Maryland Lottery and Gaming Control Agency

Wes Moore, Governor — John Martin, Director

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TO: Maryland Lottery and Gaming Control Commission
Jeremy P. Baker, Acting Director

FROM: Seth Elkin, Managing Director of Communications

DIVISION: Communications

DATE: October 9, 2026

SUBJECT: Report for the October 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 and Fox 45 in Baltimore; WJLA-TV in Washington, D.C.; and The Baltimore Sun.

Broadcast Opportunities:

Senior Advisor John 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 visited Frederick radio stations WAFY and WFRE on 10/1 to do interviews on the latest Lottery news 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 September casino revenue report on 10/5, and will publish the September sports wagering revenue report on 10/13.

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 9/29, Mike filmed a recap of four Maryland Lottery winners who visited the Ravens Flock Shop at M&T Bank Stadium for $1,000 shopping sprees that were part of the prizes they won in the Ravens Second Chance Promotion. He is working on an "explainer" video about the upcoming Millionaire Raffle, and will be filming videos that will be used on social media to reveal the winning numbers after each raffle drawing.

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 recent and upcoming events:

- Baltimore Ravens vs. Tennessee Titans, Baltimore — 10/4
- A Purple Evening, Baltimore — 10/5
- Endless Cruisin', Ocean City — 10/8 through 10/11
- WMDA Car Expo, Hanover — 10/15
- Power of Age Expo, Timonium — 10/22
- BARCStoberfest, Baltimore — 10/24
- Baltimore Ravens vs. Cincinnati Bengals, Baltimore — 10/25
- Baltimore Ravens vs. Jacksonville Jaguars, Baltimore — 11/5
- Bay Bridge Run Health & Fitness Expo, Crownsville — 11/7
- Morgan State football game vs. Norfolk State, Baltimore — 11/14
- University of Maryland football game vs. Wisconsin, College Park — 11/14
- Baltimore Ravens vs. Los Angeles Chargers, Baltimore — 11/16

Second-chance Promotions and Special Events:

Communications staff members Doug Lloyd, Mike Powell and Ben Boehl were on hand at M&T Bank Stadium on 9/29 to greet four Ravens Second Chance Promotion winners who received season tickets for 2026 and $1,000 shopping sprees at the Ravens Flock Shop. WBAL-TV covered the event. Doug is continuing to work on procedures and fulfillment for multiple 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 Retailer Report newsletter covering new games, promotions and other items of note for retailers during the fourth quarter of 2026. Writing and production are in progress for 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. Patrick and the team are also preparing to conduct the drawings in the Millionaire Raffle, which will occur every Monday from 11/9 through 1/4.