

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: September 16, 2025

SUBJECT: Report for the September 2025 Commission Meeting

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 month by local/regional/industry media including Fox 45, WBAL-TV, WJZ-TV and WMAR-TV in Baltimore; WJLA-TV, Fox 5 and WTOP in Washington, D.C.; Gambling Compliance; the Baltimore Sun; and the Salisbury Daily Times.

Broadcast Opportunities:

In late August and early September, Communications staff members did multiple radio interviews to discuss the rising Powerball jackpot, which reached an annuity value of nearly \$1.8 billion before being hit on 9/6, as well as the newly launched Ravens scratch-off tickets and second-chance promotion. Gail Pelovitz was on WLIF in Baltimore on 8/29, and did interviews with WWEG and WFRE in Frederick on 9/3. Roslyn Lane recorded interviews with Baltimore Urban One stations 92Q and Magic 95.9 and did a live interview on 98 Rock in Baltimore on 8/29. Brandon Powell recorded interviews with Eastern Shore stations WBOC, WRDE and WZBH on 9/3; and recorded a segment on the Ravens and Unlock The Cash second-chance promotions with Live 97.5 in Salisbury on 9/10. Doug Lloyd was on live with WSMD in Mechanicsville/Southern Maryland on 9/5. Doug also did an interview during the Baltimore Ravens radio network pregame show on 9/14. Managing Director of Communications Seth Elkin recorded an interview on 8/27 with WFMD radio in Frederick following an Agency news release to raise consumer awareness of the difference between the state's licensed wagering platforms and those that are not operating legally. 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 Other 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:

- 9/5 — Reporting August 2025 casino gaming revenue
- 9/10 — Reporting August 2025 sports wagering revenue

The Communications staff issued a news release on 8/27 to draw the distinction between the state's licensed/legal sports wagering platforms and the risks of using unlicensed operators. A news release issued on 9/2 highlighted the recently released series of "Mindful Gambling" informational videos that were created in a collaboration between the Lottery, the Maryland State Ad Agency and the Maryland Center of Excellence on Problem Gambling. The videos focus on vulnerable populations including youths, senior citizens, veterans and rural residents. The videos are published on the Responsible Play page of *mdlottery.com*.

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 produced video highlighting the Lottery's activities at the Maryland State Fair and completed work for the Sales Division on video content that will be presented during upcoming Retailer Advisory Board meetings. Upcoming video projects include production of content from the three Unlock the Cash Live Game events involving winners in a currently running second-chance promotion.

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:

- 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

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

- 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
- WMDA Car Expo, Hanover — 9/29
- The World is Your Oyster Fest, Baltimore — 10/2
- Baltimore Ravens vs. Houston Texans, Baltimore — 10/5
- Endless Cruisin', Ocean City — 10/9 through 10/12
- University of Maryland football vs. Nebraska, College Park — 10/11
- Baltimore Ravens vs. Los Angeles Rams, Baltimore — 10/12

Second-chance Promotions:

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

Maryland State Fair and Fairground Fortunes Event

Gail Pelovitz coordinated the Lottery's presence at the Maryland State Fair in Timonium for 13 days in late August and early September, including the scheduling of staff from Communications, Sales and other departments in the Lottery area, located in the lobby of the Exhibition Hall. The Lottery had its free prize wheel operating and a retailer selling tickets for the duration of the Fair. The Communications staff also held the Fairground Fortunes event at on 8/30. Ten contestants, who were selected through a My Lottery Rewards promotion, participated and won cash prizes, highlighted by two contestants in the final round who each won \$14,000.

CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS

Correspondence:

More than 200 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, are finishing writing and production of the next Retailer Report newsletter, which will publish on 10/1 and cover the final three months of 2025. Planning is underway for the next Gazette employee newsletter.

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.