

# Maryland Lottery and Gaming Control Agency

Wes Moore, Governor • John Martin, Director



Montgomery Park Business Center  
1800 Washington Blvd., Ste. 330  
Baltimore, Maryland 21230

Tel: 410-230-8800  
TTY users use Maryland Relay  
[www.mdlottery.com](http://www.mdlottery.com)

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

FROM: Seth Elkin, Managing Director of Communications

DIVISION: Communications

DATE: May 13, 2025

SUBJECT: Report for the May 2025 Commission Meeting

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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 and WMAR-TV in Baltimore; Fox 5 and WTOP Radio in Washington, D.C.; WBOC-TV in Salisbury; the Baltimore Sun; the Baltimore Business Journal; the Maryland Daily Record; and the Salisbury Daily Times.

### **Broadcast Opportunities:**

On 5/1, Communications staff member Gail Pelovitz discussed current Lottery news and promotions on radio segments with WVEG and WAFY in Frederick, and with the Good Morning Frederick show, which is livestreamed on Facebook. 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](http://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](http://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 4/29 to announce that the Maryland Lottery has received the highest level of recognition in the Responsible Gambling Verification Program, jointly sponsored by the North American Association of State and Provincial Lotteries and the National Council on Problem Gambling.

### **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:

- 5/5 — Reporting April 2025 casino gaming revenue
- 5/12 — Reporting April 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. 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 *mdlottery.com* and the Lottery's YouTube channel. Mike also recently produced videos of trivia games and interactions with Lottery players at the Savor Bowie Festival on 4/12 and the Annapolis Irish Festival on 5/2.

### **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:**

- 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

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

- Preakness, Baltimore — 5/17
- Wine in the Woods, Columbia — 5/17 and 5/18
- Harford Senior Expo, Bel Air — 5/21
- Brew at the Zoo, Baltimore — 5/24 and 5/25
- Baltimore 10 Miler, Baltimore — 6/7
- Capital Jazz Fest, Columbia — 6/7 and 6/8
- Beer & BBQ Stroll, Westminster — 6/14

#### **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 member Mary Clark and several other members of the Communications team contributed to the May edition of the Gazette employee newsletter. Planning is underway for the next edition of the Retailer Report newsletter, which will cover games and promotions being launched from July through September.

## **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.