

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: December 9, 2025

SUBJECT: Report for the December 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 in Baltimore, the Baltimore Sun, the Hagerstown Herald-Mail, the Frederick News-Post and the Cecil Whig.

Broadcast Opportunities:

Communications staff member Doug Lloyd did live interview during the pregame shows on the Baltimore Ravens radio network on 11/23 and 11/27 and 12/7, and will do so again before the Ravens' final home game of the season on 12/21. Doug also did a live radio interview with Star 98.3 FM in Mechanicsville on 12/5 to highlight the Powerball jackpot roll and the Holiday Raffle game. Communications staff member Brandon Powell recorded interviews with Ocean City/Salisbury radio stations WBOC, WRDE and WZBH on 12/5 to highlight Powerball and the Holiday Raffle. Communications staff member Roslyn Lane did a live radio interview with 98 Rock in Baltimore on 12/5 to highlight Powerball and the Holiday Raffle. Communications staff member Gail Pelovitz will be visiting promotional partner outlets in Frederick and Hagerstown on 12/17 to discuss the Holiday Raffle and other current Lottery news, including WAFY and WFRE in Frederick; the Good Morning Frederick show streamed via Facebook; WQCM in Hagerstown; and the Let's Talk Tristate show carried on the Verstandig Media stations serving Western Maryland. 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 month:

- 12/2 — Announcing Maryland Lottery and Gaming's support of the National Council on Problem Gambling's "Gift Responsibly / Too Young To Bet" campaign
- 12/5 — Reporting November 2025 casino gaming revenue
- 12/10 — Reporting November 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 produced a video presentation of the last of three Unlock the Cash Live Game events, involving two second-chance promotion winners who visited Lottery headquarters on 11/13. He also produced a video answering frequently asked questions about the Holiday Raffle, which was published on Facebook and the Lottery's website; and he is producing videos to announce the winning numbers after each of the four Holiday Raffle drawings on 11/24, 12/8, 12/22 and 1/2.

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

- Towson University football game vs. Campbell — 11/22
- Baltimore Ravens vs. Cincinnati Bengals, Baltimore — 11/27
- Baltimore Ravens vs. Pittsburgh Steelers, Baltimore — 12/7
- Baltimore Ravens vs. New England Patriots, Baltimore — 12/21

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

- University of Maryland basketball game vs. Indiana, College Park — 1/7
- Polar Bear Plunge, Annapolis — 1/30 and 1/31

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 members Jim Kennedy and Mary Clark published a November edition of the Gazette employee newsletter, and are completing work on the next Retailer Report newsletter covering new games, promotions and other items of note for retailers during the first quarter of 2026.

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. Patrick and Jim Kennedy served as the drawing officials for the first two Holiday Raffle drawings on 11/24 and 12/8, with assistance from IT and internal auditing staff members. Two additional drawings remain on 12/22; and 1/2.