



## Content Agreement – Quierra Luck

### Overview:

Content agreement between Discover Durham and Quierra Luck (Freelancer) to produce content leading up to and during Black History Month.

### Objective:

Produce content designed to be distributed across Discover Durham's platforms based on the content team's objective:

**Discover Durham's overarching content purpose:** to offer timely or event-focused content that proudly and authentically tells the story of Durham's black history, while encouraging potential daytrip or overnight visitors to travel to Durham and explore more while they are here.

### Freelancer Output:

- Coordinate, shoot, and produce four video with interviews approximately one minute in length for Discover Durham to share across its distribution channels in February 2020
- Organize and produce four Instagram Stories to be published first on the @DurhamNC account throughout February 2020. The Instagram Stories are expected to vary in length depending on content topic, ranging between 5-20 slides.

All content should be original and based on credible, verifiable information and resources. All businesses and activities portrayed should be in Durham County and accessible by visitors. Discover Durham cannot endorse political campaigns, so content must not establish or promote a political stance.

### Process:

Discover Durham and Freelancer will agree to a content outline with a defined concept and specific features to highlight. Any major suggestions, questions, or clarifications should be made before starting assignment. Discover Durham's Content & Automation Manager will be Freelancer's main point of contact. Any potential interviews conducted by the Freelancer will be approved by Discover Durham in advance.

Freelancer will provide initial versions to Discover Durham by an agreed upon deadline. Discover Durham will review and return to Freelancer with feedback and edits. Edits should be made within three business days. Discover Durham makes final editorial call on all content produced.

#### **DISCOVER DURHAM**

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For the Instagram Story, the Freelancer will capture content for the Story's slides two days in advance of the agreed to publish date. Discover Durham will review and approve the slides from the Freelancer, prior to Discover Durham posting the slides to Discover Durham's own account.

If an assignment goes beyond the original deadline, Discover Durham can void the agreement.

Once complete, Discover Durham has first rights to publish and will handle promoting content in its channels. Freelancer agrees to tag Discover Durham on social media in any posts that include the content so Discover Durham is aware of the freelancer's individual promotion of the content. Freelancer has permission to share produced content on her social media accounts after Discover Durham has published across its channels.

#### **Payment Terms & Schedule:**

Discover Durham will make payments to writer based on completion of each assignment (**\$250/video produced, \$100/Instagram Story produced**). Completed assignments may be itemized on one invoice. Payment will be processed once invoice is received.

Invoice should be submitted by the last Friday of each month to be processed the first Wednesday of the following month (for example, invoice must be received by last Friday of October to be paid the first Wednesday of November).

If agreed-upon assignments are not completed, payment will be suspended until the matter is resolved.

Expenses related to assignments will be the responsibility of the Freelancer unless prior written consent is provided by Discover Durham.

#### **Ownership & Credits:**

The writer grants Discover Durham full, exclusive rights to use content produced within this agreement. Once the content is produced under this agreement, it is the property of Discover Durham for unlimited use. Should Discover Durham choose to use the produced content in a way outside of the original agreement, the organization will credit the Freelancer.

Freelancer will be credited in videos and tagged in the Instagram Stories. Images, video, and other assets to be credited to Freelancer or to original source.

Any additional usage outside of this agreement will be confirmed with the Freelancer in writing.

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### **Terms & Cancellation:**

This is a standing agreement that can be terminated at any time by either party, with 15 days advance notice requested. 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 content; Discover Durham will still own what has been produced.

### **Content Considerations: (unless otherwise specified in the assignment document)**

#### **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. We will reflect the diversity of Durham's product and people, covering various Durham locations and areas of interest.
- b. Final editorial decisions to be made by Discover Durham staff.

#### **3. Editorial Process**

- a. Content topics/assignments will be decided by Discover Durham is open to pitches.
- b. Communication will be made via email and/or Asana.

*Quierra La' Vene Luck*

*01/07/2020*

Freelancer signature

Quierra La' Vene Luck

Date

Freelancer name printed

*Parmod Chandra*

Discover Durham signature

*01/07/2020*

Date

*PARMOD CHANDRA*

Discover Durham name printed

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