

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: June 16, 2026

SUBJECT: Report for the June 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, WBAL-TV, WJZ-TV, WMAR-TV and MASN in Baltimore; WJLA-TV in Washington, D.C., the Maryland Daily Record; the Salisbury Daily Times; the Baltimore Sun; and the Baltimore Banner.

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 did a radio interview with 100.7 The Bay in Baltimore on 5/22; and on was on with Frederick stations WFRE, WFMD, WWEG and WAFY, as well as the online show Good Morning Frederick on 6/11 to discuss current games and promotions. She also brought along a Frederick-area winner of the Holiday second-chance promotion, who recently won a trip to Chicago. Communications staff member Brandon Powell visited Salisbury/Ocean City radio stations WBOC, WRDE and WZBH on 6/17 for interviews about current games and promotions.

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:

- 6/5 — Reporting May 2026 casino gaming revenue
- 6/10 — Reporting May 2026 sports wagering revenue

Video:

On 5/18, Communications staff member Tyrice Gorham shot and produced a video on the fourth top-prize winner in The Big Spin scratch-off game, who visited Lottery headquarters to spin the wheel and won \$90,000. 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 5/26 and 6/10, Mike served as the on-camera host of the first two Contestant of the Game VIP Experience games. The next VIP date is scheduled for 6/29. The videos of each VIP event are being shot and produced through the Lottery's creative agency, GKV. Mike is also working on videos for upcoming terminal game promotions involving Pick 3/Pick 4/Pick 5 and Racetrax, and is planning a video explaining recent changes to the Lottery's mobile apps.

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:

- Zoomerang, Baltimore — 6/12
- Maryland Municipal League Summer Conference, Ocean City — 6/15 and 6/16
- Beer & BBQ Stroll, Westminster — 6/20
- The Town Fair, Perry Hall — 6/20
- Baltimore Orioles vs. Chicago White Sox, Baltimore — 6/29
- Baltimore Magazine Crab Fest, Baltimore — 7/11
- Ed Reed Foundation Golf Tournament, Joppa — 7/13
- Baltimore Orioles vs. Atlanta Braves, Baltimore — 7/24

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 were 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, and will do so again on 6/29. The VIP winners receive four seats in Oriole Park's Truist Club, the chance to watch batting practice from the field, and an interview on MASN's All Access streaming show. Communications staff member Gail Pelovitz and Digital Manager Melanie Losover accompanied five Holiday second-chance promotion winners and their guests to Chicago from 6/4 to 6/7, where the winners participated in the Dash: Each winner ran through a prize warehouse and loaded up a cart with as many prizes as they could in 90 seconds. Planning is underway for the second-chance promotion that will culminate with an on-stage event on 9/5 at the Marland State Fair.

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 nearing completion of the Retailer Report newsletter that will be published the first week of July, covering new games, promotions and other items of note for retailers during the third quarter of 2026. They will soon begin writing and production of the next 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.