

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor — John Martin, Director



Montgomery Park Business Center
1800 Washington Blvd, Ste. 330
Baltimore, Maryland 21230

Tel: 410-230-880
TTY users use Maryland
Relay www.mdlottery.com

TO: Maryland Lottery and Gaming Control Commission
John Martin, Director

FROM: Seth Elkin, Managing Director of Communications

DIVISION: Communications

DATE: August 17, 2026

SUBJECT: Report for the August 2026 Commission Meeting

Following is a status update of ongoing and special projects in the Communications Division:

MEDIA RELATIONS

News Coverage:

More than 200 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 two months by local/regional/industry media including Fox 45, WBAL-TV, WJZ-TV, WMAR-TV and WBAL-TV in Baltimore; WJLA-TV, Fox 5, WUSA9, DC News Now and WTOP in Washington, D.C., the Maryland Daily Record; the Salisbury Daily Times; the Baltimore Sun; and the Baltimore Banner.

Broadcast Opportunities:

Communications staff members did interviews with several radio stations in late July and early August as the Powerball jackpot grew to \$1 billion before being hit on 8/12. Gail Pelovitz was on Baltimore stations WLIF and 100.7 The Bay on 7/22 and 7/24, respectively, and did interviews on 8/5 with Frederick area stations WWEG, WAFY and WFRE, and the Good Morning Frederick show streaming on Facebook. Roz Lane was on 98 Rock in Baltimore on 8/7. Brandon Powell recorded interviews with Salisbury-area stations WBOC, WRDE and WZBH on 8/13. Seth Elkin did an interview with WBAL Radio in Baltimore on 8/7 regarding the fiscal year report released that day. 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 two months:

- 7/6 — Reporting June 2026 casino gaming revenue
- 7/10 — Reporting June 2026 sports wagering revenue
- 8/5 — Reporting July 2026 casino gaming revenue
- 8/7 — Releasing the Agency's FY2026 fiscal year summary
- 8/10 — Reporting July 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 6/29 and 7/24, Mike served as the on-camera host of the Contestant of the Game VIP Experience games. The next VIP date is scheduled for 7/22. The videos of each VIP event are being shot and produced through the Lottery's creative agency, GKV. Mike also completed a video announcing a one-day promotion for the 50th anniversary of Pick 3, and a video to promote the Lottery's presence at the Maryland State Fair. Mike filmed and produced a video on a Big Spin top-prize winner who visited the Lottery's office on 8/17, and he will be filming on Maryland Lottery Day at the Fair (9/5) and will produce a video recapping the day, including the State Fair Summer Cash stage event.

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 in the past two months, and coming up in the next month:

- 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
- Baltimore Ravens stadium practice, College Park — 8/1
- Baltimore Magazine Best of Baltimore Party, Baltimore — 8/6
- Havre de Grace Arts, Wine, Jazz & Soul Fest, Havre de Grace — 8/8
- Maryland Association of Counties Conference, Ocean City — 8/13 and 8/14

- Baltimore Ravens preseason game vs. Philadelphia, Baltimore — 8/15
- Baltimore Orioles vs. Tampa Bay Rays, Baltimore — 8/22
- Maryland State Fair, Timonium — 8/27 through 8/30
- Baltimore Ravens preseason game vs. Washington Commanders, Baltimore — 8/28
- Maryland State Fair, Timonium — 9/3 through 9/7 and 9/10 through 9/13
- Baltimore Ravens vs. New Orleans Saints, Baltimore — 9/20

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 Mike Powell was on hand to host the winners and their guests at the Contestant of the Game VIP Experience dates at Camden Yards on 6/29 and 7/24. 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. Second-Chance Drawings Manager Doug Lloyd and other members of the Communications team are preparing for the State Fair Summer Cash stage event that will take place at the Maryland State Fair on 9/5, which is designated as Maryland Lottery Day at the Fair. Ten participants who were selected through a random drawing via My Lottery Rewards will have the chance to win up to \$20,000 in the State Fair Summer Cash event. Each participant will win a minimum of \$1,000.

CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS

Correspondence:

More than 400 pieces of written correspondence were received and answered by the Communications staff over the past two months. 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 completed the summer edition of the Gazette employee newsletter and are planning the next Retailer Report newsletter that will be published the first week of October, covering new games, promotions and other items of note for retailers during the fourth 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.