

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: February 18, 2025

SUBJECT: Report for the February 2025 Commission Meeting

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

MEDIA RELATIONS

News Coverage:

More than 50 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 and WJZ-TV in Baltimore; Fox 5 and WUSA-TV in Washington, D.C.; WMDT-TV in Salisbury; the Baltimore Sun; the Baltimore Banner; the Maryland Daily Record; the Salisbury Daily Times; and Gambling Compliance.

Broadcast Opportunities:

Communications staff member Gail Pelovitz did radio interviews on 1/29 to discuss the latest Lottery news and promotions on WAFY and WFRE in Frederick and WWEG in Hagerstown. Managing Director of Communications Seth Elkin did an interview with WMDT-TV in Salisbury on 2/11 to discuss the January sports wagering revenue report. 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, "The Week in Winners," listing Lottery tickets worth \$10,000 or more that were sold or redeemed in the preceding seven days. A news release was published on 2/5 to explain the advance draw stepdown prior to the upcoming changes to Mega Millions that will take effect on 4/5. The Communications staff will also publish a news release on 3/1 recognizing March as Problem Gambling Awareness Month.

Casino and Sports Wagering Information and 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 issued the following casino and gaming news releases in the past month:

- 2/5 — Reporting January 2025 casino gaming revenue
- 2/10 — Reporting January 2025 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 and Roslyn Lane are continuing work on the monthly "Lottery 101 Rundown" videos, which are published the last week of each month on the Lottery 101 Videos page of *mdlottery.com* and the Lottery's YouTube channel. Mike is also continuing work on a series of FAQ videos designed to answer common questions from Lottery players, and will produce a video recapping an event on 2/19 when the Lottery reveals the winner of the Ravens "Seats For 20 Years" prize.

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:

In the past month, the Communications staff managed the Lottery's presence at the following events:

- University of Maryland basketball game vs. Wisconsin, College Park — 1/29
- Polar Bear Plunge at Sandy Point State Park, Annapolis — 1/31 and 2/1
- University of Maryland basketball game vs. Iowa, College Park — 2/16

The Communications staff will manage the Lottery's presence at the following upcoming events during the next month:

- Morgan State University basketball game vs. Howard, Baltimore — 2/22
- Maryland Home & Garden Show, Timonium — 3/1 and 3/2; and 3/7 through 3/9

Second-chance Promotions:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance promotions. Communications staff members Gail Pelovitz and Doug Lloyd coordinated with the Baltimore Ravens to plan an event being held 2/19 at M&T Bank Stadium to reveal the winner of the "Seats For 20 Years" prize, which caps off the Lottery's 2024 Ravens Second-Chance Promotion. Six finalists for the prize were selected in random drawings during the 2024 football season. Each finalist has won \$10,000 for being selected, and one will receive a pair of Ravens season tickets for the next 20 years. The finalists and their guests will receive a tour of the stadium that will end with the reveal of the "Seats For 20 Years" winner.

CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS

Correspondence:

More than 100 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 Debbie McDaniel and Mary Clark published the latest edition of the Gazette employee newsletter and are working on the next Retailer Report newsletter, which will cover new games and promotions scheduled to launch from April through June.

“Retailer Corner:”

Communications staff continued posting three to five entries per week on the “Retailer Corner” section of mdlottery.com.

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.