

NEWS SERVICE

DURHAM

Where great things happen



DURHAM CONVENTION & VISITORS BUREAU

April 26, 2010

IN THIS ISSUE:

[Earned Media Carries Weight](#)

[DMAI-AFTA Forge Joint Taskforce](#)

[Tribute Luncheon Honoree Spotlight: Frank DePasquale](#)

[Early Adopters Jump In](#)

[Outdoor Music Strikes a Chord](#)

Earned Media Carries Weight

DCVB engages in many activities to attract “earned media,” a type of media promotion that is not garnered through paid advertising and is also frequently called public relations. Some of DCVB’s efforts to attract media attention are done independently while others are done jointly with public relations representatives of local hospitality businesses or the North Carolina Division of Tourism Film and Sports Development.

Typically, it takes years of work before a story gets written. One method DCVB uses is to prepare “story pitches” for journalists. Here are [four pitches](#) DCVB prepared for the State Division of Tourism to use in their state-wide media kit and when talking with journalists at various events including one they hosted for media in New York City this spring.

This, along with press releases and participating in a media mission to New York City two years ago, were some of many “seeds” DCVB planted with the [New York Times](#) that resulted in [this story](#) being published on April 21st and [this story](#) being published on April 22nd in the *New York Times Magazine*. There were others who contributed, no doubt, including Jennifer Noble Kelly, the former PR agent for Eno Restaurant and Market as well as Watts Grocery.



[Continue reading](#) about earned media.

DMAI-AFTA Forge Joint Taskforce

The [Destination Marketing Association International](#) (DMAI) has forged a joint taskforce with [Americans for the Arts](#) (AFTA) to formulate best practices and spawn closer collaborations and partnerships between destination marketing organizations and cultural heritage organizations, facilities, events, and presenters.

Chaired by DCVB President Emeritus Reyn Bowman, the result is a draft toolkit which is currently [posted online](#) for comment. Following a public comment period, it will be distributed to members of DMAI and AFTA for adoption, after which it will be distributed nationally, discussed at meetings and webinars, and embedded in continuing education and certification programs.

A similar outreach and task force was forged by DMAI and convention centers. Future work may involve downtown organizations, hotels, and other strategic partners and stakeholders.



Maura Gast, the immediate past president of DMAI who convened the taskforce, noted:

*If you build a place people want to visit,
you build a place where people want to live.
If you build a place where people want to live,
you'll build a place where people want to work.
If you build a place where people want to work,
you'll build a place where business needs to be.
And if you build a place where business has to be,
you'll build a place where people have to visit.*

- Maura Gast

Spotlight - Annual Tribute Luncheon Honoree: Frank DePasquale, AIA Emeritus

On Wednesday, April 28th, DCVB is hosting [Durham's Annual Tribute Luncheon](#), this year honoring the pioneers who laid the groundwork in the restoration and preservation of some of Durham's unique buildings. These individuals are responsible for the adaptive reuse and "rebirth" of places like Brightleaf Square, American Tobacco, Golden Belt, Hayti Heritage Center and the Durham Arts Council building.

Since 1953, Frank DePasquale has been a practicing architect. In the ensuing 57 years he has accomplished much that has become part of Durham's history. He designed and adaptively reused some of Durham's most notable structures, from the Hayti Heritage Center to the Durham Arts Council, winning awards for both of these projects.



"The preservation of architecture is an important expression of the history of our forefathers and the way that they lived. It is a teaching tool and stepping stone of knowledge into the future for those not living today, but for future generations to use to improve the quality of life for all," says DePasquale.

[Continue reading](#) about Frank DePasquale and the Durham Annual Tribute Luncheon.



Early Adopters Jump In

As Durham's official marketing agency, DCVB creates and maintains a host of web-based tools to make Durham an attractive and accessible visitor destination. Sometimes those tools come in handy for local residents, too.

The new [deals page](#) on the [DCVB website](#) is just one such tool and it is seeing a great increase in activity after some functional enhancements were made recently. More changes are coming that will make the page even more user-friendly, but DCVB wants local residents to take advantage of the specials posted as well.



With more than 50 deals online today, offers run the gamut on everything from [restaurants](#) and golf to interior decor and shipping services. Blu Seafood & Bar and Revolution both

have offers on the site, as does Randy's Pizza, Dickey's Barbecue Pit, and Pizzeria Roma.

One of the best features for local businesses is that posting offers on these pages costs absolutely nothing. Zero. Zilch. [Click here](#) to learn how. Offers are managed through [MyDurhamInfo](#), a portal used by local businesses to manage all their information in DCVB's database. This information is then funneled to websites, print publications, calendars of events, mailing lists, and more.

If a favorite store or restaurant doesn't have an offer posted, ask them why they are missing out on this free and valuable tool. And don't forget to bookmark this page as a "favorite" since deals are added and updated daily.



Outdoor Music Strikes a Chord

Summertime is all about the outdoors. Even with North Carolina's high summer heat and humidity, many Durhamites seek ways to spend these months enjoying the plentiful sunshine and copious fresh air by either dining outdoors, taking up recreational sports, or enjoying a host of live outdoor music events. Over the next several months Durham will host six different outdoor music series generating nearly 60 performances in just four months.

The first series kicks off Friday, April 30 at the [American Tobacco Complex](#), immediately followed by several events on Saturday, May 1. Outdoor concert series will continue through the middle of October.

So prepare to "let the sunshine in" and plan a "hot time summer in the city." [Click here](#) to see what's on tap.



[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.

[Subscribe](#) ~ [Modify Profile](#) ~ [Send to a Friend](#) ~ [Past Issues](#)



AN ACCREDITED DESTINATION MARKETING ORGANIZATION

101 East Morgan Street, Durham, NC 27701 USA
(919) 687-0288 | (800) 446-8604
TDD (919) 688-8680 | FAX (919) 683-9555

www.durham-nc.com

