



Content Agreement – Bites of Bull City LLC

Amber Watson

2630 Bexley Ave
Durham, NC 27707

Overview:

Content agreement between Discover Durham and Amber Watson (writer).

Objective:

Produce a blog post based on the content team's objective:

- **Discover Durham's overarching content purpose:** offer timely and evergreen content to encourage potential daytrip or overnight visitors to travel to Durham and explore more while they are here.
- **Purpose of the specific piece:** To round up a list of recently opened and soon-to-debut restaurants and bars in Durham that highlight the city's diverse culinary community

Output:

- One blog post with a title, subtitle, introduction, approximately 10 establishments with addresses, and a conclusion: approximately 750-1000 words
- Instagram links to be used as embeds accompanying the listings in the copy of the blog post drafted (Final assets to be included in the piece are at Discover Durham's discretion.)
- Two rounds of editing

All writing should be original and based on credible, verifiable information and resources. All businesses and activities portrayed in the blog post should be located within Durham County and accessible by visitors and residents. Discover Durham is available to collaborate or provide additional direction to the writer upfront.

Process:

- Discover Durham to provide writer with a preliminary list of partners to include and provide direction for the piece. Any major suggestions, questions, or clarifications should be made before starting the assignment. Writer will provide an initial draft to Discover Durham by a mutually agreed upon deadline. Discover Durham will review and return to writer with any feedback or suggested edits. Edits should be made by writer within three business days. Discover Durham makes the final editorial call.
- If an assignment goes beyond the original deadline, Discover Durham can void the agreement.

- Once complete, Discover Durham has the first right to publish and promote the content across its channels (social media networks, email, website, etc.) tagging or attributing the writer appropriately. Writer agrees to tag Discover Durham on social media in any posts that includes the content so Discover Durham is aware of the freelancer's individual promotion of the content.

Payment Terms & Schedule:

- Discover Durham will make payments to writer based on satisfactory completion of assignment **(\$250)**. Payment will be made within 30 days of receiving an invoice unless otherwise indicated.
- If agreed-upon assignments and deliverables are not completed, payment will be suspended until the matter is resolved.
- Expenses related to assignments are the responsibility of writer unless otherwise agreed upon in advance.

Ownership & Credits:

- The writer grants Discover Durham full, exclusive rights to use content produced within this agreement. Once the content is completed/published, Discover Durham can use the content an unlimited number of times in its original format.
- Writer will be credited with byline on blog posts and a short blurb at the end of the blog post. Images to be credited to writer or to original photo source.
- Any additional usage outside of this agreement will be confirmed with the writer.

Terms & Cancellation:

This is a standing agreement that can be terminated at any time by either party. If either party decides to end the agreement, final payment will be made based on the work completed or in progress at that time. Cancellation does not transfer ownership of the assignment; Discover Durham will still own what has been produced to that point.

Content Considerations:

1. Audience

- a) Visitor audience is the primary focus – content should relate to Durham experiences and reasons to come to Durham.
- b) Locals and their visiting friends and relatives are a secondary audience – residents and commuters who spend time in Durham and want to be involved and be in the know.

2. Editorial Considerations

- a) The content should result in a mix of photo and copy.
- b) The writer should follow Discover Durham's brand tone and voice and follow AP Style. Brand guidelines to be provided to the writer in advance.
- c) We aim to reflect the diversity of Durham's product and people, covering various communities, Durham locations across Durham County, and other diverse interests.

d) Content will strive to offer unique views of the headline events/attractions with more underground or behind-the-scenes insights.

e) Final editorial decisions to be made by Discover Durham staff.

1. Editorial Process

a) Content topics/assignments will be decided by Discover Durham, but open to proactive pitches.

b) Communication with the writer will be made via email.

2. Procurement policy

a) The total value of the contract is less than Discover Durham's policy to seek additional quotes

b) Procurement was done in the past and prices and conditions offered remain competitive

DocuSigned by:

Amber Watson

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Writer Signature

Amber Watson

Writer Name Printed

3/18/22

Date

DocuSigned by:

Susan Amey

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Discover Durham Representative Signature

Susan Amey

Discover Durham Name Printed

3-24-22

Date