

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: May 19, 2026

SUBJECT: Report for the May 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 WJZ-TV in Baltimore; Fox 5, WUSA-TV, NBC 4, WJLA-TV and WTOP radio in Washington, D.C., the Hagerstown Herald-Mail; 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.

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:

- 5/5 — Reporting April 2026 casino gaming revenue
- 5/11 — Reporting April 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. On 5/7, Mike shot and produced a video on the third top-prize winner in the Big Spin scratch-off game, who visited Lottery headquarters to spin the wheel and won \$140,000. Mike will also be serving as the on-camera host of the Contestant of the Game VIP Experience games each month during the baseball season. A date scheduled for April had to be postponed due to a rainout. The May VIP event is scheduled for 5/26, and a makeup of the April date has been rescheduled for 6/10. The video will be shot and produced through the Lottery's creative agency, GKV.

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:

- Havre de Grace First Fridays, Havre de Grace — 5/1
- Frederick Running Festival, Frederick — 5/2
- Maryland Washington Minority Companies Association Breakfast, Baltimore — 5/8
- Preakness, Laurel — 5/16
- Wine in the Woods Festival, Columbia — 5/16 and 5/17
- Harford Senior Expo, Aberdeen — 5/20
- Brew at the Zoom, Baltimore — 5/23 and 5/24
- Annapolis Irish Festival, Crownsville — 5/29 and 5/30
- Maryland Wine Festival, Westminster — 6/6
- Baltimore Orioles vs. Seattle Mariners, Baltimore — 6/10
- Zoomerang (at the Maryland Zoo), Baltimore — 6/12
- Maryland Municipal League Summer Conference, Ocean City — 6/15 and 6/16

Second-chance Promotions and Special Events:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance promotions. Communications staff members Doug Lloyd and Mike Powell will be on hand to host the winners and their guests at the first two Contestant of the Game VIP Experience dates at Camden Yards on 5/26 and 6/10. Doug also accompanied five winners of the Let's Make A Deal

second-chance promotion and their guests to Los Angeles 5/12 through 5/15, where they attended a taping of the Let's Make A Deal gameshow.

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 latest edition of the Gazette employee newsletter in May. They have begun planning for the next edition of the Retailer Report newsletter, which will publish the first week of July, covering new games, promotions and other items of note for retailers during the third 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.