



**CITY OF DURHAM**  
Office of Public Affairs  
101 CITY HALL PLAZA  
DURHAM, NC 27701

## News Release

**News Media Contact:**

Amy Blalock  
Sr. Public Affairs Specialist  
(919) 560-4123 x 11253  
(919) 475-7735 (cell)  
[Amy.Blalock@DurhamNC.gov](mailto:Amy.Blalock@DurhamNC.gov)  
<http://Facebook.com/CityofDurhamNC>  
<http://Twitter.com/CityofDurhamNC>  
<http://Instagram.com/CityofDurhamNC>  
<http://YouTube.com/CityofDurhamNC>

For Immediate Release: January 4, 2017

**Share!** #Durham debuts daily social media video news show, Bull City Today, on January 10

### **Durham Debuts [Bull City Today](#) January 10**

*Daily Video News Show Tailored for Social Media & Mobile Devices*

DURHAM, N.C. – To better inform and engage residents and visitors, the City of Durham is launching a daily video news show tailored for social media users and mobile devices.

Beginning Tuesday, January 10, the City's followers on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#) will be able to get City news every day – in 60 seconds or less – on [Bull City Today](#). Each episode will feature one daily topic on a variety of issues ranging from City Council actions, upcoming City events and activities, and new or changing City-provided services and programs. The show will feature modernized graphics and feature open captioning so followers can watch without sound in their news feeds.

According to Public Affairs Director [Beverly B. Thompson](#), the idea for short video tailored for social media and mobile devices is in direct response to how people now get their news and information. “We strive to keep our residents informed on the actions and activities of their city government. In looking for new ways to engage more of our residents, we did our research,” Thompson said. “For example, according to Pew Research, 62 percent of U.S. adults get their news from social media. Social media video is also rapidly growing. *USA Today* cites that Facebook now averages 8 billion daily video views from 500 million users. So, we decided to tailor how we communicate with our residents to respond to this massive shift in how and where people consume news and information.”

The change to a daily social media video news show will be in addition to morphing [City Hall This Week](#) into a weekly video news show called **Bull City Wrap**, which is customized for [Durham Television Network](#) viewers. “While we’re now tailoring videos for our social media followers, we’re not forgetting about our residents who watch our cable channel. Each Friday, we’ll tie all five of that week’s *Bull City Today* episodes into one video package called *Bull City Wrap*. This way, our television viewers will get the same news and information each week that our social media followers will get each day.”

According to Thompson, the debut of this new type of video programming is part of the launch of the new [Durham Information Network](#), which will better organize various City communication channels to help direct residents on how and where they can find and engage with the City on their preferred platforms. “Durham Information Network represents the communications umbrella for information about the City, and its events and activities,” Thompson said. “Included under this umbrella are all of the primary platforms we use to provide information and engage our residents. When visiting this new Web page, you’ll have quick access to all of our communication tools, such as all of our existing social media platforms, Durham Television Network programming, the *City Manager’s Report*, and the *Citizens’ Newsletter*, to name a few.”

For more information about ***Bull City Today***, ***Bull City Wrap***, or Durham Information Network, visit the [City’s website](#).

### **About the City of Durham Office of Public Affairs**

The [Office of Public Affairs](#) contributes to the City’s strategic goal of being an [innovative and high-performing organization](#) by acting as the official City spokesperson for the news media and by communicating the City’s activities, services, and events through [Durham Information Network](#), which includes the City’s website, written and e-publications, news releases, advertising, social media, and special events. The office also operates [Durham Television Network \(DTN\)](#), the City’s government television channel on Time Warner Cable channel 8 and AT&T U-verse channel 99. To learn more, visit the [website](#) and follow on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

###