
NEWS SERVICE

DURHAM

Where great things happen



DURHAM CONVENTION & VISITORS BUREAU

July 13, 2010

[Top Ten Ideas to Beat the Heat This Summer](#)

[TOWING - A Visitor's Nightmare](#)

[Shooting the Bull in the Bullpen](#)

[Durham News Service Online](#)

[Where Are Your Customers and Why Geolocation Applications Matter](#)

Top Ten Ideas to Beat the Heat This Summer

When temperatures hover in mid- to high-nineties, many people head inside to cool off. Durham News Service checked with its [Facebook fans](#) to see how they liked to "stay cool." For the more adventurous at heart, here are some ideas for "cooling off" outside in Durham:

- Go wading or kayaking in the [Eno River](#) (rentals from [Frog Hollow Outdoors](#)).
- Get soaked at the "spray ground" at [Edison Johnson Recreation Center](#) or [Forest Hills Park](#).
- Frolic with the butterflies at the [Museum of Life and Sciences Magic Wings Butterfly House](#), kept a cool 80 degrees year-round.
- Enjoy an ice cold beverage at any of Durham's [fine restaurants](#) with outdoor patios (fans on!).
- Spend the day at [Rollingview State Recreation Area](#) swimming or boating (rentals available).
- Splash in the fountains at [Northgate](#).
- Walk the [American Tobacco Trail](#) at sunrise.
- Catch a Durham Bulls game from the patio of [Tobacco Road Café](#) – outdoor misting system makes it cool.
- Take a motorcycle or bike ride under the tree-canopied roads in Northern Durham.



- And finally, savor a delicious icy treat from Durham's own [Local Yogurt](#) or [Locopops](#) as [blogged about](#) by two DCVB staffers.



TOWING - A Visitor's Nightmare

There was an interesting discussion on [Bull City Rising](#) last week about a [bill](#) in the General Assembly (since ratified) that would regulate towing from private parking lots.

At issue was whether the proposed regulations are fair to private parking lot owners. The bill, effective October 1, 2010, will require owners to:

- Post a sign no smaller than 24 inches by 24 inches prominently displayed at the entry to the private parking lot.
- Display the name and phone number of the towing and storage company.
- Ensure any vehicle towed is not transported more than 15 miles from the place of removal.
- Inform the owner in writing at the time of retrieval that s/he has the right to pay the towing and storage fee, request immediate possession, and contest the towing charges.
- Not require the person retrieving the car to sign any waiver of rights as a condition of the release of the vehicle.



Actual No Parking Zone Signage

Some private property owners contend that those who park illegally are "law-breaking whiners," and this is just another attempt to "legislate behavior and make property owners yield to irresponsible consumers." ([See comments](#) on Bull City Rising.) And it's true that some probably are intentionally taking their chances on breaking the law, but consider the thoughts going through a visitor's mind driving in an unfamiliar city:

Now where is that restaurant... road names hard to read...some don't have their street numbers clearly displayed....whoops, watch the cars in front of me...was it 2611 or 2116?...whoa!...street names changed...was I on Chapel Hill Street, Chapel Hill Road or Durham Chapel Hill Boulevard?...Found it!...looks busy...hard to find parking...the lot next door is empty...there is even a nice pathway from the lot to the restaurant.

[Continue reading](#) to see how towing affected one Durham visitor within the last few months.



Shooting the Bull in the Bullpen

Chances are that most people have used the phrase "shooting the bull" or the word "bullpen" in their everyday conversations. If so, then thanks. Durham sure appreciates the coverage.

Confused? Well, both of these phrases originated in Durham and they are globally used today with few understanding the origin. Here's a primer:

Shoot(ing) the Bull

It's an odd phrase that people use to mean *having a conversation to pass the time*, since on the surface, it seems a tad violent. In fact, it refers to the act of spitting while chewing (Bull Durham) tobacco – the act of "shooting" the Bull was done often while in conversation.

Bull Pen

This one is actually derived from the placement of an advertisement. For years, Bull Durham Tobacco had an advertisement in Yankee Stadium behind the pitcher's warm up pen. After a few years, announcers began calling it the Bull Pen...the rest is, ah, history.

So, there you have it. Go forth and repeat.



[click to enlarge](#)



Durham News Service Online

Most consumers use media in very different ways now compared to just a few years ago. So much, in fact, that it can be hard to remember just how inefficient the old ways really were. Times have certainly changed for the better, and the Durham News Service is about to change, too.

In the next few weeks, the Durham News Service will be shifting to an online "news aggregator" website-style format and allow readers to subscribe to their desired interests via RSS feeds. The shift is major and it accomplishes a number of DCVB's communication goals:

- Widen the appeal of, and access to, the Durham News Service to everyone in Durham and beyond.

- Allow readers to be more focused about what they want to read via RSS feeds.
- Convert to a website format to allow up-to-the-minute updates – much more real-time information.
- Share daily headlines about Durham from a comprehensive global media search.
- Include a DCVB staff blog about Durham, living here, and related subjects.
- Create a page that will serve as a community gathering place that is used by residents as their home page.
- Create opportunities for local businesses to communicate directly with local stakeholders.



So what does this mean for readers? **Faster access to more current information updated in real time** during the work week, the capacity for **filtering to see stories of particular interest using tags** and the ability to **receive content of interest via RSS feeds**.

The site will launch in the next few weeks, and instructions on how to use the site will be sent in upcoming issues of the Durham News Service. Email versions of the newsletter will still be sent for several more months, but they will change to being "recaps" or "digest versions" of what was posted on the website that week. Major research and white papers will still be sent in full in email.

As always, feedback is desired and it can be emailed [here](#).



Where Are Your Customers and Why Geolocation Applications Matter

Geolocation. Say the word and expect a puzzled look, stunned silence, and the question "Who would ever need to know about such a thing?"

Simply answered: everyone.

The speed at which internet-technology-created opportunity presents itself is stunning...and it isn't letting up or slowing down. The latest trend is geolocation applications for mobile devices like the iPhone, Android, and Blackberry. Because the need to understand and engage this platform is so critical, Durham News Service will feature several articles helping Durham businesses understand these tools in addition to learning how to "claim" one's online real estate.



[Continue reading](#) to learn how to leverage these tools.



[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

