
NEWS SERVICE

DURHAM

Where great things happen



DURHAM CONVENTION & VISITORS BUREAU

20 Years of Visitor-Related Economic & Cultural Development

May 1, 2009

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45,000 TV Spots Per Person

Marketing is simply the process of helping people make decisions, and advertising is but one of many elements of marketing, and it has its limitations. A study funded by [Nielsen](#) sheds light on just how complex it is to deploy advertising.

The study was different than the typical “self-reported” measures and instead involved researchers observing actual viewer behaviors. The “big number” is that the average adult watches 5.5 hours of television a day. They also “view” 61 minutes of television commercials a day, or the equivalent of 45,000 30-second spots a year, potentially spread out over hundreds of channels.



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May 2 - A BERRY Special Festival

The [Strawberry Festival](#) is Saturday, May 2nd, in Durham, North Carolina from 11 a.m. to 5 p.m. in [Old North Durham Park](#) at Foster and Geer Streets, behind [Central Park School for Children](#). The Festival will include live music, dance, games, and food.

Stop at the nearby [Durham Farmers' Market](#) and [Durham Craft Market](#) first or try picking your own strawberries at one of Durham's working farms:



[Waller Family Farm](#) on Kerley Road.

[Page Farms](#) on Mt. Herman, off Hwy 70 just beyond the intersection with Alexander.



Luncheon Alternative Draws Attention - Reviews

Civic luncheons have been around since the beginning of time, both as effective fundraising tools and to draw attention to the accomplishments of the host organization. But one Durham organization takes a different approach by drawing attention to an alternative cause for celebration.



The [Durham Convention & Visitors Bureau](#) forgoes an annual luncheon to produce instead the community's annual tribute luncheon, that help foster brand distinctive.



honoring individuals and groups values that make the community's

The event, co-[Company](#), with Durham, is self-such as: [Duke Sarah P. Duke](#)

produced by [The Special Event](#) offices in L.A., London, and funded by attendees and sponsors [Medicine](#), [US Food Service](#), [The Gardens](#), [Summit Hospitality](#)

[Group, Ltd.](#), [ABC 11](#), [American Airlines](#), [PBM Graphics Inc.](#), and [The Talking Phone Book](#).

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A [new educational campaign](#) is renewing understanding about the role of organizations in this country serving as non-profit associations. Associations were some of the original pioneers in collaborative problem solving and even in an age characterized as “bowling alone” 9 out of 10 adults belong to at least one association, and 1 out of 4 belongs to 4 or more associations. As of 2007, associations nationwide employed 1 million people.



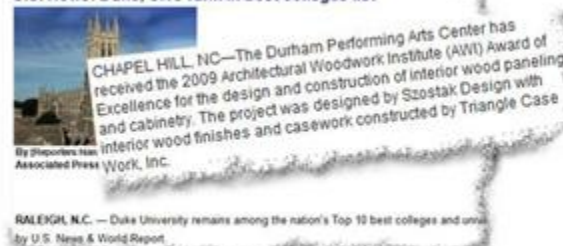
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The Hazards of Trusting Datelines and Addresses

There was a time when a reader could depend on a news dateline to signify where a story occurred. If there wasn't a dateline, then readers could rely that the story occurred where that particular news outlet was physically located. And people could rely on a mailing address to be a physical location.

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U.S. News: Duke, UNC rank in best colleges list



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