 5/17 and 5/18

Second-chance Promotions:

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

CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS**Correspondence:**

More than 100 pieces of written correspondence were received and answered by the Communications staff over the past month. The Communications staff continues 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 Office of the Attorney General and other Agency staff, and continues to provide timely, accurate and complete responses to any such inquiries.

Newsletters:

Communications staff members Debbie McDaniel and Mary Clark completed the March edition of the Gazette employee newsletter and the Retailer Report newsletter covering new games and promotions scheduled to launch from April through June. Planning and writing for the next Gazette is in progress.

DRAWINGS MANAGEMENT**Daily Drawings:**

Drawings Manager Patrick Morton and the rest of the drawings team continue to successfully conduct twice-daily drawings of Pick 3/Pick 4/Pick 5; daily drawings of Bonus Match 5; and twice-weekly drawings of Multi-Match.