

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: January 13, 2026

SUBJECT: Report for the January 2026 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, WMAR-TV and WBAL-TV in Baltimore; Fox 5 and WUSA 9-TV in Washington, D.C.; the Baltimore Banner; the Hagerstown Herald-Mail; and the Frederick News-Post.

Broadcast Opportunities:

Members of the Communications staff joined staff from Lottery vendor Scientific Games on 12/11 for a live TV appearance on Fox 45 in Baltimore to donate items collected from Lottery and SG staff to Toys For Tots. Communications staff member Gail Pelovitz also recorded an interview with Fox 45 that day about the rising Powerball jackpot, and Gail did a Powerball interview with WBAL-TV in Baltimore on 12/24. Gail also visited 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. Managing Director of Communications Seth Elkin did a live interview on 12/11 with Fox 5 in Washington, D.C., to talk about the Powerball jackpot; and a recorded radio interview on 1/12 with WFMD in Frederick regarding sports wagering revenue. Communications staff member Doug Lloyd did a live interview during the pregame show on the Baltimore Ravens radio network on 12/21. Communications staff member Roslyn Lane did a live radio interview with 100.7 The Bay in Baltimore on 12/17 to discuss the Powerball jackpot; and a recorded an interview with Magic 95.9 in Baltimore on 1/9 to talk about new scratch-off tickets and second-chance promotions. Communications Staff member Brandon Powell recorded radio interviews with WBOC, WRDE and WZBH in Salisbury on 12/17 to discuss the Powerball jackpot and Holiday Raffle. 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:

- 12/6 — Reporting December 2025 casino gaming revenue
- 12/12 — Reporting December 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 winner announcement videos and updated frequently asked question videos after each of the Holiday Raffle drawings 12/8, 12/22 and 1/2. Upcoming video projects include profiles on the winning artists in the Maryland Treasures Contest and FAQ videos on new games scheduled to launch in the near future.

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:**

The Communications staff plans and manages the Lottery's presence at community events, including the following events this month and coming up in the next month:

- University of Maryland basketball game vs. Indiana, College Park — 1/7
- Polar Bear Plunge, Annapolis — 1/30 and 1/31
- Chesapeake Bay Boat Show, Timonium — 2/6 through 2/8
- Towson University basketball game vs. Stony Brook, Towson — 2/12
- Morgan State University basketball game vs. Delaware State, Baltimore — 2/21

Second-chance Promotions:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance promotions. Doug Lloyd and Digital Manager Melanie Losover accompanied Ravens Second-Chance Promotion winners on a trip with the team to Cincinnati on 12/14. We will be working with the Baltimore Ravens to plan an event during February to reveal the winner of the Seats For 20 Years prize, capping off the 2025 Ravens Second-Chance Promotion.

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 the Retailer Report newsletter covering new games, promotions and other items of note for retailers during the first quarter of 2026. They are working on the next edition of the 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. Patrick and Jim Kennedy served as the drawing officials for the last two Holiday Raffle drawings on 12/22 and 1/2, with assistance from IT and internal auditing staff members.