
NEWS SERVICE

DURHAM

Where great things happen



DURHAM CONVENTION & VISITORS BUREAU

20 Years of Visitor-Related Economic & Cultural Development

October 2, 2009

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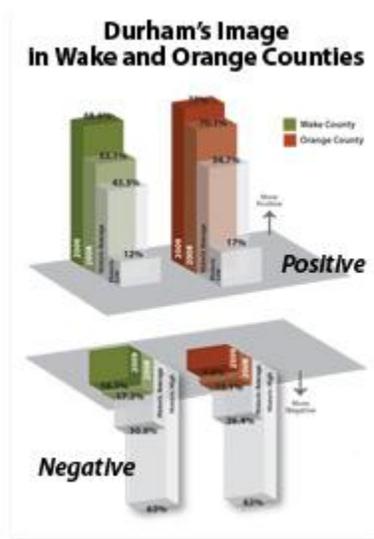
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Durham Image Reaches Milestone

It is no surprise to most Durham residents that collectively they have always had a very high image of Durham. Scientific public opinion polling by NanoPhrades shows Durham's self-image is 86% positive, or very positive, compared to 10.3% negative, or very negative. Similarly, surveys have shown Durham has a highly positive image nationwide.

Durham's dilemma is that 3 of every 5 jobs in Durham are held by non-residents. This includes the majority of jobs at the airport and in the news media. Surveys over the years have shown that at times, as much as 40%-65% of the residents in nearby counties had a negative image of Durham.

Durham has turned its image around with nearby communities, thanks to more balanced and even handed news coverage, insisting that accurate locations be attributed to Durham based assets, a relentless grass-roots core of [Image Watchers](#) (residents empowered to confront water-cooler fables), defending the brand at every touch point, persistent distribution of balanced information via the Durham News Service, and the 19-organization Durham Public Information & Communications Council as well as buzz created by public and private mega-projects dating back to DBAP in the mid '90s.



[click to enlarge](#)

Click here to [continue reading](#).

Durham Residents Support Existing Billboard Ordinance

A scientific public opinion poll was conducted by NanoPhrades to inform any future position the DCVB Tourism Development Authority might take should a proposal be made to modify the existing Durham ordinance prohibiting additional billboards in Durham or upgrading existing billboards.

Support for the existing ordinance was nearly 9 to 1 overall, with the ratio of strongly agree to strongly disagree at 8.4 to 1. In all, 72% of residents supported the existing ordinance, 20% were undecided and 8% did not support the current ordinance.

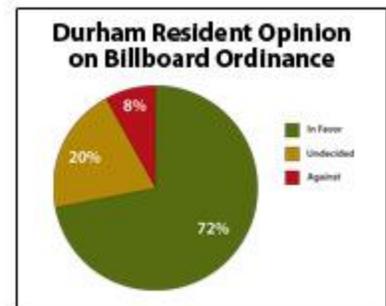
Support for the existing ordinance was consistent across gender with males and females, 72.4% and 71.4%, in favor respectively. Newcomers (2 years or less) supported the ordinance by a ratio of 4.5 to 1 while those here 3-5 years were 9 to 1 in favor, and those here 6 to 10 years in favor by 20 to 1.

Residents of 11-20 years supported the ordinance by 14 to 1 and those living in Durham more than 21 years showed support by a margin of 8 to 1.

Caucasians supported the existing ordinance by 10 to 1, African Americans by 11 to 1, Asians by 4 to 1, and Hispanics by 5.5 to 1.

Residents supported the existing ordinance regardless of their level of pride in or image of Durham. Even those undecided about either supported the existing ordinance.

The poll was taken in August subsequent to several months of discussion in the community and neighborhood groups, as well as reports in the news of a possible proposal to change the ordinance to permit moving some billboards and upgrading them to digital.



[click to enlarge](#)



Durham Ranks High for Social Media

Social media is rapidly becoming a method of communication and interaction. Now, a scientific poll by NanoPhrades on behalf of DCVB reveals that 56.3% of Durham adults use social media, more than Wake County at 50.8% but less than Orange County at 58.3%.

Durham also outperforms the rest of the state at 32.2%.

Social media includes listservs, chat rooms, commentary to online news articles and blogs, as well as social media websites like Facebook and Twitter.



In Durham males were more likely than females to use social media at 70.4% to 37.3%. Durham males were also more likely than males in Orange, Wake, or the rest of the state.

Caucasians were more likely than African Americans and Asians but less likely than Hispanic. Statewide participation was consistent across ethnicity.

DCVB uses social media as one of many avenues to promote Durham as a visitor destination. Currently, nearly 7,500 people are “fans” on the [Durham, NC fan page](#) on Facebook, and 750 people are “followers” of the various Twitter accounts. DCVB also has a YouTube channel that averages nearly 2,000 page views each month, and has published Bull City Mutterings since 2005.

Proposed Museum of Durham History Launches Website

There is progress to report on what both residents in scientific polls and consultants in the Durham Cultural Master Plan have indicated is the top priority for a cultural facility in Durham.

A [website](#) has been launched for the proposed facilities and a Board of Directors formed with Tom Krakauer as Chairman. Krakauer is the retired CEO of Durham’s Museum of Life & Science.

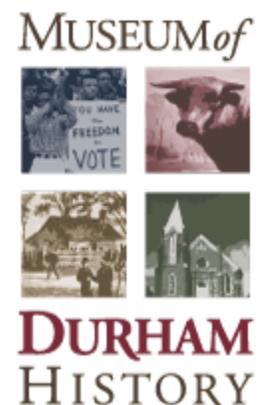
Other Board members appointed to date include:

MaryAnn Black, Associate Vice President for Community Relations with Duke University Health System

Barker French, Retired Chief Investment Officer with Brinker Capital

Jane Goodridge, Past President of Preservation Durham

Lew H. Myers, Director of Business Development with The Freelon Group



Mike Schoenfeld, Vice-President for Public Affairs and Government Relations with Duke University

Bill Shore, Director US Community Partnerships with GlaxoSmithKline

With arguably the most compelling history, Durham is the only major community in the state without a local history museum where children, visitors, newcomers, and residents can revisit the people and events that shaped the Durham story.

The new [website is an interactive online resource](#) that invites community participation with information and updates on the Museum's progress as community leaders plan and develop Durham's first history museum.

[Click here](#) to see the Museum's inaugural programming and exhibit initiatives.

Historical Calendar Signing at Regulator Bookshop

[The Regulator Bookshop](#) will be hosting a signing for the 2010 Durham Historical Calendar on Monday, October 26.

On hand will be Gary Kueber, author of the blog [Endangered Durham](#), who teamed up with the Durham Convention & Visitors Bureau on the 2010 calendar.

"Gary's passion for Durham is so clear in his work. Durham is fortunate to have someone so actively creating and maintaining such a detailed record of the city's architectural past," said Shelly Green, DCVB's President and CEO-elect who will also be on hand at the signing.

This year's calendar highlights factories and mills from Durham's past, and depicts both historical and present photographs.



The calendar will be on sale starting on October 15 at retailers around Durham and at www.durhamstuff.com. Calendars will sell for \$9.99 retail or for \$8 each on a bulk-order pre-purchase basis of 20 units or more to businesses and organizations to use as holiday gifts; they are available at wholesale to those wishing to resell the calendar at retail - please email historicalcalendar@durham-cvb.com for more information, or call 919-680-8320.



[Durham News Service](#) is a service of the Durham Convention & Visitors Bureau, an internationally accredited local tourism development authority and the official destination marketing organization for Durham, North Carolina, including Research Triangle Park.

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