

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: February 17, 2026

SUBJECT: Report for the February 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 and WMAR-TV in Baltimore; Fox 5 in Washington, D.C.

Broadcast Opportunities:

Director Martin did an interview with Fox 5 in Washington, D.C., on 2/6 for a story highlighting the differences between legal and illegal sports wagering platforms ahead of the Super Bowl. 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:

- 1/30 — A news release differentiating the legal and illegal sports wagering platforms in advance of the Super Bowl
- 2/5 — Reporting January 2026 casino gaming revenue
- 2/10 — Reporting January 2026 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 will produce a recap of the Ravens "Seats For 20 Years" event happening on 2/18, and is completing video profiles of the four winning artists in the Maryland Treasures Art Contest and working on videos to support upcoming ticket launches.

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:

- Morgan State University basketball game vs. Delaware State, Baltimore — 2/21
- Maryland Home + Garden Show, Timonium — 2/28-3/1 and 3/6 through 3/8
- University of Maryland basketball game vs. Rutgers, College Park — 3/1
- Celtic Canter 5K, Westminster — 3/14
- Baltimore Orioles Opening Day, Baltimore — 3/26

Second-chance Promotions and Special Events:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance promotions. Communications staff coordinated with the Baltimore Ravens to plan the reveal of the "Seats For 20 Years" prize in an event scheduled for 2/18 at M&T Bank Stadium. Communications staffers are also planning a presentation on the Main Stage at the Maryland Home + Garden Show on 3/7 to reveal the winning artwork in the Maryland Treasures Art Contest. The four winning artists will be introduced and their artwork will be revealed to the public for the first time.

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 are wrapping up the Gazette employee newsletter and are beginning work to plan the next Retailer Report newsletter covering new games, promotions and other items of note for retailers during the second 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.