

Goal: Get BBQ Bucks story in USA Today

Strategy: Identify reporter who has recently covered a lottery winner

Tactic: Contact the reporter with links to their local affiliate coverage of the story to make it as easy as possible to get the story covered by USA Today

A screenshot of a Google search interface. The search bar contains the text "site:usatoday.com lottery winner". Below the search bar, the "Web" tab is selected. The search results show "About 11,800 results (0.32 seconds)". Under the heading "In the news", there is a featured result with a thumbnail image of a bar. The title of the article is "Bartender finds \$20, buys winning \$1M lottery ticket" in purple text. Below the title, it says "USA TODAY - 2 days ago" and "A California bartender used \$20 he found on the ground outside of the San Francisco ...".

A screenshot of the USA Today website. The top navigation bar includes the USA TODAY logo, a search bar, and a "SUBSCRIBE NOW 3 MONTHS FOR \$25" button. Below the navigation bar, there are tabs for NEWS, SPORTS, LIFE, MONEY, TECH, TRAVEL, OPINION, 83°, CROSSWORDS, and MORE. A large banner at the bottom of the header displays the article title "Bartender finds \$20, buys winning \$1M lottery ticket" with a close button (X).

A screenshot of a LinkedIn profile header for Mary Bowerman. The header includes the USA TODAY NETWORK logo, the name "Mary Bowerman", the text "USA TODAY Network", and the time "10:41 a.m. EDT September 1, 2015".

Learn about Mary Bowerman to know how to pitch her the story

A screenshot of a Twitter profile for Mary Bowerman. It features a profile picture of a blonde woman, the name "Mary Bowerman", the handle "@MaryBowerman", and the text "FOLLOWS YOU". Below the profile information, it says "Platform Producer/Journalist @USATODAY. Clemson Tiger all day, every day." and "Washington, D.C."

A screenshot of a LinkedIn profile for Mary Bowerman. It features a profile picture of a blonde woman, the name "Mary Bowerman", and the text "Platform Producer, Nation Now at USA TODAY" and "Washington, District Of Columbia | Online Media". Below the profile information, it lists "Current USA TODAY", "Previous The Chronicle of Higher Education, The Durango Herald, Production/Research Assistant", and "Education American University". There is a "Send Mary InMail" button and "500+ connections". At the bottom, there is a LinkedIn icon and the URL "https://www.linkedin.com/in/marybowerman".

Couldn't locate a phone # but probably prefers e-mail/digital anyway

From: Christopher Bushnell  
Sent: Wednesday, September 02, 2015 12:10 PM  
To: 'mbowerman@usatoday.com'  
Subject: FW: N.C.'s first scented ticket – 'BBQ Bucks' – smells like smoky BBQ

Hi Mary,

Saw your story yesterday about the bartender who found \$20 and bought a \$1M lottery ticket. We love stories like that.

Got another one for you that is water cooler story of the week here in North Carolina. It was all over TV, web and print yesterday and into today.

Here's the release we sent to statewide media yesterday. With football kicking off, it could be a natural fit for your weekend edition. Either as a stand-alone, or just a snippet for the state news section.

If you find it interesting, let me know, I am glad to answer any questions you have.

Thanks,  
Chris

From: Christopher Bushnell  
Sent: Wednesday, September 02, 2015 12:19 PM  
To: 'mbowerman@usatoday.com'  
Subject: RE: N.C.'s first scented ticket – 'BBQ Bucks' – smells like smoky BBQ

Also, a quick follow-up.

USA Today's NBC affiliate in Raleigh broadcast several fun segments over the last 24 hours. Here are two of them:

<http://beta.criticalmention.com/bits/wordplay/#/token=0003cffa-7f85-4595-a5cd-b3c7febd327d&channelId=8351&uuid=69eec4a7-65f8-4519-a43a-38e3a9f364fb&keyword=lottery>

<http://beta.criticalmention.com/bits/wordplay/#/token=0003cffa-7f85-4595-a5cd-b3c7febd327d&channelId=8351&uuid=fa304baf-b84c-4b75-8f1d-da19b5c135e1&keyword=lottery>



**NC Education Lottery**

@nc lottery

@MaryBowerman Hear about our #BBQBucks ticket that smells like BBQ? Just in time for football/tailgate season! [bit.ly/1EDrCTp](http://bit.ly/1EDrCTp)



**BBQ bucks brings delicious aroma to uptown**

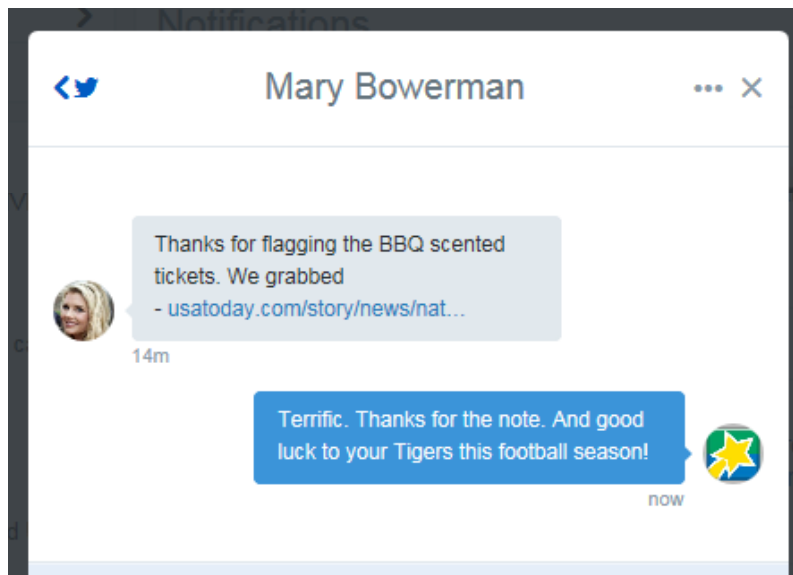
North Carolina's first ever scented lottery ticket, 'BBQ Bucks' was unveiled in uptown Tuesday at a kick-of style event at Queen City Q.

[wcnc.com](http://wcnc.com)

★ **Mary Bowerman** favorited your Tweet

48m

49m: @MaryBowerman Hear about our #BBQBucks ticket that smells like BBQ? Just in time for football/tailgate season! [bit.ly/1EDrCTp](http://bit.ly/1EDrCTp)







# Just in time for football season! BBQ scented lottery tickets available in N.C.

**USA TODAY NETWORK** Mike Hanson, WCNC-TV, Charlotte, N.C. 10:26 a.m. EDT September 3, 2015



North Carolina's first ever scented lottery ticket, 'BBQ Bucks' was unveiled in uptown Tuesday at a kick-off style event at Queen City Q. (Photo NC Lottery)

CHARLOTTE, N.C. -- It was only a matter of time.

North Carolina's first ever scented lottery ticket, 'BBQ Bucks' was unveiled on Tuesday, just in time for football season. While other states have introduced bacon-scented games, for the Tarheel State, only one cuisine would do.

"Well the technology is sort of new. It allows us to put a scent on the ticket. We made it a smoky barbecue smell... It will linger there for six, to eight seconds after you scratch the ticket," Van Denton, public communications director for the NC Education Lottery told WCNC-TV.

For \$2, anyone can play. The top prize is \$25,000. All tickets can be entered into a second-chance drawings as part of a 1000 pound pork giveaway.

Of course when you're talking BBQ in North Carolina there's always a discussion of East, or West? Fans 18 years and older can weigh in on the Lottery's Facebook page and Twitter using the hashtags #bbqbucks, and either #east, or #west. Weekly drawing will be held to award 10 \$50 gift cards and a BBQ T-shirt for lucky winners.

So far, the scratch and sniff has been getting rave reviews.

"I wanted to eat the ticket!" Maurice Nance said. "It makes me hungry."