

ENLIST TODAY IN

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## Durham Image Watch

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Perceptions of a community are important. Left unchecked, misperceptions dampen visitation, scare off newcomers, demoralize residents, throttle property values and undermine recruitment of executives. They are nearly always unrelated to any reality or specific understanding of any troubling issues. It is also clear that civic improvements and developments alone have limited effect on reversing perceptions.

While it's DCVB's role to promote and defend the community's image and brand, it's a team effort involving a cadre of individuals or organizations willing to both identify misinformation that undermines Durham's image and to help intervene.

Now Durham Image Watch is expanding the ranks of its Watch Keepers -- volunteers working collectively to swiftly identify, network, address, and reverse misinformation and misperceptions about Durham.

Watch Keepers receive timely alerts along with tools and suggestions on how to help, e.g., letters to the editor, emails, phone calls or other forms of intervention to set the record straight. Durham Image Watch will also provide progress reports and help celebrate individuals and organizations that "get it right."

To enlist in Durham Image Watch, log on to [www.durhamimagewatch.com](http://www.durhamimagewatch.com).