

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: March 17, 2026

SUBJECT: Report for the March 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 WBAL-TV, Fox 45 and WMAR-TV in Baltimore; Fox 5 and WUSA-TV in Washington, D.C.; WBOC-TV in Salisbury; the Maryland Daily Record; the Baltimore Banner; and the Baltimore Sun.

Broadcast Opportunities:

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. Communications staff member Gail Pelovitz is scheduled to do interviews on 3/25 with Frederick radio stations WWEG, WAFY and WFRE and the Facebook streaming show Good Morning Frederick, where she will be joined by two of the artists who created images for the Maryland Treasures scratch-off ticket, which launches on 3/20.

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:

- 3/2 — A news release highlighting Problem Gambling Awareness Month
- 3/4 — A news release on the Maryland Treasures art reveal event
- 3/5 — Reporting February 2026 casino gaming revenue
- 3/10 — Reporting February 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 also completed video profiles of the four artists whose work was selected for the Maryland Treasures scratch-off ticket and a recap of the event held 3/7 to reveal the artwork. In support of the 3/20 launch of The Big Spin 2nd Edition, Mike updated the "how-to-play" video and created a highlight reel of the winners from the first edition of The Big Spin. He is working on videos to support two upcoming ticket launches in April, and will also be serving as the on-camera host of the Contestant of the Game VIP Experience games each month during the baseball season.

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 held an event at the Maryland Home + Garden Show on 3/7 to reveal the four winning pieces of art from the Maryland Treasures Art Contest. The four artists were on hand to unveil poster-sized reproductions of the tickets featuring their artwork.

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:

- Annapolis Running Festival, Annapolis — 3/21
- Baltimore Orioles Opening Day, Baltimore — 3/26
- Beer, Bourbon & BBQ, Timonium — 3/27 and 3/28
- Savor Bowie Spring Food, Wine and Music Festival, Bowie — 4/18 and 4/19
- Ronald McDonald House Red Shoe Shuffle, Baltimore — 4/19
- Westminster Wine Stroll, Westminster — 4/25
- University of Maryland - Maryland Day, College Park — 4/25
- Baltimore Orioles vs. Houston Astros, Baltimore — 4/29

Second-chance Promotions and Special Events:

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 the Gazette employee newsletter and are nearing completion of 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.