

# 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: August 18, 2025

SUBJECT: Report for the August 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 100 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 two months by local/regional/industry media including Fox 45, WBAL-TV, WJZ-TV and WMAR-TV in Baltimore; WJLA-TV and Fox 5 in Washington, D.C.; Gambling Compliance; the Baltimore Sun; the Hagerstown Herald-Mail; and the Salisbury Daily Times.

### **Broadcast Opportunities:**

On 7/9, Communications staff member Gail Pelovitz discussed current Lottery news and promotions, including the recently launched Maryland Treasures Art Contest, on radio segments with WWEG, WAFY and WFRE in Frederick, as well as the Good Morning Frederick show on Facebook and the Verstandig Media stations that serve Western Maryland. Communications staff members did several other similar radio interviews during July: Doug Lloyd was on WSMD in Mechanicsville/Southern Maryland on 7/9; Roslyn Lane did interviews with Baltimore Urban One stations 92Q and Magic 95.9 on 7/9; and with WPOC in Baltimore on 7/15 and WZBA in Baltimore on 7/18; Managing Director of Communications Seth Elkin recorded an interview on 7/13 that aired on WKYS in Silver Spring/Washington, D.C. Doug Lloyd also did a live interview during the pregame show on the Baltimore Ravens radio network prior to the preseason game against Indianapolis on 8/7. 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*.

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 news releases in the past two months:

- 7/7 — Reporting June 2025 casino gaming revenue
- 7/10 — Reporting June 2025 sports wagering revenue
- 8/5 — Reporting July 2025 casino gaming revenue
- 8/11 — Reporting July 2025 sports wagering revenue

### **Fiscal Year Summary Report**

The Communications staff worked with the Accounting Department and creative agency GKV to produce the Fiscal Year 2025 summary report, which was published along with a press release on 8/8. The report summarizes FY2025 Lottery sales and profits; casino gaming revenues; and sports wagering and daily fantasy sports revenues.

### **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 Baltimore Magazine Crab Fest on 7/12; and the Baltimore Ravens preseason game on 8/7. Upcoming projects include videos promoting a new second-chance contest and the Lottery’s activities at the Maryland State Fair, as well as production work for the Sales Division for videos that will be presented during upcoming Retailer Advisory Board meetings.

### **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 two months, the Communications staff planned and managed the Lottery’s presence at the following events:**

- 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
- Baltimore Orioles vs. Colorado Rockies, Baltimore — 7/25
- Baltimore Ravens Practice, Baltimore — 8/3

- Baltimore Ravens preseason game vs. Indianapolis Colts, Baltimore — 8/7
- Havre de Grace Arts, Wine, Jazz & Soul Fest, Havre de Grace — 8/9
- Made in Maryland Festival at Kurtz's Beach, Pasadena — 8/10
- Maryland Association of Counties Conference, Ocean City — 8/13 through 8/15
- Baltimore Magazine Best of Baltimore Party, Baltimore — 8/14

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

- Maryland State Fair, Timonium — 8/21 through 8/24; 8/28 through 9/1; 9/4 through 9/7
- Maryland Wine Festival, Westminster — 9/13
- Baltimore Ravens vs. Cleveland Browns, Baltimore — 9/14
- Trifecta Food Truck Festival, Timonium — 9/20
- Baltimore Ravens vs. Detroit Lions, Baltimore — 9/22
- Fest of Fall, Carroll Park, Baltimore — 9/27
- Harford County Wine Festival, Bel Air — 9/27
- Capitol Battle of the Bands, College Park — 9/28

**Second-chance Promotions:**

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

**Fairground Fortunes State Fair Event**

The Communications staff organized the Fairground Fortunes event being held at the Maryland State Fair in Timonium on 8/30. Ten contestants were randomly selected through a My Lottery Rewards Points for Drawings promotion and will take part in a gameshow-style event. Five participants will win prizes ranging from \$1,000 to \$2,500; three will win prizes ranging from \$3,000 to \$5,000; and two will win prizes ranging from \$10,000 to \$20,000.

**CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS**

**Correspondence:**

More than 400 pieces of written correspondence were received and answered by the Communications staff over the past two months. 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 Jim Kennedy and Mary Clark, with assistance from other staff, completed and published the July through September edition of the Retailer Report newsletter on 7/1 and the Summer 2025 edition of the Gazette employee newsletter on 8/5. Planning is underway for the next Retailer Report newsletter, which will cover October through December.

**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.