

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: June 17, 2025

SUBJECT: Report for the June 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, WMAR-TV and WYPR Radio in Baltimore; Fox 5 in Washington, D.C.; the Baltimore Sun; the Hagerstown Herald-Mail; and the Salisbury Daily Times.

Broadcast Opportunities:

On 5/27, Communications staff member Gail Pelovitz discussed current Lottery news and promotions on a radio segment with WAFY in Frederick; and she recorded an interview on 5/30 with WQCM in Hagerstown. 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 to statewide media, "The Week in Winners," listing Lottery tickets worth \$10,000 or more that were sold or redeemed in the preceding seven days.

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

- 6/5 — Reporting May 2025 casino gaming revenue
- 6/10 — Reporting May 2025 sports wagering revenue
- 6/13 — Reporting that the Canton Gaming sportsbook located at The Greene Turtle in Canton reopened with its new operator partner, Crab Services

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 Wine in the Woods in Columbia on 5/18 and Brew at the Zoo in Baltimore on 5/24.

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 planned and managed the Lottery's presence at the following events:

- 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

The Communications staff is planning to be on-site at the following events during the next month:

- The Town Fair, Perry Hall — 6/21
- Maryland Municipal League Summer Conference, Ocean City — 6/23 and 6/24
- Baltimore Orioles vs. Tampa Bay Rays, Baltimore — 6/27
- Baltimore Orioles vs. New York Mets, Baltimore — 7/8
- Baltimore Magazine Crab Fest, Baltimore — 7/12
- Show Your Soft Side Fundraiser, Owings Mills — 7/17

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 200 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 will complete the Retailer Report newsletter covering game launches and promotions from July through September. The newsletter will be sent to all retailers on or around 7/1. Planning is underway for the next Gazette employee newsletter, which is scheduled for late July.

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.