

# City of Brookings MEETING AGENDA

## **TOURISM PROMOTION ADVISORY COMMITTEE**

### **SPECIAL MEETING**

**Tuesday, November 8, 2016 - 4:00pm**

City Hall Council Chambers, 898 Elk Drive, Brookings, OR

- 1. Roll Call**
- 2. Action Item**
  - a. Media Proposals
- 3. Adjournment**

All public comments and presentations are limited to 10 minutes. All public meetings held in accessible locations. Auxiliary aids provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.



# MEMORANDUM

*Office of the City Manager*

**GARY MILLIMAN**  
*City Manager*

Credentialed City Manager  
International City Management Association

**TO:** TPAC

**DATE:** October 28, 2016

**SUBJECT:** Media Proposals

Please consider the following opportunities and recommendations for tourism promotion through the media.

## **TIME WARNER CABLE – SPECTRUM REACH**

I have compared the proposals from KOB1 and Charter/Spectrum for internet-based digital advertising. Attached is the proposal from Spectrum. Spectrum offers a superior product in that it includes “retargeting”...which basically means that when viewers return to a website where they first viewed the ad they see the ad again; the video is formatted for all types of viewing screens, including mobile device; video access is imbedded into display ads. They also report an 80 per cent completion rate on videos...this means that 80 over cent of viewers actually watch the entire video. For Brookings it is pricey: \$1,100 per month. However, they are offering a deep discount as a new customer at \$550 monthly. There is a six month minimum. The Port of Brookings Harbor is a current customer. One approach might be to partner with the Port.

## **NORTHWEST CABLE NEWS**

The Oregon Coast Visitor Association (OCVA) is currently organizing a coop purchase of 15-second spots on Northwest Cable News. Cooperative sponsorships are available at \$2,500 and \$5,000. At the \$2,500 level we would get 58 spots per day for a period of two weeks. The coverage area is Oregon, Washington, western Idaho and Eureka, California. Attached is the proposal. The price includes video production and voice over. This is a winter offer only and showings would be during January, February and/or March. If we think we have something to sell to winter travelers, we should participate.

## **PRINT ADVERTISING**

After consulting with other in the coastal tourism promotion community, it is my recommendation that any print advertising be limited to two publications: *Oregon Coast* magazine and *The People's Coast* visitor guide.

Oregon Coast magazine is available in both print and online; it is available in print by subscription. Reader demographics, a rate sheet and the December 2014 edition are attached and contains a full-page coop ad in which the Chamber participated on Page 22. No one else from Brookings participated. Gold Beach purchased an ad on Page 27. Oregon Coast magazine also publishes the "Mile-by-Mile" guide. Travel industry professionals with whom I have spoken characterize the two publications as having different audiences: Oregon Coast magazines audience being people planning a trip to the Oregon coast, while the Mile-by-Mile Guide audience is people who are already travelling here and looking for things to do; in other words, MBM Guide readers are "honing their plans." It's a matter of which audience we are playing to.

The Peoples Coast Guide is mailed to over 40,000 potential visitors who request it through the Oregon Coast Visitors Association and Travel Oregon, and is available electronically through the OCVA website. Brookings already has a "presence" in the Guide as a member of OCVA. This presence could be enhanced through advertising.

The bottom line is that advertising is expensive. It also needs to be multifaceted with a common message. Brookings simply does not have enough money working alone to undertake an effective advertising campaign. Quite frankly, staff believes it would be a better use of remaining TOT funds to retain someone who works in marketing to develop the message and prepare a marketing strategy which would identify the audience, appropriate media placements and coordination, and identify advertising partners.

With this in mind, I have requested a proposal from Kristina Malsberger. Malsberger has 16 years of experience as a writer and content strategist, and has written for such publications as Via magazine (the AAA travel magazine) and the San Francisco Chronicle.

### ACCOUNT EXECUTIVE

ACCOUNT EXECUTIVE NAME:	Kristi Carson	CONTACT NUMBER:	541-973-2912
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### ADVERTISER

COMPANY NAME:	City of Brookings
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### CAMPAIGN BASICS

CAMPAIGN LANDING PAGE: (Place homepage website if unsure)	brookings.or.us
FLIGHT TERM: (List the months and year)	November 2016-December 2017

### BUDGET: Enter in 1 or 2 Budget Options you would like to have on your proposal.

BUDGET TYPE:	AGENCY OR DIRECT BILL:
<input checked="" type="checkbox"/> BROADCAST <input type="checkbox"/> CALENDAR	<input checked="" type="checkbox"/> AGENCY <input type="checkbox"/> DIRECT

NOTE: All campaigns will be trafficked calendar unless broadcast is specifically requested.

CREATIVE TYPE:	MONTHLY BUDGET:	CPM:	MONTHLY IMPRESSIONS:
PREROLL	\$400	\$20	20,000
DISPLAY	\$ 700.00	7	100,000

### TARGETING - GEOGRAPHICS: Enter in the desired geographic by listing zips, a radius, or a Charter zone.

LIST ZIPS OR RADIUS:	Most heavily populated areas of Jackson and Josephine Counties
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### TARGETING - DEMOGRAPHICS (\$500+ mo): If the spend is greater than \$500 a month, you may select all that apply.

CHECK THIS BOX TO INCLUDE ALL

GENDER:	AGE:	HOUSEHOLD INCOME:	EDUCATION:
<input type="checkbox"/> MALE	<input type="checkbox"/> 18 - 24 <input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> UNDER \$50,000	<input type="checkbox"/> NO COLLEGE
<input checked="" type="checkbox"/> FEMALE	<input checked="" type="checkbox"/> 35 - 44 <input type="checkbox"/> 45 - 64 <input type="checkbox"/> 65+	<input checked="" type="checkbox"/> \$50,000 - \$100,000	<input type="checkbox"/> COLLEGE
PARENTING:		<input checked="" type="checkbox"/> \$100,000 - \$150,000	<input type="checkbox"/> GRAD SCHOOL
<input checked="" type="checkbox"/> NO KIDS		<input type="checkbox"/> \$150,000 +	
<input type="checkbox"/> HAS KIDS			

### TARGETING - VERTICALS (\$500+ mo): If the spend is greater than \$500 a month, you may select all that apply.

CATEGORY:	SUB CATEGORY:	SUB-SUB CATEGORY*:
Travel	Travel Agencies & Services	
News	Broadcast & Network News	
News	Local News	
Online Communities	Social Networks	
Travel	Car Rental & Taxi Services	
Travel	Hotels & Accommodations	
Sports	Team American Football	
Online Communities	Online Goodies > Social Network Apps & Add-Ons	
Online Communities	Online Goodies > Clip Art & Animated GIFs	
Online Communities	Online Goodies > Skins Themes & Wallpapers	
Hobbies_Leisure	Water Activities	
Hobbies_Leisure	Outdoors > Hiking & Camping	
Hobbies_Leisure	Outdoors > Fishing	

\*Some categories do not have sub-sub categories.

Any additional information that you think may be helpful to build a proposal?

# City of Brookings - Digital 2017



TIM #: 118946

Agency: <none>

Bill to: N/A

AE: Carson, Kristi

Client: City of Brookings

Total # of Active Wks: 13

898 Elk Dr

Phone #: N/A

Zones: 0524

Spot Length: 30

Brookings, OR 97415

Cell #: N/A

Flight Dates: 11/28/2016 -  
12/31/2017

EDI Estimate:

E-mail: N/A

EDI Client:

EDI Order:

Billing Calendar: Broadcast

EDI Product:

## Zone(s): Medford, OR, 0524

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
ODEV	12/19/16	12/25/16	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	12/19/16	12/25/16	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	01/23/17	01/29/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	01/23/17	01/29/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	02/20/17	02/26/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	02/20/17	02/26/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	03/20/17	03/26/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	03/20/17	03/26/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	04/24/17	04/30/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	04/24/17	04/30/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	05/22/17	05/28/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	05/22/17	05/28/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	06/19/17	06/25/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	06/19/17	06/25/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	07/24/17	07/30/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	07/24/17	07/30/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	08/21/17	08/27/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	08/21/17	08/27/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	09/18/17	09/24/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	09/18/17	09/24/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	10/23/17	10/29/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	10/23/17	10/29/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	11/20/17	11/26/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	11/20/17	11/26/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
ODEV	12/25/17	12/31/17	Su 6a-12m	100,000 impressions per month	1	1	\$700.00	\$700.00
OPRL	12/25/17	12/31/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
<b>Totals</b>						<b>26</b>		<b>\$14,300.00</b>

### Order Summary:

Zone Description: Medford, OR, 0524

Total Spots: 26

Total Gross\$: \$14,300.00

Total Net\$: \$14,300.00

Average Investment per Active Week: \$1,100.00

### Broadcast Month Totals:

	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Total
<b>Total Gross \$</b>	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$14,300.00
<b>Total Net \$</b>	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$14,300.00
<b>Total Spots</b>	2	2	2	2	2	2	2	2	2	2	2	2	2	26

### Charter Media Agreement:

Spectrum Reach Agreement

By signing, I acknowledge that I have read and accept the Terms and Conditions for the Charter Communications Operating,

LLC and its business unit Spectrum Reach™ Advertising Contract and Application for Credit.

Client Signature: \_\_\_\_\_ Date \_\_\_\_\_

CHARTER COMMUNICATIONS OPERATING, LLC  
by Charter Communications, Inc. its Manager

Charter Media Signature: \_\_\_\_\_ Date \_\_\_\_\_

Terms and Conditions for the Charter Communications Operating, LLC and its business unit Spectrum Reach™ Advertising Contract and Application for Credit ("Terms and Conditions")

The parties acknowledge and agree that the terms and conditions set forth herein shall constitute the terms and conditions of the service contract between the parties ("Contract") for the cable advertising services, production services, or related services ("Services") to be provided to the Client ("Advertiser") by Charter Communications Operating, LLC and its business unit Spectrum Reach™ ("Spectrum Reach™") as set forth on the front of the Contract.

(1) The rate for any advertising time purchased by the Advertiser shall be as stated on the Contract (plus any applicable taxes, franchise fees, and/or other assessments by any governmental authority), and if no rate is set forth thereon, the rate applicable shall be that set forth on Spectrum Reach™'s rate card then in effect at the time the Advertiser's order for such Service is accepted. Payment for Services procured hereunder must be made by Advertiser and received by Spectrum Reach™ no less than thirty (30) days after the date of the invoice thereafter, except that Spectrum Reach™, in its sole discretion, reserves the right to require payment in advance from Advertiser. If payment is not received by the payment due date, Advertiser agrees to pay interest accrued on any past due amounts at a rate of (i) 1.5% per month of (ii) the highest rate allowed by law, whichever is less. Spectrum Reach™ may process Advertiser's check payment electronically. With electronic check conversion, Advertiser's bank account will be debited in the amount of Advertiser's check as early as the same day Spectrum Reach™ receives payment. The transaction will appear on Advertiser's bank statement as an electronic funds transfer. Advertiser's original check will be destroyed and it will not be returned to Advertiser's bank.

(2) In the event of any cancellation of the Contract by Advertiser, Advertiser shall be liable for all payments to be made hereunder, though Spectrum Reach™ may, from time to time, accept payments from an Advertiser's Agency on Advertiser's behalf. Any acceptance of payments from an Agency shall not relieve the Advertiser from liability for any amounts unpaid by the Agency. Spectrum Reach™ reserves the right to accept orders placed by Advertiser's Agency, provided that both Advertiser and Agency shall remain jointly and severally liable for payment and performance of Advertiser's obligations to Spectrum Reach™ hereunder. Agency expressly represents and warrants that Agency has the authority to bind Advertiser to the terms and conditions of the Contract with respect to any order it places on Advertiser's behalf.

(3) Any cancellation of an order/the Contract by Advertiser or Agency must be submitted in writing to and received by Spectrum Reach™ subject to the following timeframes: (a) for spot advertising the deadline for cancellation is two (2) weeks prior to the effective date of cancellation; (b) for spot advertising with Local OnDemand advertising, the deadline is thirty (30) days prior to the effective date of cancellation; and , (c) for Local OnDemand advertising, the deadline is thirty (30) days prior to the effective date of cancellation. Failure to provide such advance cancellation notice shall result in charges for Service preparation work conducted by Spectrum Reach™ (including without limitation, advertising time not used but ordered for the next deadline date(s)).

(4) In performing the Services, Spectrum Reach™ shall use commercially reasonable efforts to cablecast each advertisement at its scheduled cablecast time. However, Spectrum Reach™ shall not be responsible for failure to cablecast the advertisement(s) if such failure is the result of mechanical, electrical, or equipment malfunctions, accidents, riots, strikes, epidemics, acts of God, or any other conditions beyond the reasonable control of Spectrum Reach™. If for any reason there is an interruption, delay or omission of any advertisement to be cablecast, Spectrum Reach™ will notify Advertiser or Agent that it will run the interrupted, delayed or omitted advertisement at a substitute time ("Make Good"). In no event shall Spectrum Reach™ be liable for incidental, indirect, special or consequential damages in connection with or arising out of (i) the failure or inability of Spectrum Reach™ to cablecast the advertisement or (ii) any incorrect cablecasting of any advertising. Advertiser's sole and exclusive remedy for liability of any kind arising under the Contract shall be limited to Spectrum Reach™ furnishing a Make Good, or if not feasible in Spectrum Reach™'s reasonable discretion, a refund of the proportionate amount paid for said interrupted, delayed, incorrect, or omitted advertisement.

(5) Spectrum Reach™ may cablecast an advertisement on a group of multi-channel video programming distribution systems ("MVPDs") serving a single Designated Market Area ("DMA") on which advertising is sold and simultaneously distributed across all such MVPDs in a coordinated manner (commonly known as an "interconnect"). The order shall be deemed fulfilled and will be invoiced for payment when the advertisement is distributed to at least 90% of the insertable subscribers in the DMA.

(6) Spectrum Reach™ may cancel, in whole or in part, any advertisement under the Contract (a) in order to cablecast any program which, in its sole and absolute discretion, it deems to be of public importance or in the public interest, or the cablecast of which is necessary for Spectrum Reach™ to comply with its agreements with its program services suppliers; or (b) if Spectrum Reach™ determines in its sole discretion that such advertisement would conflict with any of its agreements with its program services suppliers.

(7) Spectrum Reach™ at all times reserves the right to reject any and all advertisements submitted by Advertiser or Agency, whether due to technical quality, content (except for political advertisements which are cablecast pursuant to the provisions of Section 315 of the Communications Act of 1934, as amended), for financial reasons if Spectrum Reach™ determines, in its sole discretion that Advertiser's or Agency's ability to pay Spectrum Reach™ is impaired, or for any other reason, without cause or the necessity or requirement of giving any explanation whatsoever.

(8) Spectrum Reach™ reserves the right (but disclaims any responsibility or obligation) to preview any advertisements prior to airtime to determine without taking or relieving Advertiser or responsibility or liability for doing so, (i) if any advertisement meets Spectrum Reach™'s technical requirements, (ii) if an advertisement's content warrants special scheduling considerations as stated in paragraph 6, (iii) if an advertisement's content violates any of the Advertiser's representations and warranties contained in the Contract, and/or (iv) if an advertisement is otherwise unsuitable for cablecasting. If Spectrum Reach™ determines that the respective advertisement is not suitable for cablecasting based on any of the foregoing considerations, it may refuse to cablecast any such advertisement without liability to the Advertiser.

(9) Spectrum Reach™ reserves the right to schedule exclusively between 10:00 PM and 5:00 AM in the local time zone in which the advertisement is aired, any advertisements that contain nudity, indiscreet sexuality, profane language, or excessive violence. Spectrum Reach™ shall have the right to require the Advertiser to provide, at Advertiser's expense, an audio/video disclaimer (satisfactory to Spectrum Reach™) before, during, and after each advertisement. Each such disclaimer must include the following statements (complete with the appropriate information): (i) OPEN: The following advertisement contains scenes of and may not be suitable for Children under 17. Parental discretion is advised, or (ii) WITHIN ADVERTISEMENT: (Before each potentially objectionable scene). The following segment of the advertisement contains scenes of \_\_\_ [describe nature of scene]\_\_\_\_\_ and may not be suitable for children under 17. Parental discretion is advised, or (iii) CLOSE: The preceding advertisement was produced by an independent producer, and does not necessarily reflect the views of SPECTRUM REACH™ or its employees, officers or directors.

(10) Advertiser represents and warrants that Advertiser has or has obtained all rights necessary to air/display the content of the advertisement/spot(s) purchased hereunder and that neither the advertisement(s) nor elements thereof or material contained therein (including without limitation all music composition, copy and other materials used in connection with advertisements ) will infringe upon or violate the right of privacy, or right of publicity of, or constitute a libel or slander against, or defame, or violate or infringe upon any copyright, ownership rights, license, authority, trademark or service mark, common law or other right (including, without limitation, any other intellectual property rights or literary, dramatic, comedic, musical, or photo playwright of any person, entity, firm or corporation) or violate any applicable law. Spectrum Reach™ enters into the Contract in reliance upon the further warranties and representations of Advertiser that the content of each advertisement is not misleading or deceptive, that each is in compliance with all applicable state and federal regulations, and specifically, that each complies with the rules and regulations of the Federal Trade Commission and all other applicable law. Advertiser shall indemnify and hold Spectrum Reach™ harmless from and against any and all claims, losses, expenses, damages (indirect or direct), liability, expenses, and/or costs (including without limitation attorney's fees and court costs) to the extent arising from (1) a breach or violation of the foregoing warranties and representations, (2) the negligence or willful misconduct of Advertiser or Agency, and/or (3) otherwise the cablecast of advertisements submitted/placed by Advertiser or Agency under the Contract.

(11) Advertiser shall at its sole cost and expense furnish Spectrum Reach™ all advertisements. Advertiser shall deliver all advertisements to Spectrum Reach™ by the deadlines as determined by Spectrum Reach™. Spectrum Reach™ hereby disclaims any and all liability for any loss, erasure damage, or any other destruction to any advertisement materials furnished by Advertiser or, even if accepted by Spectrum Reach™, any telephone, mail, facsimile, or other communications from any third party relating to any advertisements hereunder. If Spectrum Reach™ does not receive such advertisements within the time specified or otherwise prior to the time requested/allotted for airing, Spectrum Reach™ reserves the right to cancel the Contract without notice to the Advertiser. If Advertiser submits a written request within thirty (30) days after the date of last cablecast of any advertisement under the Contract, Spectrum Reach™ shall return Advertiser's materials to Advertiser at Advertiser's sole expense. If Advertiser does not timely make such a request, Spectrum Reach™ shall have the right to dispose of all such materials as it sees fit, including without limitation destruction thereof.

(12) Advertiser grants Spectrum Reach™ authorization to (i) access applicable credit reporting (Commercial/Consumer) in order to establish credit terms and perform periodic reviews of credit history and (ii) to contacting provided references for use in making a decision regarding Advertiser's creditworthiness.

(13) The Contract may not be assigned or transferred by the Advertiser or Agency without the prior written consent of Spectrum Reach™. Spectrum Reach™ shall have no obligation to perform the services or otherwise cablecast for the benefit of any person or entity other than Advertiser, or for any product or service other than that described on the front of the Contract.

(14) The Contract shall be governed, construed, and enforced in accordance with the applicable laws of (i) the state where the Spectrum Reach™ sales office that handles your account, is located and (ii) the United States. If any provision hereof is declared to be unlawful or unenforceable, such provision shall be severed to the extent of such unenforceability and any and all other provisions not affected thereby shall remain in full force and effect.

(15) The Contract is subject to the terms and conditions of franchises and licenses held by Spectrum Reach™ and all applicable federal, state, and local laws, ordinances, rules, and regulations.

(16) All notices to Spectrum Reach™ required or permitted under the Contract shall be delivered in writing via certified mail (return receipt requested) or nationally recognized overnight courier to the Spectrum Reach™ sales office that handles your account.

(17) The Contract contains the entire agreement between the parties, and no change, modification, or waiver of any of its terms and/or conditions shall be effective unless made in writing and signed by all parties hereto. In addition and without limiting the foregoing, no course of dealing between the parties or any delay on the part of a party to exercise any right it may have under the Contract shall operate as a waiver of any of the rights set forth hereunder or provided by applicable law or equity, no waiver of any prior breach or default of the Contract shall operate as the waiver of any subsequent breach or default, and no express waiver shall affect any term or condition of the Contract other than that expressly described in any such waiver, and any such waiver shall apply only for the time and manner specifically stated.

(18) If either party is obligated to incur costs in any action (by either party) to enforce any provision of the Contract, the prevailing party in such enforcement action (whether plaintiff or defendant) shall be entitled to reimbursement for all reasonable costs incurred in such action, including but not limited to reasonable collection and attorneys' fees and costs. Advertiser and Agency waive, as to the Contract and all obligations to Spectrum Reach™, all exemptions, constitutional or otherwise, of personal property from levy and sale under

execution or other process for the collection of debts.

(19) The parties agree that the terms of the Contract and the parties' respective performance of obligations hereunder are not intended to benefit any person or entity not a party to the Contract, that the consideration provided by each party under the Contract only runs to the respective parties hereto, and that no person or entity not a party to the Contract shall have any rights hereunder nor the right to require the performance hereunder by either of the respective parties hereto.

(20) Spectrum Reach™ may change or modify these Terms and Conditions from time-to-time without notice other than posting these amended Terms and Conditions on our internet website. The amended Terms and Conditions will automatically be effective when posted on our internet website.

(21) Except as otherwise provided herein, all controversies, disputes or claims of any kind arising between Charter Communications Operating, LLC and its business unit Spectrum Reach™ and/or its officers, directors, parents, affiliates, agents, employees or attorneys (in their representative capacity) and Advertiser and/or its shareholders, officers, directors, parents, affiliates, agents, employees or attorneys, shall be resolved through binding arbitration. Such arbitration shall be undertaken in accordance with the following provisions. This agreement to arbitrate shall continue in full force and effect subsequent to and notwithstanding the expiration or termination of this Agreement. Spectrum Reach™ and Advertiser agree that arbitration shall be conducted on an individual, not a class-wide, basis.

# Spectrum

## REACH

VIDEO | MEDIA | ANALYTICS

Presented to City of Brookings



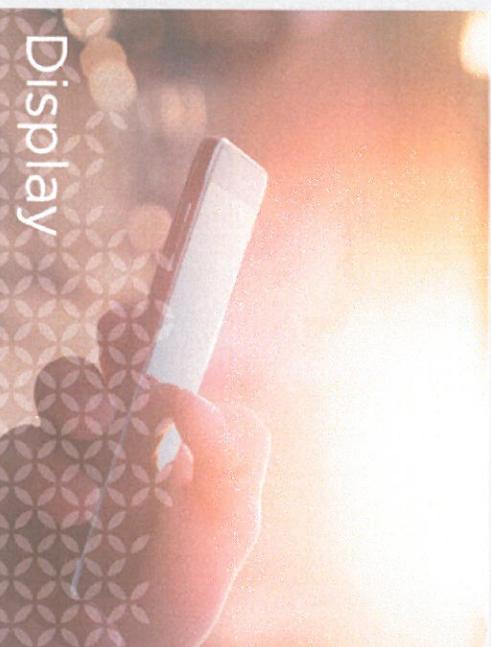
# Executive Overview

Complex data sources were used to develop the right mix of audience targeting & online delivery to help achieve your business goals.

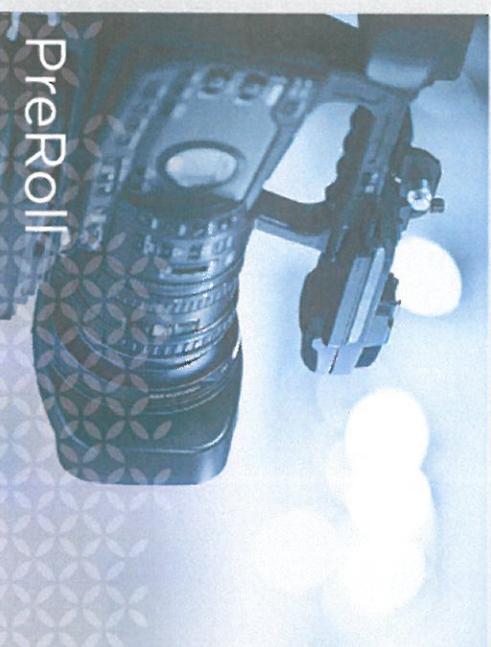
## Audience Targeting

- › 9 Targeted Zip Codes in 2 Counties
- › Total Target Population: Approx 242,332
- › 100% Satisfaction Commitment
- › Retargeting: Included

## Product Selection



Display

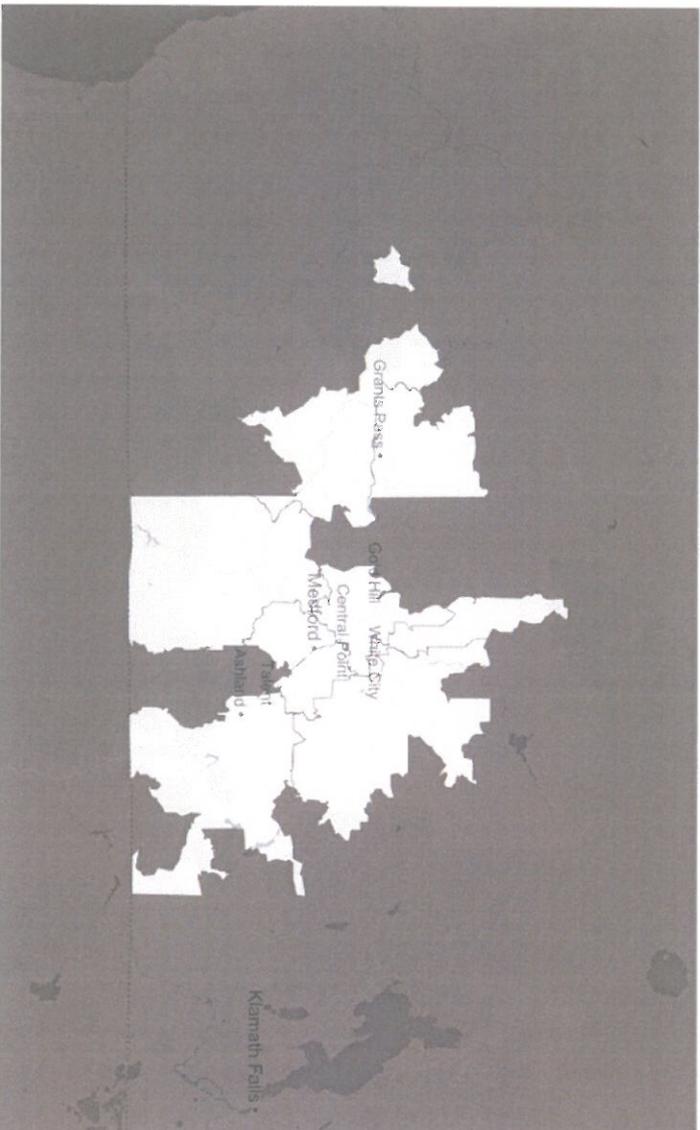


PreRoll

# Geographic Targeting

Target the consumers that are most likely to become your customers by focusing on the geography best suited for your locations & business type.

## Geography



## Demographics

 Gender > All

 Age Range > 25-64

 Household Income > All

 Parent/Single > All

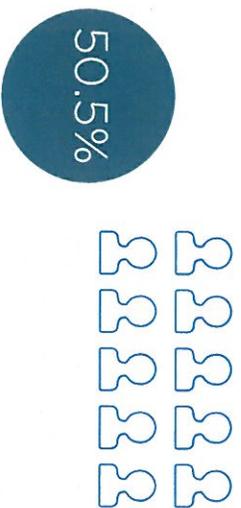
 Education > All

# Demographic Targeting

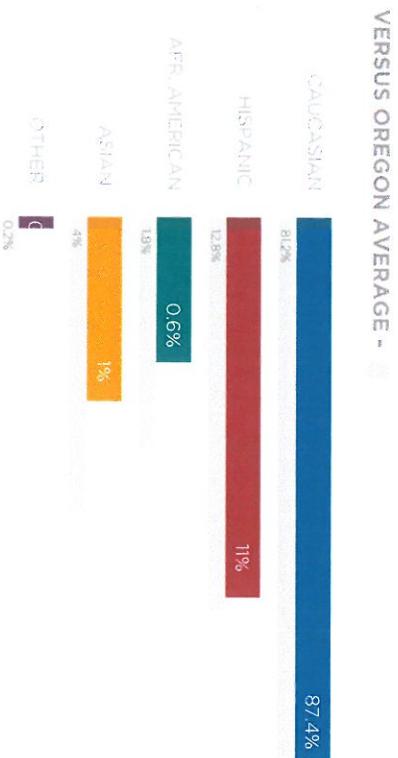
Understanding the background & behavior of your best target customers is key to constructing a cost-effective media plan.

Targeting 122,294 out of 242,332

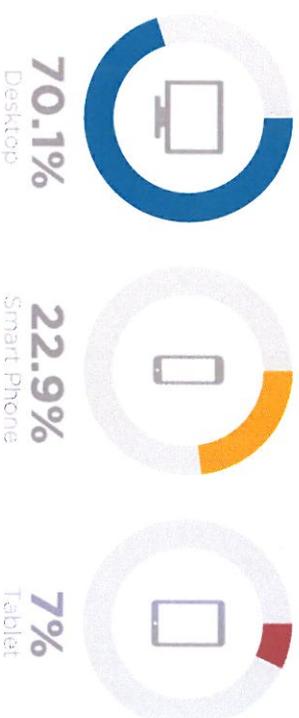
25-64



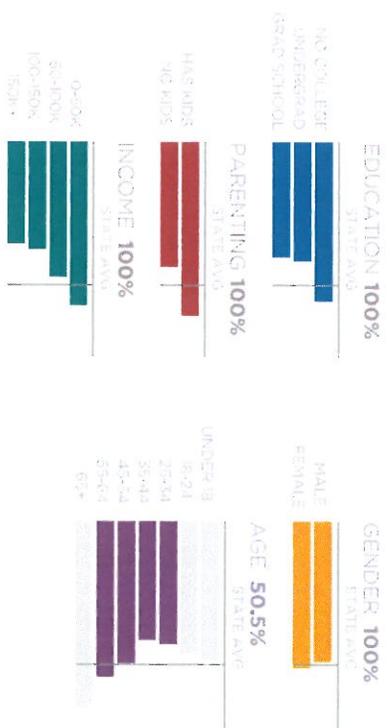
## Geographic composition



## Device use in targeted area



## Targets against regional average



\*Audience Data - Comscore, Quantcast, US Census, and proprietary real-time inventory

# Audience Interests

After you know who your best customers are, it's important to understand their interests, habits, & media consumption.

## Site List

<b>LOCAL MEDIA</b>	<b>TRAVEL</b>	<b>BOATING</b>
<ul style="list-style-type: none"> <li>knryv.com</li> <li>knmed.com</li> <li>ktvl.com</li> <li>trailsandtime.com</li> <li>dailytidings.com</li> <li>theadailyjournal.com</li> <li>kyvl.com</li> <li>reg.sterquar.com</li> <li>kerf.com</li> <li>reidmng.com</li> </ul>	<ul style="list-style-type: none"> <li>vanoo.com/travel</li> <li>tripadvisor.com</li> <li>expedia.com</li> <li>tripcalm.com</li> <li>mayak.com</li> <li>hotelpartner.com</li> <li>taxifarehulder.com</li> <li>taxi-services/regionaldirector/aus</li> <li>adventuretravel/letter/yus</li> <li>worldtaximeter.com</li> </ul>	<ul style="list-style-type: none"> <li>thehulder.com</li> <li>boatingmag.com</li> <li>jetset.com</li> <li>swimringworldmagazine.com</li> <li>sabtrmagazine.com</li> <li>yachtmagazine.com</li> <li>livesailing.com</li> <li>realboating.com</li> <li>sailingworld.com</li> <li>krallboater.com</li> </ul>
<b>HOTELS &amp; ACCOMMODATIONS</b>	<b>HIKING &amp; CAMPING</b>	<b>ONLINE COMMUNITIES</b>
<ul style="list-style-type: none"> <li>hotels.com</li> <li>bedlar/breakfast.com</li> <li>hotelsclub.com</li> <li>hotelloupons.com</li> <li>hotellist.com</li> </ul>	<ul style="list-style-type: none"> <li>sportsmansguide.com</li> <li>fieldandstream.com</li> <li>outdoorbasecamp.com</li> <li>outdoorchannel.com</li> <li>sheduloorlodges.com</li> <li>reachecountry.com</li> <li>out-sideonline.com</li> <li>backpacker.com</li> <li>trails.com</li> <li>stateparks.com</li> </ul>	<ul style="list-style-type: none"> <li>youtube.com</li> <li>fb.com</li> <li>photobucket.com</li> <li>dingspot.com</li> </ul>
<b>TRAVEL AGENCIES &amp; SERVICES</b>	<b>FISHING</b>	<b>NEWS</b>
<ul style="list-style-type: none"> <li>travelindustrywire.com</li> <li>tripcok.com</li> <li>tothust.com</li> <li>travel-agent-us-regionaldirectory.us</li> </ul>	<ul style="list-style-type: none"> <li>baudro.com</li> <li>outdoorlife.com</li> <li>hoozanbulletin.com</li> <li>bleiselink.com</li> <li>gardenandfishmag.com</li> <li>flerungflyshop.com</li> <li>anglerweb.com</li> <li>fishngnetwork.net</li> </ul>	<ul style="list-style-type: none"> <li>enr.com</li> <li>huffingtonpost.com</li> <li>foxnews.com</li> <li>ncrnews.com</li> <li>che-news.com</li> <li>usnews.com</li> <li>wasingtonpost.com</li> <li>fordes.com</li> <li>daily.mall.co.uk</li> </ul>
<b>TRAVEL GUIDES &amp; TRAVELOGUES</b>		
<ul style="list-style-type: none"> <li>booknguides.com</li> <li>everofrail.com</li> <li>budgettravel.com</li> <li>smartertravel.com</li> <li>orbic.com</li> <li>travelandleisure.com</li> <li>virtualtourist.com</li> <li>travelandreservestories.com</li> </ul>		

## Audience Interests

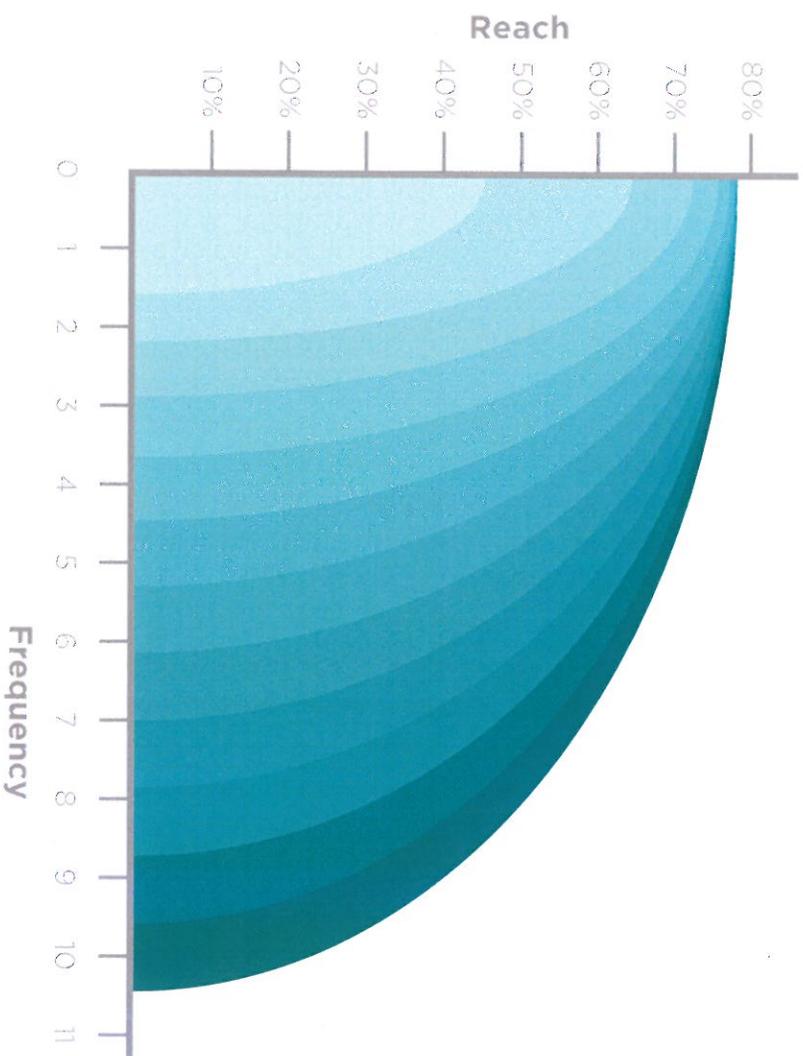


AUDIENCE INTEREST INDEX

# Digital Reach & Frequency

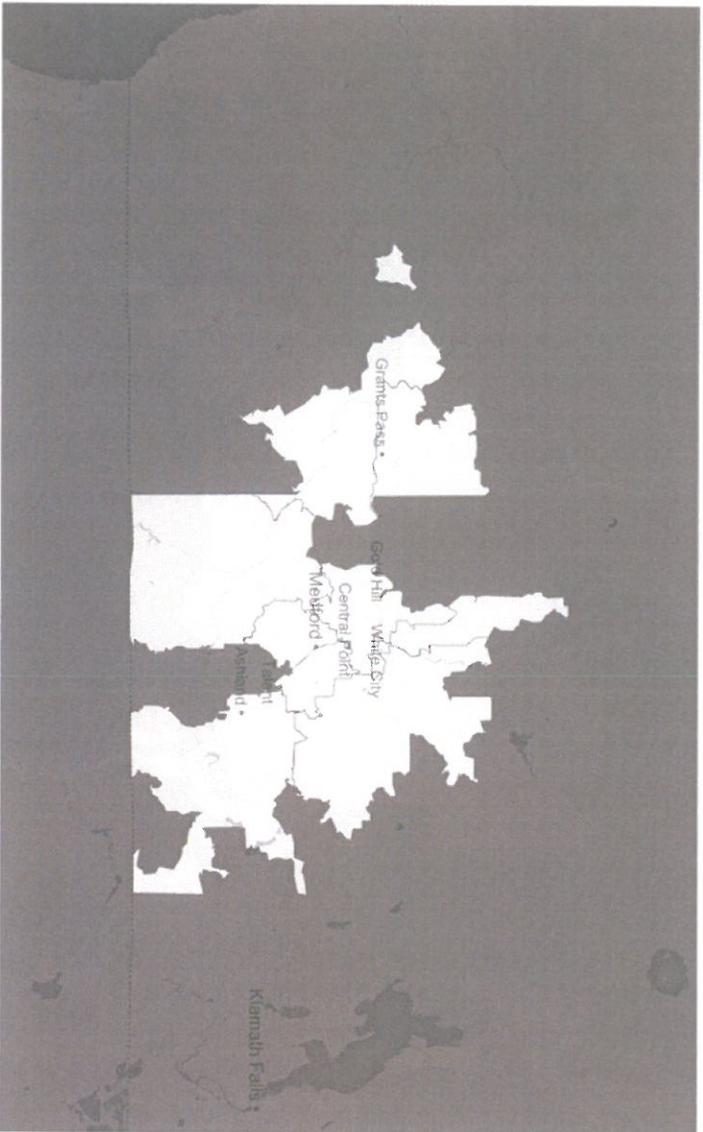
By estimating how many people will see your ads and how many times they will see them over the length of your schedule you can make strategic decisions with your marketing budget.

MO	IMP	REACH %	FREQ
1	120k	45.3%	1.49
2	240k	64.4%	2.1
3	360k	72.4%	2.8
4	480k	75.8%	3.57
5	600k	77.3%	4.38
6	720k	77.9%	5.21
7	840k	78.1%	6.06
8	960k	78.2%	6.91
9	1.1MM	78.3%	7.77
10	1.2MM	78.3%	8.64
11	1.3MM	78.3%	9.5
12	1.4MM	78.3%	10.36



# Geographic Targeting Per Location

Medford, Oregon



POPULATION	242,332	PEOPLE / HOUSEHOLD	2.5
AVERAGE INCOME	\$60,336	AVERAGE HOME VALUE	\$229,256
MEDIAN AGE	43	# OF BUSINESSES	6,891

## TARGET AREA

9 ZIP Codes in Jackson, Josephine Counties

## LOCAL SITES

kdrx.com, knes.com, kjxl.com, malltrubnews.com, dailytrading.com, thedailycourier.com, lval.com, registre-guard.com, ktrn.com, medfordjournal.com, klvz.com





# Campaign Strategy: Site List Demographic Data

PLACEMENT	MALE		FEMALE		UNDER 18		18-24		25-34		35-44		45-54		55-64		65+		NO KIDS		HAS KIDS		\$0-50K		\$50-100K		\$100-150K		\$150K+							
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count						
<b>BOATING</b>																																				
theadallthebest.com	78%	22%	2%	5%	12%	14%	28%	24%	15%	30%	70%	18%	30%	10%	23%																					
boatmag.com	72%	28%	3%	7%	12%	14%	15%	31%	18%	30%	70%	22%	31%	12%	34%																					
jetski.com	46%	54%	19%	11%	15%	16%	15%	13%	14%	50%	50%	40%	27%	18%	15%																					
swimmingworldmagazine.com	74%	26%	2%	7%	25%	3%	22%	33%	7%	33%	67%	12%	19%	20%	48%																					
sailmagazine.com	49%	51%	19%	18%	15%	16%	15%	13%	18%	50%	50%	40%	27%	18%	15%																					
vacationmagazine.com	49%	51%	19%	18%	15%	16%	15%	13%	18%	50%	50%	40%	27%	18%	15%																					
thesailmag.com	49%	51%	19%	18%	15%	16%	15%	13%	18%	50%	50%	40%	27%	18%	15%																					
reelboatmag.com	49%	51%	19%	18%	15%	16%	15%	13%	18%	50%	50%	40%	27%	18%	15%																					
sailingworld.com	48%	52%	19%	18%	15%	16%	15%	13%	18%	50%	50%	40%	27%	18%	15%																					
dailyboat.com	48%	52%	19%	18%	15%	16%	15%	13%	18%	50%	50%	40%	27%	18%	15%																					
<b>ONLINE COMMUNITIES</b>																																				
youandyour.com	54%	46%	12%	15%	19%	17%	17%	12%	8%	51%	49%	38%	27%	19%	17%																					
hiker.com	62%	38%	4%	10%	16%	16%	21%	19%	15%	40%	60%	32%	30%	22%	17%																					
photobucket.com	58%	42%	7%	13%	17%	16%	19%	17%	12%	44%	56%	37%	27%	20%	13%																					
blogspot.com	49%	51%	19%	18%	15%	16%	15%	13%	18%	50%	50%	40%	27%	18%	15%																					
<b>NEWS</b>																																				
usatoday.com	50%	50%	8%	10%	15%	17%	19%	17%	14%	44%	56%	39%	28%	20%	14%																					
pro.com	56%	44%	4%	9%	16%	18%	21%	18%	14%	40%	60%	32%	28%	23%	17%																					
huffingtonpost.com	51%	49%	2%	7%	16%	16%	21%	21%	18%	38%	62%	33%	30%	23%	15%																					
foxnews.com	56%	44%	2%	5%	1%	18%	22%	23%	22%	36%	64%	32%	30%	23%	15%																					
msnnews.com	51%	49%	2%	6%	13%	15%	21%	22%	22%	37%	63%	31%	30%	24%	15%																					
chronicle.com	53%	47%	2%	7%	15%	16%	21%	21%	19%	39%	61%	33%	29%	24%	14%																					
usnews.com	47%	53%	4%	18%	19%	17%	20%	17%	12%	44%	56%	29%	29%	25%	18%																					
washingtonpost.com	58%	42%	2%	7%	16%	16%	20%	20%	18%	38%	62%	29%	29%	26%	16%																					
forbes.com	58%	42%	4%	18%	19%	17%	19%	18%	14%	41%	59%	29%	29%	24%	16%																					
dailyjournal.com	52%	48%	4%	9%	16%	15%	21%	19%	15%	40%	60%	30%	28%	23%	15%																					



# Campaign Strategy: Site List Demographic Data

MEDFORD, OREGON	PLACEMENT														
	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	HAS KIDS	\$0-50K	\$50-100K	\$100-150K	\$150K+
kurv.com	53%	47%	1%	2%	1%	10%	21%	42%	7%	33%	67%	3%	34%	21%	14%
hmed.com	47%	51%	19%	11%	15%	16%	15%	15%	11%	50%	50%	40%	27%	15%	15%
hlt.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
matrlbun.com	43%	52%	2%	6%	10%	19%	14%	32%	15%	50%	50%	42%	28%	15%	10%
dahl-stenig.com	57%	43%	2%	7%	14%	16%	15%	17%	23%	34%	66%	51%	24%	15%	10%
medialy.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	15%	15%
kwalt.com	53%	47%	2%	9%	8%	10%	28%	17%	20%	51%	49%	45%	26%	18%	12%
regster-guard.com	47%	53%	2%	8%	11%	6%	21%	29%	22%	41%	59%	45%	21%	20%	14%
kwalt.com	48%	52%	1%	4%	12%	22%	23%	15%	20%	28%	72%	40%	28%	20%	13%
redding.com	47%	53%	1%	2%	22%	23%	25%	18%	12%	50%	50%	30%	32%	23%	15%
kwalt.com	42%	58%	1%	3%	14%	28%	29%	17%	7%	22%	78%	52%	25%	14%	9%

## Gary Milliman

---

**From:** Marcus Hinz  
**Sent:** Friday, October 21, 2016 12:10 PM  
**To:** Gary Milliman; Dave Lacey  
**Subject:** :15 Sec Winter Video Coop  
**Attachments:** 2017 Coop Overview.pdf

Gary,

I think it would be wise to consider OCVA's Winter Video Coop, which we will be selling through November and launching in mid January.

Our goals with this campaign are to 1) Reach leisure travelers 25-64, 2) Showcase the power & beauty of the Oregon Coast during the winter season, 3) Inspire travel to Oregon Coast during the winter, 4) Coordinate co-op packages to feature specific destinations and properties which buy into the Cooperative.

We will be using the spectacular Uncage the Soul video collected in 2014 to place these :15 sec promo videos (various themes) on high reaching KGW News and programming, indexing well for reaching leisure travelers.

This campaign will offer extend impact over by using NWCN to reach television viewers throughout Oregon and incorporate digital pre-roll to served to highly targeted "travel intenders." The cooperative marketing approach allows us to maximize investment and leverage in-kind support to generate greatest impact for the Oregon Coast!

I've attached a Winter Video Coop Overview for more details.

Best,

Marcus



## :15 Sec Winter Video Coop Overview

Local Coast partners have the opportunity to harness the power of this Winter campaign through co-op advertising that will encourage weekend getaways to their area this winter. Partner messaging will be incorporated into a Coast branded custom end card to be added to the :15 second Winter on the Oregon Coast ads.

Partners can buy in at the \$2,500 level or a larger \$5,000 level. Ads will air on KGW and NW Cable News, as well as through an online pre-roll schedule (at the \$5,000 level)

### Note the following:

- One TV ad for each \$2,500 co-op ad buy
- Up to two TV ads available for \$5,000 co-op ad buy
- One end card per TV ad
- One category (Lodging, Activity, Restaurant, etc.), per ad, per flight is available (first come, first served)

### Partner messaging to conform to formatted end card design. Includes:

- People's Coast background treatment
- One Partner logo
- Can include mile marker location of partner destination/activity along 101
- Partner tag line copy
- Call-to-action (phone number or URL)



# \$2500 COOP PACKAGE

**\$2500 Option - 2 weeks**

**Value: \$7,720**

*Recommended Television Schedule –KGW/NWCN*

*Flight Dates: TBD January-March, 2017*

*15-second messages*

Days	Times	Program	Total Spots	Rate
Wed-Fri	5-6am	KGW Sunrise News	4x	\$65
Wed-Fri	6-9am	KGW Sunrise News/Today Show	6x	\$200/\$180
Wed-Fri	11a-12:30p	KGW News	3x	\$60
Sat/Sun	6-9am	KGW Sat/Sun Morning News	4x	\$75
Wed-Fri	6-9am	NWCN AM News	20x	\$25
Sun-Wed	5-12am	NWCN In-Kind Travel Grant	20x	\$0
<b>58x TOTAL SPOTS</b>				

**To participate, contact:**

Marcus Hinz, Executive Director  
 OREGON COAST VISITORS ASSOCIATION  
 541.264.0543 Director@ThePeoplesCoast.com



# \$5000 COOP PACKAGE

**\$5,000 Option - 3 weeks Value: \$12,420**

*Recommended Television Schedule –KGW/NWCN*

*Flight Dates: TBD January-March, 2017*

*15-second messages*

Days	Times	Program	Total Spots	Rate
Wed-Fri	5-6am	KGW Sunrise News	4x	\$65
Wed-Fri	6-9am	KGW Sunrise News/Today Show	6x	\$200/\$180
Wed-Fri	11a-12:30p	KGW News	3x	\$60
Sat/Sun	6-9am	KGW Sat/Sun Morning News	4x	\$75
Wed-Sun	5-12am	KGW.com/h-kind streaming / KGW News	20x	\$0
Wed-Fri	6-9am	NWCN AM News –Portland & Oregon Zone	20x	\$25
Wed-Sun	5-12am	NWCN In-Kind Travel Grant –Portland & Oregon Zone	20x	\$0

**77x TOTAL SPOTS**

*Digital Campaign – 100,000 Video Pre-Roll Impressions on KGW.com and Extended network targeting travelers. Behavioral Targets: Travel, Adventure, Hiking, Food, Sports, Sightseeing, Outdoor, In-Market getaways, vacations.*

**To participate, contact:**

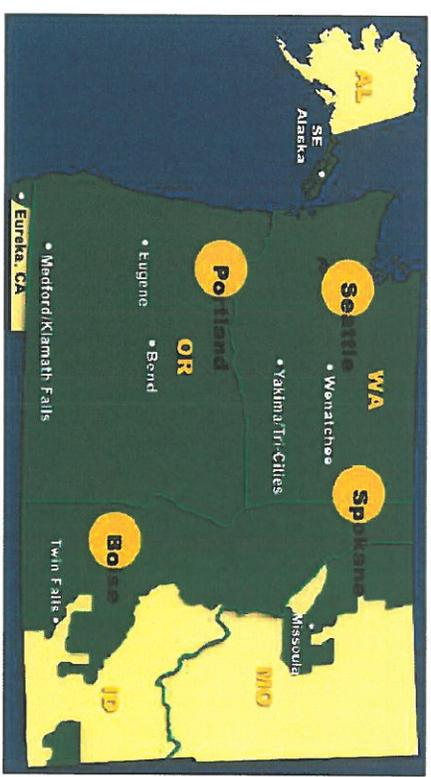
Marcus Hinz, Executive Director

OREGON COAST VISITORS ASSOCIATION

541.264.0543 Director@ThePeoplesCoast.com

# NWCN Regional Coverage Map

The only source of 24-hour local and regional news in the Pacific Northwest reaching more than **2.9 million Northwest homes**



MARKET	HOUSEHOLDS
Seattle*	1,450,556
Portland	677,793
Spokane*	283,153
Eugene*	167,301
Yakima-Tri Cities*	155,705
Boise	98,444
Medford-Klamath Falls	69,454
Bend*	8,592
* Denotes additional HH's via DISH	
<b>Total NWCN Homes</b>	<b>2,910,998</b>

**TRAVEL OREGON ADVERTISING CAMPAIGN**  
WINTER 2016/2017

DATE 10.07.2016

**WE LIKE IT HERE.**



**YOU MIGHT TOO.**

## **Campaign Overview**

There has been an industry wide need to shift the marketing focus from the Fall Bounty season to the Winter shoulder season when our partners need help the most. Travel Oregon in response to this need will launch a Winter marketing campaign starting in mid-October based on the messaging strategy that Oregon's cool winter climate doesn't take away from the beauty and experiences that the State has to offer visitors. This Winter, we'll celebrate the unexpected travel opportunities in all of our elements, with the honesty and understated cool that Oregon is known for.

Note: Travel Oregon will continue to push culinary content on its interactive marketing channels and through PR outreach this fall to celebrate all things food + drink around the State.

## **Parameters**

- Timing: October 14, 2016 – January 8, 2017
- Primary Target Markets: Boise, Portland, Seattle, San Francisco, Portland, and Vancouver BC
- Target: "The Winter Explorer"
  - Buying Demo (A25-54)
- Creative Assets:
  - [:15 second videos](#) (Forest Park, Oregon Coast, Mt. Hood)
  - Out of Home (OOH) layouts
  - [Asset Kit](#): standard banners, key visuals, style guide

## **Objectives**

- Promote the range of Oregon's winter offerings and position the State as a unique winter destination with a broad range of experiences to be explored
- Drive awareness of the immediate winter activities and places explorers can experience

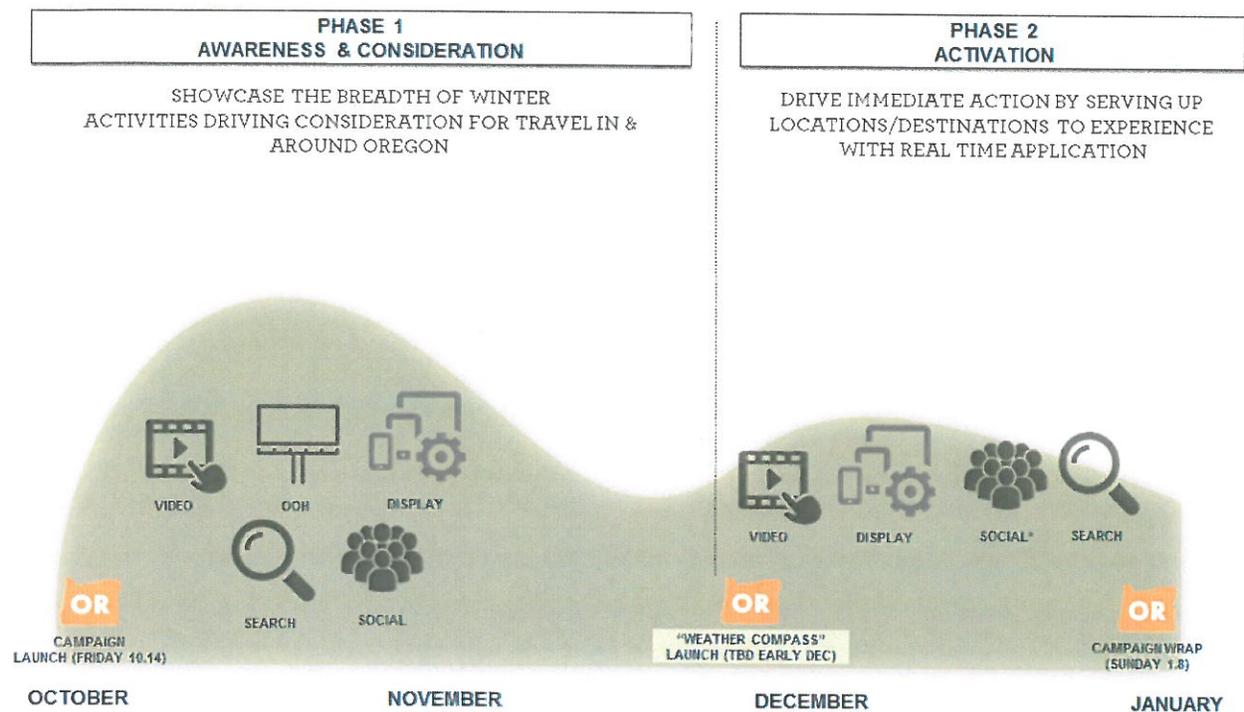
## **Strategies**

- Impact & Engagement
  - Seek media opportunities that capture the audience's attention and foster engagement (e.g. full episode video players & large screen formats)
- Contextual Relevancy
  - Capture Explorers' attention while they're in the exploring mindset. This includes while they're on their digital devices (during winter vacation planning/dreaming moments) or physically exploring (headed to a local winter spot)

- Timely
  - Look for opportunities where we can be tactical and timely with our messaging (e.g. location based, advanced targeting, search)

## Campaign Architecture

The Winter campaign will roll out in two phases:



- **Phase 1** (10/10/16 – 12/11/16)  
This portion of the campaign will target Explorers within our traditional target markets of Boise, Portland, Seattle, San Francisco, Portland, and Vancouver BC.

Potential Oregon visitors will be connected to the [winter page](#) on traveloregon.com, which features up-to-date winter stories and experiences designed to inspire winter travel to Oregon

- **Phase 2** (12/1/16 – 1/8/16)  
During this phase, the media buy will be geo-targeted to reach Explorers on their mobile devices within a 300 mile radius of Oregon and drive them to the "Oregon Weather Compass," a newly developed website that delivers real-time weather-based trip inspiration to consumers.

The Oregon Weather Compass will serve up inspiration for cities throughout Oregon where visitors can experience rain, sun or snow at any given moment. It will provide directions, current weather and activity suggestions for these locations.

Development will be finalized in mid-October. We're excited that this platform will allow us to talk about the wide breadth of winter activities all across the State.



Oregon Weather Compass: Intro & City Experience Pages

## Phase 1 Media Detail

CHANNEL	FLIGHT	GEO-TARGET	TARGETING	PLACEMENT	IMP.	STRATEGY HIGHLIGHTS
<b>Out of Home</b>						
MacDonald Media	10/17 - 11/13	Sea, SF/Oak, PDX, Boise	Demo (A25-52)	Includes: Bus, Wallscapes, Bulletins, Kiosks, Ferry	19,578,040	- Conquest winter destinations in key mkt's with placements along major highways - Capitalize on the main arteries of a city with impact placements
<b>Cinema</b>						
NCM	10/14 - 10/18 11/4 - 11/18 12/15 - 12/30	Sea, SF, PDX, Boise	NA	Premium Regional Pod	2,094,269	- Movie highlights include: Birth of a Nation, Dr. Strange, and Star Wars: Rogue One
Cinemia	10/14 - 10/18 11/4 - 11/18 12/15 - 12/30	Vancouver BC	NA	Preshow Pod	1,813,561	- Movie highlights include: Birth of a Nation, Dr. Strange, and Star Wars: Rogue One
<b>Premium Video</b>						
Hulu	10/16 - 12/11	Sea, SF, PDX, Boise	Demo (A25-52), Geo, Targeted Content	Pre-Roll, Mid-Roll, Skin, Ad Selector, Companion Banner	3,600,000	- Hulu was a top performer from the '16 Spring plan and consistently delivered 95% Video Completion Rates (VCR's) - Ad Selector placement will allow users to choose which creative they'd prefer to see
Crackle	10/16 - 12/11	Sea, SF, PDX, Boise, Vancouver BC		Pre-Roll, Mid-Roll, Companion Banner	928,000	- Crackle is a premium video partner that has delivered VCR's north of 95% - Crackle gives us great reach across devices including connected TV & game consoles
ZEFR (Youtube)	10/16 - 12/11	Sea, SF, PDX, Boise, Vancouver BC	Demo (A25-52), Contextual	Pre-Roll	2,165,000	- ZEFR will utilize proprietary targeting capabilities to find relevant video content (Travel, Outdoor, Winter Sports, etc.) that delivers our age demo
Discovery	10/16 - 12/11	Sea, SF, PDX, Boise, BC	Contextual	Pre-Roll, Companion Banner	1,242,000	- Discovery.com drove the most sessions and efficient click throughs to TO.com in '16 Spring - Includes the new Deadliest Catch: Dungeon Cove series that takes place in Newport
Media Corps	10/10 - 12/11	Vancouver BC, Toronto		Pre-Roll	588,000	- Media Corps will help us increase our reach against Explorers in Canada
<b>Programmatic</b>						
Conversant	10/16 - 12/11	US, Vancouver BC, Toronto)	Behavioral, Contextual	Preroll, Companion Banner	1,047,619	- Reach Explorers as they consume video across devices and platforms (whether it be mobile, desktop, gaming, etc)
Adtaxi	10/16 - 12/11	Sea, SF, PDX, Boise, Vancouver BC	Interest, Contextual, Content	Preroll, Display, Native Content	2,647,322	- Focus on prospecting for new "Explorers" based on interest, context and location (ie: geo fence around outdoor stores) - Drive clicks by re-targeting those w/100% completion on pre-roll but have not converted
Sojern	10/16 - 12/11	Sea, SF, PDX, Boise, Vancouver BC	Interest	Preroll, Standard Display	3,072,916	- Target Explorers who've shown an interest in Pac.NW vacations (350MM traveler profiles) - Also retarget consumers who've been exposed to our campaign
<b>Keyword Search</b>						
Google	10/17 - 11/30	Sea, SF, PDX, Boise, Vancouver BC, Toronto	Relevant keywords	Text Ads	TBD	- Cast a wide net by focusing on broad winter keywords + broad match type - Build text ads to tease the purpose of where we're driving them to on TO.com & its relevance to their winter travels
<b>TV</b>						
Seattle & Portland Stations	10/16 - 11/6	Sea, PDX	Demo (A25-54)	:15 Second TV Ads (Coast & Mt. Hood)	1,120,800	Makegood package from Seattle & Portland for under-delivery in the '16 Spring Campaign

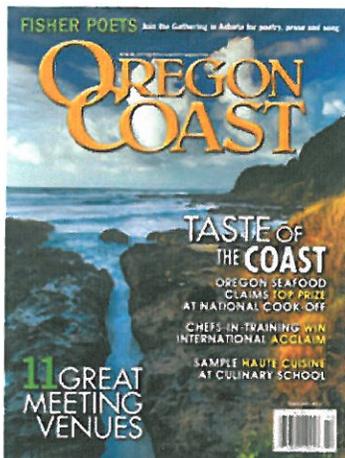
## Phase 2 Media Detail

CHANNEL	FLIGHT	GEO-TARGET	TARGETING	PLACEMENT	IMP.	STRATEGY HIGHLIGHTS
<b>Mobile App</b>						
The Weather Company	12/1 - 1/8	Oregon		Pre-Roll, Native Content	2,999,817	<ul style="list-style-type: none"> <li>- 65% of TWC app users consume videos with an average CTR of 6% - 9%, which make it a great place to promote Oregon Weather Compass</li> <li>- In-app native content offers us the ability to editorialize the Weather Compass in a way that is seamless to the environment</li> </ul>
<b>Programmatic</b>						
Conversant	12/1 - 1/8	Oregon Geo Fence	Behavioral, Re-targeting	Mobile Display	1,666,667	<ul style="list-style-type: none"> <li>- Target within the Oregon geo fence/300 mile radius of border</li> <li>- Re-target those prospects who were exposed to our video campaign in Oct/Nov &amp; who are within the geo-fence</li> </ul>
Sojern	12/1 - 1/8	Oregon Geo Fence	Behavioral, Re-targeting	Mobile Display	416,667	<ul style="list-style-type: none"> <li>- Target Explorers within the Oregon geo fence/300 mile radius of border</li> <li>- Also, target confirmed search &amp; bookers to Oregon</li> <li>- Re-target those consumers who received previous exposure to our Winter campaign</li> </ul>
<b>Keyword Search</b>						
Google	12/ 1 - 1/8	Oregon	Relevant Keywords	Text Ads	TBD	<ul style="list-style-type: none"> <li>- Utilize mobile only search ads to serve weather seekers with the Oregon Weather Compass experience</li> <li>- Use broader search terms to ensure the traffic volume is sufficient as well be driving people to the home screen of the Weather Compass</li> <li>- Set conversion goal to time spent/# of pages viewed</li> </ul>

If you have questions, please contact:

Katy Clair  
 Marketing Manager, Global Marketing  
 Travel Oregon/Oregon Tourism Commission  
 Phone: 971.717.6181  
 Email: [Katy@TravelOregon.com](mailto:Katy@TravelOregon.com)

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### Oregon Coast Magazine Subscription Offer

Six times a year, Oregon Coast Magazine brings the beauty and grandeur of America's Most Beautiful Coastline, from lighthouses, to tide pools, to intriguing history. Our writers and photographers are looking for the places and events that will give something new and different.

The Oregon Coast is an exhilarating place to visit any time of year. The people are as important as the scenery; human interests are a part of Oregon Coast Magazine.

This summer, we will celebrate the 30th anniversary of Oregon Coast magazine, which is now the longest running paid-circulation regional magazine in the Pacific Northwest.

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Give the perfect gift for any occasion. Complete the form below and we will send a full year (six issues) for just \$21.95 -- a savings of \$8.00 off the newsstand price! Subscribe for two years at \$35.95 and save even more.

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### OREGON COAST MAGAZINE DEMOGRAPHICS

Oregon Coast attracts an educated, affluent audience with an average age of 59 and average household income of approximately \$86,000. We speak to leisure travelers with general interest reading about life on the coast. Survey results are shown below.

#### Demographics

Average Age:	58.1	Children at Home:	13%
Male/Female:	51/49%	Average Household Income:	\$76,442
Single/Couple:	21/79%	Median Household Income:	\$59,375
Some College:	48%	Visit the Northwest:	85.4%
College Degree:	20%	Have used Oregon Coast Magazine for travel plans:	100%
Graduate Work:	20%		

Homeowners: 93%

#### Have Visited

Washington	41%	Oregon	74%
British Columbia	12%	Idaho	17%
Montana	18%	California	30%
Overseas	16%		

#### Planning Trip Within Next Year To...

Oregon Coast	78%	Willamette Valley	27%
Eastern Oregon	29%	Portland	28%
Southern Oregon	35%	Central Oregon	37%

#### Interest During Travel

Wildlife Viewing	61%	Snow Sports	7%
Shopping	72%	Storm Watching	46%
Eating Out	91%	Visit Wineries	38%
Taking Cruises	23%	Historic Sites	76%
Hiking	41%	Theater	26%
Photography	44%	Golf	13%
Water Sports	17%	Attend Sports Events	11%

#### Use Oregon Coast For...

Quick Getaway	45%	Find Accommodations	43%
Five Day Trip	40%	Learn About Events/Festivals	67%
Ideas For Recreation	55%		

#### Lodging Plans Include...

Campground	33%	Full Resort	38%
Bed & Breakfast	22%	Hotel/Motel	85%

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## OREGON COAST MAGAZINE ADVERTISING RATES & INFORMATION

### Oregon Coast Magazine Insertion Charge per Issue

#### Four Color Run of Press

Size	1x	3x	6x
Full page	\$2,827	\$2,581	\$2,335
Two Page	\$5,371	\$4,904	\$4,437
2/3 page	\$2,088	\$1,903	\$1,719
1/2 page	\$1,719	\$1,534	\$1,349
1/3 page	\$1,349	\$1,226	\$1,103
1/6 page	\$678	\$616	\$554
1/12	\$413	\$370	\$293
Inside Cover	\$3,393	\$3,018	\$2,710
Back Cover	\$3,534	\$3,265	\$2,957
Card Insert*	\$1,970		
Shared Card, we print*	\$2,895		

\*Price does not include printing of card.

An advertiser can combine insertions in Oregon Coast and Northwest Travel to earn 3-, 6-, and 12-time rates.

We do our best to place ads in requested position. However, to guarantee a certain placement an additional 15% is required.

#### Travel Planner

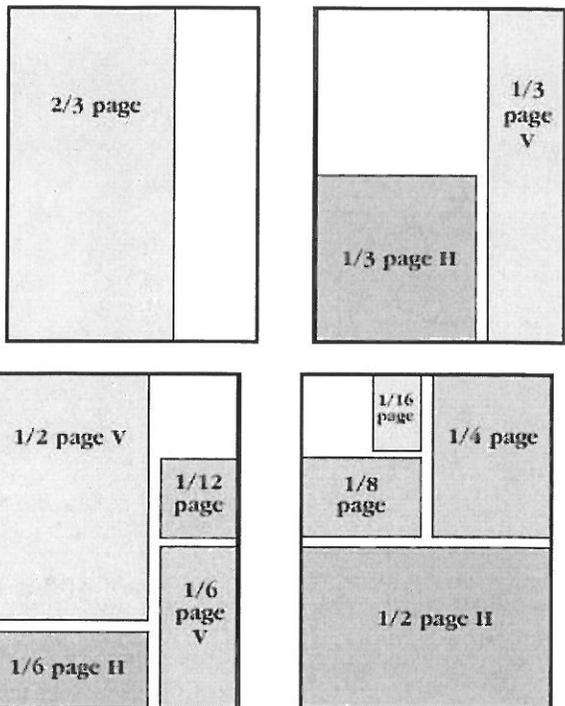
Size	1x	3	6x	12x
1/4 page	\$795	\$733	\$610	\$585
1/8 page	\$462	\$400	\$363	\$345

### Payment Policies

- Standard discount to all recognized agencies (15/2).
- American Express MasterCard and Visa accepted.
- Standard billing is net due in 30 days, 2% discount for payment within 10 days of billing date, 5% prepay discount.

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**OREGON COAST MAGAZINE AD SIZES**



Ad Sizes (in inches)

Full page (non-bleed trim size)	8.125 W x 10.875 D
Full page (bleed size)	8.375 W x 11.125 D
Two page spread (non-bleed)	16.25 W x 10.875 D
Two page spread (bleed)	16.5 W x 11.125 D
2/3 page	4.7 W x 9.75 D
1/2 page V	4.7 W x 7.125 D
1/2 page H	7.125 W x 4.75 D
1/3 page V	2.25 W x 9.75 D
1/3 page H	4.7 W x 4.75 D
1/6 page V	2.25 W x 4.75 D
1/6 page H	4.7 W x 2.25 D
1/9 page	2.25 W x 3.125 D
1/12 page	2.25 W x 2.25 D
1/24 page	2.25 W x 1 D

**Travel Planner**

<i>In Inches</i>	
1/4 page	3.47 W x 4.625 D
1/8 page	3.47 W x 2.25 D
1/16 page	1.625 W x 2.25 D

V = Vertical; H = Horizontal; W = Width; D = Depth

### **SPECIFICATIONS FOR SUBMITTING ADS ELECTRONICALLY AND TECHNICAL INFORMATION**

Our publications are printed Computer-To-Plate (CTP). We accept computer-generated ads prepared for print reproduction. If we cannot open a file to check its accuracy, a re-submission will be requested. The preferred file format for ad submission is: Adobe Acrobat PDF/X Compliant Files.

We will also accept Photoshop (CMYK, 300dpi tiff files with LZW compression "on" or JPEG with Maximum Quality) or Adobe InDesign files. We reserve the right to substitute similar typefaces to resolve conflicts or incompatibility issues. All image files must be created as 300dpi/ppi tiff at 100% size. Save all color images and tints in "CMYK" mode and all black and white images in "grayscale" mode. Do not use resolutions lower than 300dpi. Everything used to assemble an advertisement (i.e. fonts, image files, etc.) must be submitted with the final ad file. If color matching is required, a high-resolution color-proof or Matchprint, pre-approved by the advertiser, must be provided to be used by press personnel. We will do what we can to match this proof but we cannot guarantee an exact color match.

Computer-generated ads must arrive by the material due date unless an extension has been granted. **They can be emailed to: [Marji@nwmags.com](mailto:Marji@nwmags.com)**. The ad material can also be mailed to us. We accept CD or DVD discs.

Files created for display on Web pages are unacceptable for print reproduction and will not be accepted along with ads created in Microsoft Word or Publisher.

#### **Production Charges**

There is no charge for advertisements created or revised by our staff, however, ownership of those ads remains with us. If you wish to use an ad in another publication there will be a \$45 charge. Revisions to that ad can be made at \$45 an hour. Production charges and the placement of ads created/revised by our staff are not agency-commissionable.

#### **Advertising Deadlines**

These deadlines are for space reservation and advertisements requiring production. Ads on disk are due on the 10th of the second month preceding publication. Cancellations are accepted only up to deadline date.

Issue	Date Due	Issue	Date Due
Jan/Feb	Nov 5	July/Aug	May 5
Mar/April	Jan 5	Sept/Oct	July 5
May/June	Mar 5	Nov/Dec	Sept 5

Need to contact a sales representative? Email [Marji@nwmags.com](mailto:Marji@nwmags.com).

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# OREGON COAST

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WHEN YOU'RE IN  
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**SILETZ LEGENDS**  
BEWARE THE WHISTLE MAN

DECEMBER 2014

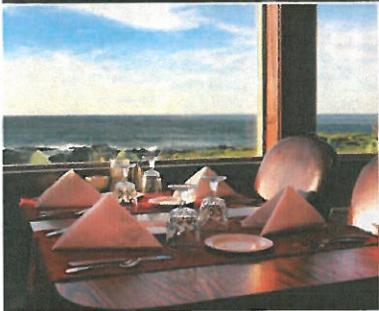
\$4.95

12>



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# OREGON COAST

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—Katherina Audley

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—Rob Spooner

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**40** RAISE YOUR SPIRITS—With breweries now a lively part of the coastal scene, distilleries are following close behind. Here are five places on the coast where you can sample craft spirits.

—Gail Oberst,  
Rosemary Camozzi, Emily Kolkemo

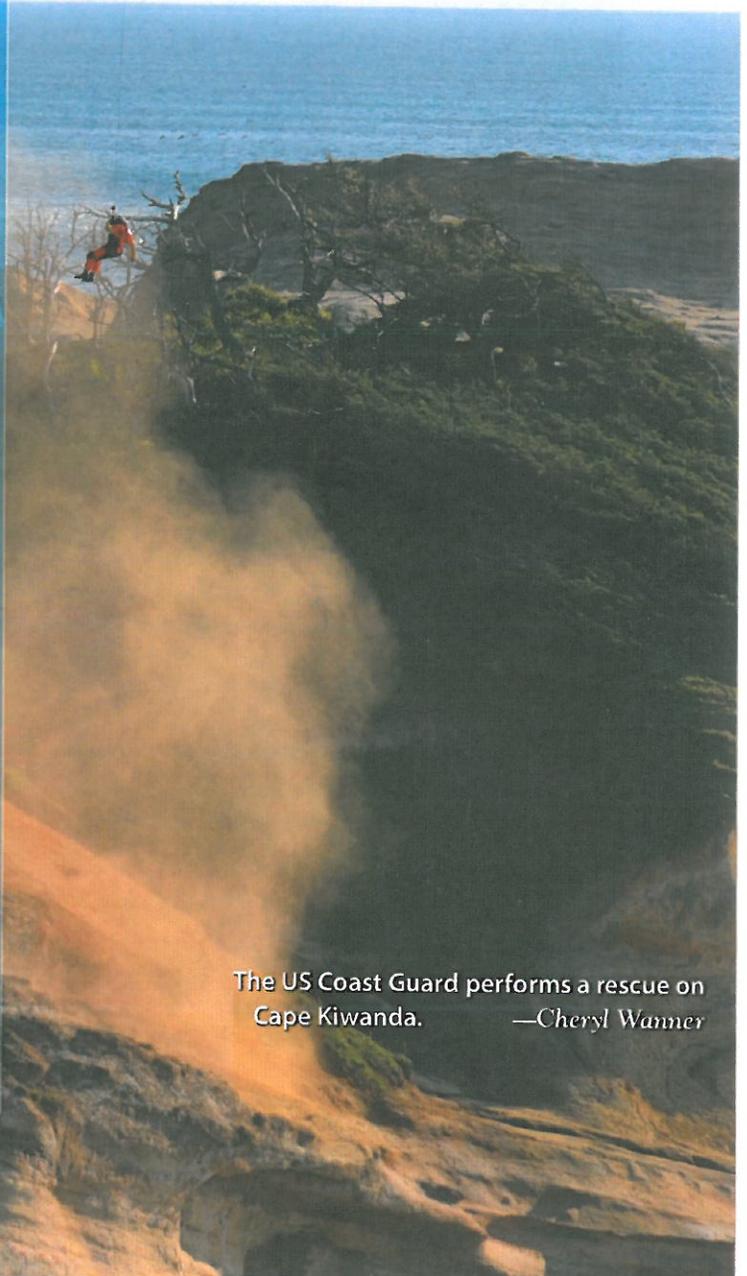
**49** HISTORIC LODGINGS OF TILLAMOOK COAST—We continue our exploration of historic North Coast lodgings with two classics on Nehalem Bay.

—Rob Spooner

### ON THE COVER

Lights from the fishing docks reflect in the water of the Garibaldi marina.

—Larry Andreasen



The US Coast Guard performs a rescue on Cape Kiwanda.

—Cheryl Wanner

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### PUBLICATION NOTICE

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## Writers & Photographers

**Larry Andreasen** lives on the Oregon Coast and enjoys taking and sharing his photos from around the state of Oregon.

**Katherina Audley** is a travel and adventure writer based out of Portland, Oregon. When she is not writing, she is fishing, looking for whales, life coaching, helping businesses succeed online, making sculptures, teaching yoga, and being a professional Viking. [www.kpetunia.com](http://www.kpetunia.com)



**Scott Blackman** began photographing the coast in 1971. His photos have been published in *The New York Times*, Audubon calendars, National Geographic Society books, and *Oregon Coast*.

**Grace Elting Castle** is a retired professional investigator who currently works as a freelance writer and editor of *PI Magazine*. A longtime resident of Siletz, Oregon, she now resides in Eugene.

**Kevin Clark** photographed the Coast for many years as staff photographer for the *Register Guard*. He is now retired but still loves to kayak the rivers, lakes, and bays, which puts him up close with nature.

**Gail Oberst** and her family founded the *Oregon Beer Growler*, a craft beer magazine based in Oregon. She is a freelance writer, editor, and publisher. She is a fifth-generation Oregonian—her parents were both born on the Oregon Coast.



**Craig Tuttle** is a Portland, Oregon-based professional scenic photographer, with four coffee table books and numerous calendars to his credit. His first professional photo was published in *Oregon Coast* in 1984.



**Cheryl Wanner** is a fiction writer from McMinnville, Oregon. She loves spending time on the Oregon Coast and has a novel in progress based off the wreck of the beeswax ship and a fictitious search for it.

**Richard Watson** retired from the Santa Fe Railroad after a 25-year career. Liking what he read about Gold Beach in a San Francisco newspaper, he decided to live there.

# OREGON COAST

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AD DESIGNER  
**Paula Korte**

GRAPHIC DESIGNER  
**Jaci Spooner**

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Send the old address label and complete new address, including the correct new ZIP code, one month prior to effective date.

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### NOTICE TO CONTRIBUTORS

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**THE AIR IN OREGON  
STATE PARKS  
JUST GOT A  
LITTLE FRESHER**

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All Oregon State Parks are now smokefree. Our parks, playgrounds and other recreational areas are places where Oregonians can enjoy the outdoors and breathe fresh air. Let's make some more fresh air.

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oregon

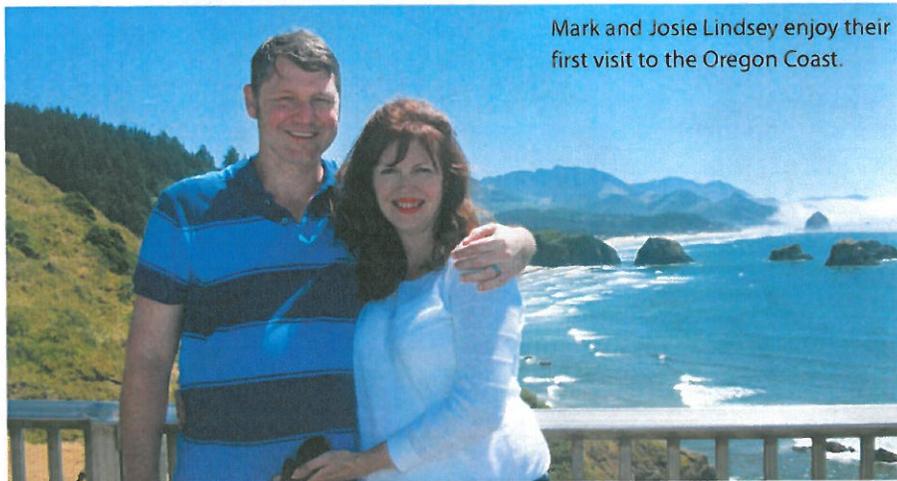
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#WHATSFORSALE

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*Smokefree Oregon is an Oregon Health Authority initiative.*



Mark and Josie Lindsey enjoy their first visit to the Oregon Coast.

### Oregon Coast Adventures...

I WOULD JUST like to thank you on behalf of my wife and myself for your wonderful magazine. My wife has an aunt that lives in Seaside. We currently live in Florida. Before we met I was determined to make my way out west and she wanted to return to Oregon. Imagine our surprise when we discovered this about each other.

Last year we got married and on my birthday she got me a subscription to *Oregon Coast Magazine*. Every two months we sit together and go through each page. In late July we finally made it to Oregon to visit her aunt and to scope out Portland for a move there in a few years. We went to Garibaldi Days, The Oregon Coast Scenic Railroad, Tillamook Cheese Factory, Astoria Sunday Market, Haystack Rock, Ecola, Cape Meares Lighthouse, Fort Stevens, and a few other places. All in four days. We also have made a project out of eating at every Pig 'N Pancake in the order they were opened.

To make a long story short, we found out about most of these things through your wonderful magazine.

*Oregon Coast* welcomes your comments and suggestions. We reserve the right to edit them for clarity and space. If you prefer we not publish your letter, please let us know. Please include a phone number or e-mail address with all correspondence in case we need to contact you. (alispooner@gmail.com; 4969 Hwy 101 #2, Florence, OR 97439)

I have never written to a magazine before, as a matter of fact, I don't even read magazines but I had to thank you. My wife's aunt was amazed at my knowledge of Oregon thanks again to you. Next year we plan to spend two weeks there and I will give you an update on our adventures.

Mark and Josie Lindsey  
Email

### Law and Love of Beaches...

MY HUSBAND OF one year and myself (19 years old) were digging horse neck clams at Netarts in 1949. Amid the rocks and sand we pulled the clams free and plopped them in our gunny sacks. A law enforcement officer came by and casually said, "can I see in your bag?" We were so happy to be doing so well and were proud to show him. Alas, all the clams were illegal!

From 1948 to 1949 they had changed the law, and it wasn't posted yet because it was a new law. It was necessary that I spend the night in Tillamook and appear before the judge. My hubby drove the two hundred miles home, as he was responsible for a crew of men on Monday morning.

It was my first experience with a judge and I was scared to death. I wanted to tell him we had dug clams in the same place the year before when we were there on our honeymoon. He had no time to listen to my comments so I

paid the fine and took a Greyhound bus home. In all the years following, there were other beaches we learned to love. All our travels we compared to Oregon beaches, the obvious winner.

My wonderful childhood memories remain as does my 50 years of marriage. We have a bittersweet memory of that particular beach trip which was a quick lesson in law and order. I have never appeared before a judge since and while I am not sure my long-lasting memory of breaking the law at Netarts Bay should have faded years ago—somehow it hasn't.

Marilyn D. Nielsen  
Cook, Wash.

*Editor's Note: Horseneck clams are also called gaper clams. They are now legal to dig, but with a 12 clam limit. Gaper and softshell clams are incapable of adequately digging back to the necessary depth once removed, and are therefore illegal to return. Be sure to call the shellfish hotline before you go out to make sure clams are safe to eat. (800-448-2474)*

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Thank you for making 40 years of dreams possible.



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**40** THE OREGON  
YEARS COMMUNITY  
FOUNDATION

# The Christmas Sea Anemone and a Lesson In Taxonomy



Christmas Sea Anemone tentacles are usually slightly banded. The banding on this individual is very subtle or missing altogether.

**F**OR GOOD REASON, this marine life column's species of interest is *Urticina crassicornis*. What better time of the year to feature an animal whose common name is the Christmas Sea Anemone?

A quick sea anemone review will reveal a hollow tube-like structure or column forming the mass of the anemone's polyp body. At the base of the column is a foot or pedal disc, which anchors the anemone to the substrate. The mouth is on the upper surface or oral disc. On the outer rim of the oral disc are rings of tentacles. Sea anemones have no brains and their gut is "one way," meaning the mouth serves both the intake of food and the output of waste.

Christmas Sea Anemones are large—on average 5 inches tall with a column diameter of 3 inches—but individuals have been known to be much

larger. Their column, or body wall, is held upright by internal water pressure—a hydrostatic skeleton. As the water pressure varies, so does the shape and size of the anemone, making an exact size somewhat difficult to verify.

The Christmas anemone's tentacles are usually cross-banded and their tips are bulbous. If you touch one of those tentacles and then gently pull your finger back, you will feel a slight tug or resistance. Your touch triggered the release of tiny, coiled harpoons called nematocysts, which are now embedded in your finger. No worries, neither the harpoons nor the toxin they deliver are strong enough to have much of an effect on you. Chemical stimulation will also trigger the ejection of nematocysts, normally used to discourage predators as well as stun and subdue prey.

These anemones are not fussy eaters. Crab, urchins, mussels, gastropods, chitons, small fish, jellies, and very nearly anything that approaches too closely or is delivered by the current is on the menu. By some accounts, that includes sunflower stars.

An interesting side note: the brightly colored candy-striped shrimp enjoys a commensal relationship with this anemone. Apparently immune to the anemone's sting, it spends much of its time on or around the oral disc, benefiting from the protection offered by the anemone's tentacles and most likely enjoying a few food scraps along the way.

An adequate food supply will usually guarantee a sedentary lifestyle for the anemone. If, however, nourishment is in short supply, a Christmas



The Christmas Sea Anemone is also commonly known as a Painted, Red and Green, Northern Red, Dahlia, Mottled, or Giant Red Sea anemone, which can lead to a good deal of confusion.

anemone will move away in search of a better location. Often bits of its pedal disc remain behind—pedal laceration. From these fragments, entirely new anemones develop, a curious form of asexual reproduction.

Although I don't recommend including it in your holiday decor, *Urticina crassicornis* is called the Christmas Sea Anemone because of its blotchy red and green coloring. It does, however, have many other common names. Painted, Red and Green, Northern Red, Dahlia, Mottled, and/or Giant Red sea anemone are commonly used on the West Coast. On the East Coast, it is also known as a Thick-petaled Rose. The only way to truly know whether a Northern Red Sea Anemone and a Dahlia Sea Anemone are the same animal or two distinct species is to check the scientific name.

Every known animal, plant, fungi,

etc., is grouped and categorized by shared characteristics—taxonomy. Remember memorizing Kingdom – Phylum – Class – Order – Family – Genus – Species in biology class? You might even recall one of the rhymes that helped you pass that quiz: King Philip Came Over For Great Soup!

*Urticina crassicornis* is found in the kingdom Animalia along with humans, whales, lions, ladybugs, frogs, and every other known animal. As you progress down the taxonomic ladder, shared characteristics become more defined. As you see below, the Order Actinaria only includes sea anemones. The humans, whales, lions, ladybugs, and frogs have all been sorted out into their own orders.

Kingdom: Animalia  
Phylum: Cnidaria  
Class: Anthozoa

Order: Actinaria (sea anemones)  
Family: Actiniidae  
Genus: *Urticina*  
Species: *crassicornis*

Latin names may seem a bit intimidating, but all you really need to focus on are the last two, genus and species. This is where you find the final refinement of characteristics and the binomial scientific name. Every known species has one. That name is one of a kind, unique to only that species, and enables scientists to eliminate all the confusion that comes with the multiple common names.

Nonetheless, common names serve their purpose. Why say, "Oh, look at that beautiful *Urticina crassicornis*," when commenting on a stunning Christmas Sea Anemone is so much more compelling? ■

BY DR. STEPHEN BRANDT

**Q** Where are the whales we see off the Oregon coast migrating to, and why?

**O**NE OF THE most fascinating sights off the Oregon coast is a migrating gray whale. These majestic animals can reach 45 to 50 feet in length and weigh a whopping 50,000 to 80,000 pounds.

The Eastern North Pacific gray whale (scientific name: *Eschrichtius robustus*) migrates 10,000 miles (round-trip) up and down the Pacific Coast of North America each year, traveling between summer feeding grounds to the north and winter breeding and nursery grounds to the south. This is one of the longest mammal migrations on the globe.

Most gray whales spend their summers in the productive Chukchi and Bering seas off northern Alaska. During summer, this area receives twenty-four hours of daylight, allowing marine algae and all the animals that depend on that source of food to thrive.

The gray whale is a baleen whale, meaning that it has no teeth. Its mouth has 130–180 off-white baleen plates that grow in a single row from each side of the upper jaw. These tapered plates are made out of keratin, which is similar to our hair and fingernails. The sides toward the inner mouth are frayed into pencil lead-diameter “hairs” that overlap to form a filter. The gray whale is also the only whale that feeds on the bottom (on amphipods), but can also feed on mid-water mysids that resemble tiny swimming shrimp. When feeding on the bottom in relatively shallow water, the whale turns on its (usually right) side to suck up a desktop-sized area of bottom sediment. Its tongue pushes the water out of its mouth through the baleen, which acts as a filter to retain small living organisms. These are licked off the baleen and swallowed. This is a very efficient technique for feeding on the very abundant, small animals living on the ocean floor.



COURTESY C. SELLINGER, OSU

A gray whale allows a boatload of visitors a close-up view.

Whales can gain an extra 30 percent of their weight during the summer to help them along their long migration southward, during which they usually do not feed.

Interestingly, a few hundred gray whales stay along the coasts of Oregon, California, Washington, British Columbia, and southeast Alaska throughout the summer. These individuals and their offspring return to our coasts and do not make the trip to northern Alaskan waters.

Gray whales leave the feeding grounds to migrate southward from late December through mid-February. The pregnant females are usually the first to head south for the two-to-three month trip. The southern breeding and birthing areas are primarily three shallow lagoons located on the west side of the Baja California peninsula of Mexico: Laguna Ojo de Liebre (formerly known as Scammon's Lagoon after the whaling captain C.M. Scammon), San Ignacio Lagoon, and Magdalena Bay, which are usually predator-free and warmer than the offshore areas (where some calves are also born). Gestation is usually 11 to 13 months, so pregnant females have to make the migration to the north and back before birthing.

Newborn whales are about 15 feet in length and weigh 1,500 pounds. They are dark gray and black and rely on their mother's milk and protection as they migrate with her to the feeding grounds in the spring. (They are weaned in the early fall.) Killer whales (orca whales) are one of the few natural

COURTESY MERRILL GOSHO, NOAA



CLOCKWISE FROM ABOVE: Gray whales exhibit some interesting behaviors, including “breaching;” Close up of barnacles on the head of a gray whale; Gray whale flipper showing mottled coloring; Gray whale “spyhopping.”



COURTESY STEPHEN BRANDT, OSU



COURTESY STEPHEN BRANDT, OSU



COURTESY STEPHEN BRANDT, OSU

predators of the gray whale and newborn whales are particularly vulnerable. Often mother and calf gray whales are seen very close to shore on their northward migrations so it is easier for mothers to protect their young. Gray whales are believed to live up to 50–60 years.

These nursery lagoons, so critical to the whales’ survival, were discovered by early whalers between the 1840s and 1860s. By about 1900, the eastern gray whale population had been reduced to about 2,000 individuals. After several conservation measures, including full protection by the League of Nations in the 1920s and the International Whaling Commission in 1947, the Eastern North Pacific gray whale population recovered enough so that by 1994, the species was taken off the endangered species list. It now has a population of about 20,000. The only other gray whale population, the Western North Pacific gray whale, has not been so fortunate and is critically endangered, with probably less than 150 individuals remaining.

Individual whales are often identified by the pattern of whitish, conical-shaped barnacles that can form dense patches over the head, body, tail, and flippers. These particular barnacles grow only on gray whales. Thousands of barnacles can be found on an individual whale. An orange-colored crustacean (known as whale lice) commonly lives among the barnacles and feeds off the dead skin of the whale, which sloughs off as a normal growth process.

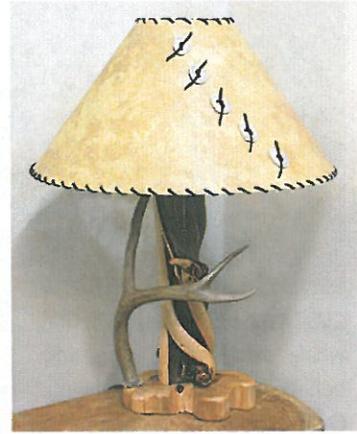
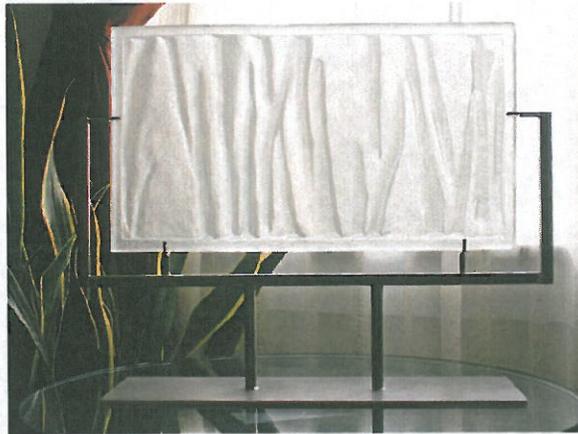
Whale watching is popular off our coast and reaches a peak twice a year: in the winter (especially during early January when the whales are migrating south) and again in March and April, when the whales are migrating north. During whale-watching weeks, whale-watching stations and

guides are stationed along Highway 101 to provide information and help people spot whales swimming along the coast, breaching (lifting their body out of the water and slamming it on the surface), spy hopping (lifting the head straight out of the water), or seeing the tail or fluke of the whale coming out of the water before a deep dive. The gray whale has two side-by-side blowholes (nostrils), which produce a bushy V-shaped pattern of water vapor when the whale blows (exhales).

There is still a lot we do not know about these large mammals, and further scientific understanding is critical to their continued survival. Genetic analysis and satellite tracking of individuals promises to help us understand more.

To learn more about the gray whale, visit Oregon’s Marine Mammal Institute ([www.mmi.oregonstate.edu](http://www.mmi.oregonstate.edu)) or visit the OSU Hatfield Marine Science Center public wing education center. I thank Dr. Bruce Mate, director of the Marine Mammal Institute, for help with this article. ■

**Do you have questions?** about marine life and habitat; waves, tides, or wind; or coastal geology? You can email your questions to our expert scientist Dr. Stephen Brandt, professor at Oregon State University, at [stephen.brandt@oregonstate.edu](mailto:stephen.brandt@oregonstate.edu).



**TOP ROW, FROM LEFT:**  
 Wild Rain Gallery, Tillamook—  
 Seward Whitfield.  
 Fairweather Garden and House,  
 Seaside—Lonnie Feather.  
 Wild Rain Gallery, Tillamook—  
 Darryl Krupicka.

**BOTTOM ROW:**  
 Sage Place Gallery, Bandon—  
 Laura Brownfield.

**Fairweather House and Garden**

612 Broadway, Seaside  
 503-738-8899; www.fairweatherhouseandgarden.com

**NOV7-DEC31** “Waterscapes,” soft and flowing cast glass sculptures by Lonnie Feather.

**Latimer Quilt and Textile Center**

2105 Wilson River Loop Rd., Tillamook  
 503-842-8622; www.latimerquiltandtextile.com

**NOV3-JAN3** Cordelias Knitters & Oregon Coast Fiberartists.

**Wild Rain Gallery**

17050 Wilson River Hwy, Tillamook  
 503-842-6405; www.wildraingallery.com

**NOV-DEC** Seward Whitfield, chainsaw painting; Darryl Krupicka, lamp art.

**Chessman Gallery, Lincoln City Cultural Center**

540 NE Hwy 101, Lincoln City  
 541-994-9994; www.lincolncity-culturalcenter.org

**THROUGH NOV 10** Ben and Caroline Brooks, ceramics and mixed media.

**DEC 12-JAN 5** “New York Experience,” photographs by David Jordan surrounded by the sounds of New York City (reception on Dec 12).

**Backstreet Gallery Co-op**

1421 Bay St., Florence  
 541-997-8980; www.backstreetgallery.org

**NOV** Ramona Welzel; Tamarah Phillips.

**DEC** Little Dickens Miniature Show.

**Siuslaw Public Library**

1460 9th St., Florence  
 541-997-3132; www.siuslawlibrary.org

**NOV** “Hang It All,” mixed media exhibit.

**DEC** Watercolor Society of Oregon, watercolors; Cheryl Orosco, wibs.

**Coos Art Museum**

235 Anderson Ave., Coos Bay  
 541-267-3901; www.coosart.org

**THROUGH DEC 6** CAM Biennial.

**DEC 12-FEB 6** The Pacific Shores Photo Competition, photographs; Montel Rogers exhibit.

**Bandon Library**

1204 11th St. SW, Bandon  
 541-347-3221; www.bandonlff.org

**NOV** Ron and Donna Right, woodcarving and watercolors.

**DEC** “Slippers by the Sea” exhibit by Mare Joy Smith and The Cottage Grove Yarn Shop Knitting Group, knitted and felted wool; Phyllis Morley, paintings.

**Sage Place Gallery**

525 11th St. SE, Bandon  
 541-329-0303; www.sageplacebandon.com

**THROUGH DEC** Laura Brownfield, fused glass.

**PBAA/Manley Art Center & Gallery**

433 Oak Street, Brookings  
 541-469-1807; www.wilddriverscoastart.com

**NOV** Valerie Tucker, mixed media; gallery theme: “Wildlife.”

**DEC** Gary Wahlbeck, oils/acrylic; gallery theme: “All that Glitters.” ■

## Scandinavian Celebration

NOVEMBER 28, ASTORIA

IN SCANDINAVIA, "SANTA Lucia" is celebrated in December, but in Astoria, this winter festival of lights is celebrated the day after Thanksgiving. This year, it takes place on Friday, November 28, at 7 p.m. at the Astoria High School Auditorium

and Commons. Special holiday music starts at 6:30 p.m., and after the brief Santa Lucia ceremony, the Swedish Vasa Lodge serves refreshments in the Commons with live music for Scandinavian dancing by Folk Voice of Seattle.

Swedes prefer the Swedish spelling "Santka Lucia" as the title for the young woman chosen to lead the procession of attendants in white robes and young men called "star boys." Megan Davis, runner-up to Miss Scandinavia at the 2014 Astoria Midsummer Festival, will be the Lucia



COURTESY ASTORIA SCANDINAVIAN HERITAGE ASSOCIATION

bride and wear a crown of candles on her head. Other members of the 2014 Festival court will be Lucia attendants. The new Scandinavian Midsummer Festival court for 2015 will be introduced and the Nordic Viking Scandia dancers perform three dances as part of the ceremony.

Admission to the event is a \$1 donation to the Scandinavian Festival Scholarship fund. (503-325-6136; [www.astoriascanfest.org](http://www.astoriascanfest.org))

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## Christmas Concert

DECEMBER 20, ASTORIA

**TAKE A BREAK** from the hectic pace of the holidays and enjoy an afternoon of cheerful music with the North Coast Symphonic Band. On December 20, the band, led by music director David Becker, presents "A North Coast Christmas" at 4 p.m. at the Liberty Theater in Astoria. The homegrown Christmas celebration includes several surprises, including performances by tentative guests the North Coast Chorale, the Cannon Beach Chorus, Deac Guidi, and Keith and Genny Butenshon.

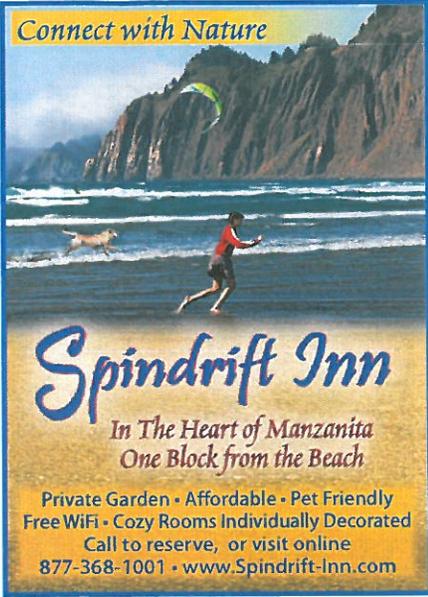
The North Coast Symphonic Band celebrates its 35th season this year with a full slate of concerts this winter and spring at the Liberty Theater. On February 22, the Band presents a concert entitled the "Age of Aquarius" with an afternoon of fun, nostalgia, and musical experimentation. Wear tie-dye or flowers in your "Hair." Attendees will probably recognize most of the tunes, but be prepared for a moment or two of wild and crazy fun too. The pre-show at 1:30 p.m. features the Basin Street NW Trio.



COURTESY NORTH COAST SYMPHONIC BAND

John Philip Sousa's legend lives on for the Symphonic Band's concert on April 19, "The Sousa Tradition." The Sousa-style concert includes soloists, marches, bits of musicals and operetta, period pieces of the day, and more marches. Wrapping up the season on July 3 and 4, the Symphonic Band performs the much-beloved "North Coast Fourth" concerts at the Liberty Theater and Cannon Beach City Park. (503-325-5922; [www.northcoastsymphonicband.org](http://www.northcoastsymphonicband.org))

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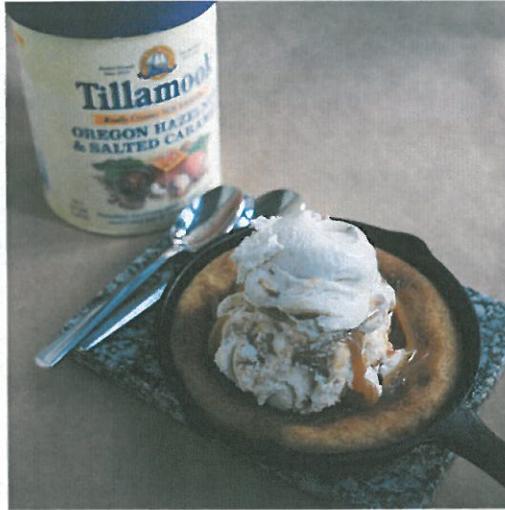
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## Bua at the Coast

NOVEMBER 20, MANZANITA

**BUA, THE IRISH** Music Awards' 2009 "Top Traditional Group," will play on the North Coast on Thursday, November 20. The concert takes place at the Hoffman Center in Manzanita at 7 p.m.

Bua is a quartet comprised of vocalist Brian O'Hairt, guitarist Brian Miller, flutist Sean Gavin, and fiddler Devin Shepard, considered some of the most talented young musicians in the U.S. The group is known for adhering to the Celtic music tradition, exploring "forgotten sounds and inspirations with a blend of enchantingly stark song arrangements and bold, earthy dance tunes." (503-368-3846; [www.hoffmanblog.org](http://www.hoffmanblog.org))



COURTESY TILLAMOOK CREAMERY

## An Oregon Coast Treat

*Recipe by Amalya Haver of Tillamook County Creamery Association*

LOOKING FOR A taste of the Oregon Coast this winter? Tillamook's new Oregon Hazelnut & Salted Caramel Ice Cream is a great way to celebrate the holidays. The creamy, nutty flavor of the ice cream, with its ribbon of salted caramel, pairs perfectly with pie, or try it with the cinnamon flavor of a snickerdoodle cookie. It's the perfect new holiday treat.

### Snickerdoodle Hazelnut Skillet Sundae

Yield: Two 6-inch skillet cookies (or one 12-inch skillet cookie)

Ingredients:

- 1/2 cup Tillamook Unsalted Butter, softened
- 3/4 cup sugar

- 1 egg
  - 1 1/3 cups flour
  - 1 teaspoon cream of tartar
  - 1/2 teaspoon baking soda
  - 1/8 teaspoon salt (just a pinch)
  - 1/2 teaspoon vanilla
  - 1 tablespoon sugar
  - 1 teaspoon cinnamon
  - Tillamook Oregon Hazelnut & Salted Caramel Ice Cream
  - Caramel sauce, nuts, or sprinkles as desired for toppings
- Preparation:

Preheat oven to 350 degrees. Mix butter, sugar, and eggs together in a large bowl. In a separate bowl, mix flour, cream of tartar, baking soda, and salt together. Gradually add flour mixture to the butter mixture, beating by hand or with an electric mixer. Set dough in fridge to chill for about 10 minutes. Combine the extra tablespoon of sugar and teaspoon of cinnamon in a small dish. Remove dough from fridge and divide in half (if you're making 6-inch skillet cookies). Roll each dough ball in the cinnamon sugar mixture, and then press into a disk in a skillet. Bake for 10 minutes (cookie will still be somewhat soft). Let cool slightly, 5-10 minutes, then top with a few scoops of Tillamook Oregon Hazelnut & Salted Caramel Ice Cream and any other toppings you desire. Enjoy the sundae straight out of the skillet with a few spoons, or if you have company, cut with a knife and serve slices as you would with a pie.

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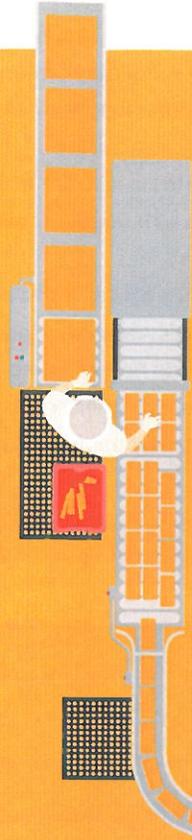
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### Candy Cane Express

DECEMBER 6-7 AND 13-14,  
GARIBALDI

**GATHER THE KIDS** and head to the Coast for an unforgettable holiday adventure. On a few select days, this year December 6-7 and 13-14, the Oregon Coast Scenic Railroad offers special rides on the Candy Cane Express. Passenger cars are decorated with lights and trees and Santa himself will visit with passengers. Enjoy warm cocoa and goodies and relax in the festive atmosphere for the one-hour excursion that travels between Garibaldi and Rockaway Beach along Tillamook Bay and the ocean. The Express offers three trips per day; reservations are recommended. (888-71-TICKETS; [www.oregoncoastscenic.org](http://www.oregoncoastscenic.org))



COURTESY OREGON COAST SCENIC RAILROAD

### From the Forest

NOVEMBER 28-30, TILLAMOOK

**THE HOLIDAYS OFFER** the chance to make your own special decorations, and the Tillamook Forest Center makes that possible with the annual Holiday Wreath Making workshop November 28-30. Participants can bring the beauty of the forest home by creating a winter wreath with a variety of natural materials available for decoration. Children are encouraged to participate as well in making cone feeders or other small items. All materials and supplies are included in the cost of the class, which is \$12 for wreaths and \$3 for cone bird feeders. Deadline for registration is November 23. (866-930-4646; [www.tillamookforestcenter.org](http://www.tillamookforestcenter.org))



COURTESY TILLAMOOK FOREST CENTER



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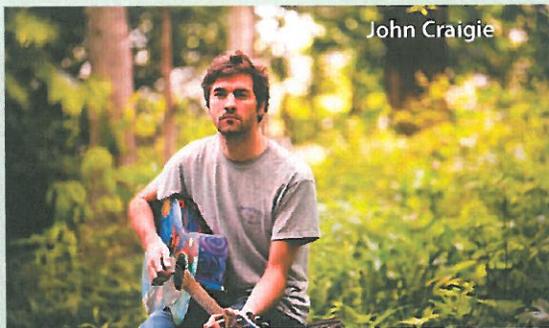
## Troubador in Concert

LINCOLN CITY, DECEMBER 6

WHEN DECEMBER COMES along, there's a whole lot of sparkle to deal with. Anxious shopping, ugly sweaters, rich food, and carols coming from everywhere—it's easy to get an overdose of Christmas spirit. The Lincoln City Cultural Center has the pre-holiday inoculation concert you need: funny folk singer John

Craigie, playing at the LCCC at 7 p.m. on Saturday, December 6.

For the past decade, John Craigie has taken his distinctive musical style across the United States and the world. A singer, songwriter, and storyteller, he accompanies himself on guitar and harmonica. He stays true to the essence of folk music with timeless melodies and insightful lyrics interspersed with witty storytell-



John Craigie

COURTESY LINCOLN CITY CULTURAL CENTER

ing. Craigie's themes range from social commentary to personal empowerment, political satire, and modern love. In Lincoln City, he'll perform with singer-songwriter Leigh Jones.

The concert is part of the center's Weekender Concert

Series, sponsored by the City of Lincoln City and designed to combine beach getaways with a Saturday night live-music experience. The Weekender Concert Series continues on Saturdays throughout winter.

Show-only tickets are \$14 in advance, available online. Kids 12 and under admitted free. (541-994-9994; [www.lincolncity-cultural-center.org](http://www.lincolncity-cultural-center.org))

## Black Friday at the Coast

NOVEMBER 28-29, LINCOLN CITY

BLACK FRIDAY MAY be known as the big shopping day, but in Lincoln City Black Friday has a whole different ring, with locally made arts and crafts and holiday fun at the 11th Hour Santa Holiday Fair and Tree Lighting Party on November 28-29 at the Lincoln City Cultural Center.

The fair is more than a mere shopping weekend. There's loads of merriment both inside and outside the building. Adults and kids alike will get a kick out of seeing the live reindeer from Timberview Farm on the front lawn of the Center from 12-4 p.m. on Friday. Afterwards is the Tree Lighting Party with free refreshments, holiday music, cake walk, and of course, visits with Santa. Santa will return to the Center on Saturday from noon to 3 p.m. for more time with the kids. Free samples of goodies, craft demonstrations, holiday music, and free activities for the kids make this a family-friendly event.



COURTESY LINCOLN CITY CULTURAL CENTER

For those who need to get some shopping done, the Holiday Fair includes 30 exhibitors with arts, crafts, and gourmet confections. The Fair is open from 12-7 p.m. on Friday and 10 a.m.-4 p.m. on Saturday. Everything for sale is original content, meaning that it must be made by the artist. So if there is anything you want to know about an item, look across the table and ask. It doesn't get any more local than this! (541-994-2930; [www.lincolncity-culturalcenter.org](http://www.lincolncity-culturalcenter.org))

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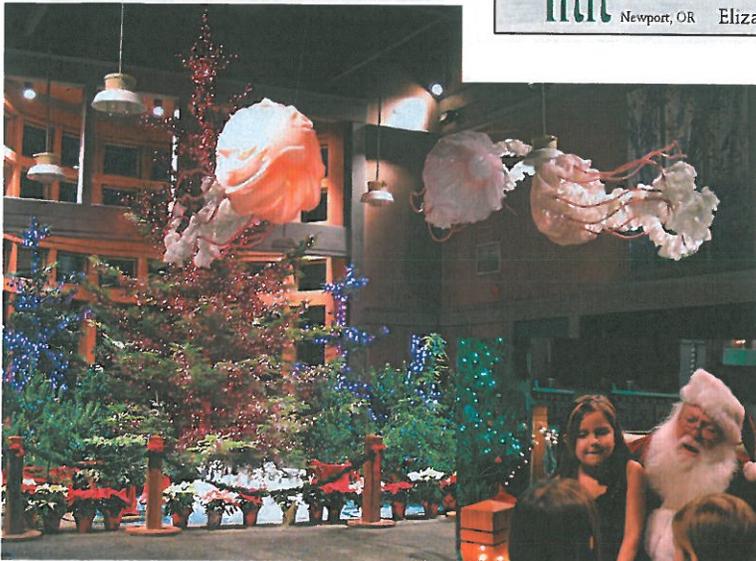
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## Lights Galore

NEWPORT, DECEMBER 5-28

WINTER BRINGS PLENTY of darkness, but Newport is awash in twinkling color during December. On December 6 the annual Yaquina Bay Lighted Boat Parade brightens the waterfront and the bay. Local boats are decorated with lights as they cruise along the Bayfront starting at dusk. In this fishing community, it's the ideal way to celebrate the start of the holiday season. ([www.newportchamber.org](http://www.newportchamber.org))



PHOTOS COURTESY OREGON COAST AQUARIUM

The Oregon Coast Aquarium is festooned with lights during the whole month of December. The Sea of Lights kicks off the weekend of December 5-7 with special activities from 6:30-9:30 p.m. each night. The lights can be viewed each weekend after that, on Saturdays and Sundays from 5-8 p.m., until December 28. (541-867-3474; [www.aquarium.org](http://www.aquarium.org))

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## Holiday House

NEWPORT, DECEMBER 5-7

COME TO THE Yaquina Bay Yacht Club on Newport's Bay Boulevard for one big craft show—the Holiday House Christmas Craft Show on December 5-7. The show is juried, and all crafts must be homemade. Items include jams, candies, cookies, and bread—all freshly baked. There's also quilted wall

hangings, table runners, dried apples, Christmas wreaths, lavender sachets and bundles, bath soaps, items with sea themes, jewelry, toys, aprons, tea towels, photography, and holiday items like Santas, angels, snowmen, and ornaments galore. The craft fair is open Friday and Saturday 9 a.m.-6 p.m. and Sunday 10 a.m.-3 p.m. (541-270-2256)

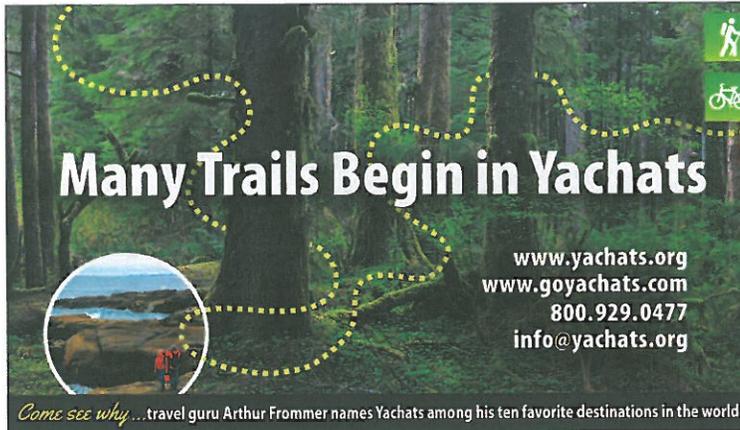
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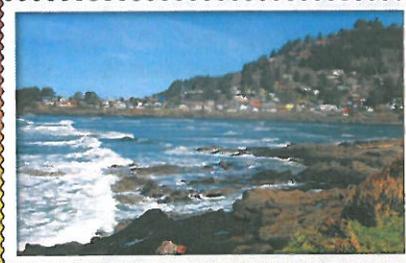
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## Candlelight Bridge Walk

DECEMBER 13, WALDPART

ONE OF THE most unique holiday events on the Coast is the annual Waldport Candlelight Bridge Walk, taking place this year on December 13. The event is held at the Alsea Bay Bridge Interpretive Center at the south end of the Waldport Bridge. There's abundant holiday cheer with a huge decorated Christmas tree, live music, Lions Club serving hot dogs, and of course, the arrival of Santa at 5 p.m. The decorated dog parade is always a fan favorite, but the Candlelight Bridge Walk is the main attraction. After the walk, indulge in hot chocolate or cider and cookies and bring warmth and cheer to the holidays! (541-563-2133; [www.waldport-chamber.com](http://www.waldport-chamber.com))



COURTESY COLCANNON

## Celtic Music & More

NOVEMBER 14-16, YACHATS

EVERY YEAR, YACHATS draws some of the best regional and national Celtic musicians during the annual Yachats Celtic Music Festival. On November 14-16, acclaimed performers mix traditional and not so traditional Celtic sounds for a world-class musical experience. Performing this year is Colcannon with authentic Irish music, acoustic folk band Bellow Bridge, Mari Black's World Violin Ensemble, Celtic eclectic rock with Brother, and the quartet Bua.

Along with great music, you'll find educational and children's activities, vendors, scrumptious food, and traditional dances. (800-929-0477; [www.yachatscelticmusicfestival.com](http://www.yachatscelticmusicfestival.com))



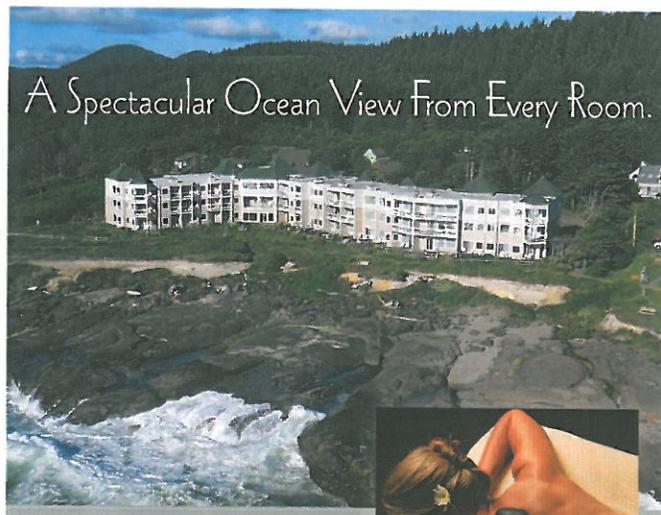
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## Yachats Bazaars

CREATIVITY ABOUNDS ON the Oregon Coast, and the residents in and around Yachats are busy all year preparing special arts and crafts for holiday bazaars. Here are a few you won't want to miss:



COURTESY YACHATS LADIES CLUB

## Yachats Ladies Club Christmas Bazaar

DECEMBER 6-7

THE YACHATS LADIES Club knows how to put on a Christmas Bazaar; after all, they've been doing it for 87 years. That's right, this year marks the 87th annual Yachats Ladies Club Christmas Bazaar on December 6-7. Enjoy the handiwork of the ladies of the club who have created incredible clothing items, including holiday decor and tree ornaments, jewelry, kitchen items, afghans and quilts, tote bags, Gifts-On-the-Go Gift Baskets, baked goods, and more.

Lunch will be served on Saturday between 11 a.m. and 2 p.m. and the Ladies' famous pies will be served all day on Saturday as well.

The fair takes place at the Yachats Ladies Clubhouse at 286 W 3rd Street in Yachats from 10 a.m.-3 p.m. on Saturday and Sunday. Admission is free. (541-547-3205; [www.yachats.org](http://www.yachats.org))

## Harvest & Holidays Arts & Crafts Festival

NOVEMBER 8-9

GET A JUMPSTART on holiday shopping at the Harvest & Holidays Arts & Crafts Festival, November 8-9, at the Yachats Commons. Nearly 70 of the best artisans in the Northwest present a wide variety of arts and crafts

for sale. The family-friendly, fun holiday setting also includes gourmet food with free tastings, free admission, and free parking. The fair is open 10 a.m. to 4

p.m. on Saturday

and Sunday.  
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COURTESY YACHATS CRAFTS AT THE COAST

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Portland Cello Project	November 22
Festival of Trees	November 28-30
Holly Jolly Follies	December 5, 6 & 7
Popovich Comedy Pet Theater	December 9
Jazz Kings Christmas Show	December 17
Ballet Fantastique Christmas Carol	December 19

715 QUINCE STREET  
FLORENCE, OR 97439  
WWW.EVENTCENTER.ORG

## Crabtastic

FEBRUARY 7, FLORENCE

NOTHING SAYS THE Oregon Coast like fresh-from-the-ocean Dungeness crab, dripping with melted butter and seafood sauce. Add coleslaw, garlic bread, and dessert and you'll have one satisfied palate. This delicious dinner is available at the annual Crab Crack on Saturday, February 7, at the Florence Events



PHOTOS COURTESY FLORENCE FOOD SHARE

Center from 4-7 p.m. This is one day you want to suspend the post-New Years diet plan because it's for a good cause. All proceeds from the event go to Florence Food Share to help keep shelves stocked for the benefit of many area families who need assistance.

In addition to great food, a silent auction will be held that includes many items donated by local artisans, businesses, and individuals. Tickets are \$30 per person and are available at Florence Food Share. Tickets must be purchased by January 24, which means no tickets will be sold at the door. Only 400 tickets will be sold and past Crab Cracks have sold out, so get them early! Contact Bob MacDuffee (541-997-9599) for information, to arrange group seating, or to purchase tickets. (541-997-9110; [www.florencefoodshare.org](http://www.florencefoodshare.org))



KEVIN CLARK

Face-to-Face with harbor seals at the north jetty in Florence.



COURTESY HECETA HEAD KEEPER'S HOUSE

## Heceta Holidays

DECEMBER 13-14 & 20-21, FLORENCE

FOR TWO WEEKENDS each December, the Light Keeper's House at Heceta Head is opened to the public for a special holiday celebration. The Keeper's House, located between the Heceta Lighthouse and the beach below, normally operates as a bed & breakfast, but is beautifully decorated for the season and open to the public. This year, Heceta Head Lightstation's Victorian Christmas Open House takes place December 13-14 and 20-21.

Each evening, visitors can listen to local musicians perform holiday favorites while enjoying warm drinks and goodies. Santa Claus will also make a special appearance each evening. Heceta Head Lightstation Gift Shop will be open for last-minute gifts, and is an especially good place to find nautical/lighthouse/ocean themed items.

Doors are open to the public from 4-7 p.m. Shuttle service from the state park below is available (\$5 day use fee required for parking). Admission to the Keeper's House is free but donations are appreciated. ([www.hecetalighthouse.com](http://www.hecetalighthouse.com))

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## Ladies of Elks Bazaar

NOVEMBER 14-16,  
FLORENCE

THE LADIES OF Elks put on their annual bazaar November 14-16 in Florence with a bevy of handcrafted gifts, baked goods, Christmas items, and jewelry for sale all weekend. But you also don't want to miss the homemade soups and chili with cornbread sold on Saturday from 11:30 a.m.-1:30 p.m. They also put on a great Waffle Breakfast Sunday morning from 8-10:30 a.m. The bazaar is located at the Elks Lodge at 1686 12th Street and is open from 1-8 p.m. on Friday, 9 a.m.-5 p.m. on Saturday, and 8-11 a.m. on Sunday. (541-997-3352; [www.florenceelks.com/LOE/LOE](http://www.florenceelks.com/LOE/LOE))



COURTESY LADIES OF THE ELKS

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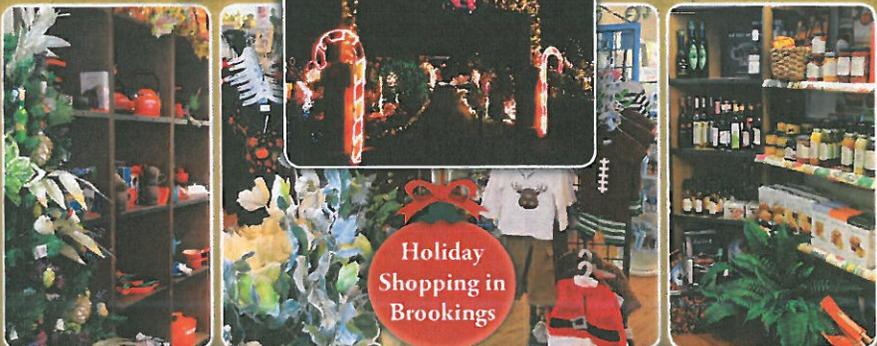
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## Lights & Miniatures

NOVEMBER 27– DECEMBER 31,  
CHARLESTON

THE MUCH-ANTICIPATED HOLIDAY Lights at Shore Acres draws thousands of spectators each year, and no wonder, the light display is located in one of the most stunning botanical gardens on the coast. From November 27–December 31, the gardens are ablaze with more than a quarter million lights nightly from 4–9:30 p.m.

Besides all the lights, the walk-thru display features dozens of lighted sculptures and more than two dozen Christmas trees. The historic Garden House is decorated to the hilt with holiday adornments and is staffed with volunteers offering visitors complimentary hot cider, coffee, and cookies. The performance pavilion features live entertainment with choirs, carolers, and bands. (541-888-3732; [www.shoreacres.net](http://www.shoreacres.net))

While near Charleston, be sure to check out the Miniature Display and Christmas Train Display. The miniature display has become an increasingly popular tradition, with more than 200 miniatures representing the towns of Coos County. The display is open for public viewing at the Old Charleston School House on 64065 Seven Devils Road from 6–10 p.m. nightly from December 1–24. If the building is dark, don't leave, lights are kept off to see the displays better. (541-888-3268; [www.oregonsadventurecoast.com](http://www.oregonsadventurecoast.com))



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COURTESY THE FAB FOUR

## Fab Four

NOVEMBER 22,  
NORTH BEND

THE TIMELESS  
MUSIC of the Beatles can be heard in North Bend on November 22 for a concert that will have audiences feeling like they are watching the

real band. The Fab Four, a Beatles tribute band, will play two shows at the Mill Casino Resort. Besides their uncanny ability to musically mimic Beatles' songs, the Fab Four deliver an entertaining show with several costume changes that represent different eras in the Beatles long life as a band.

Performances include classics such as "Can't Buy Me Love," "Yesterday," "A Day In The Life," "Penny Lane," "Here Comes The Sun," and "Hey Jude."

Shows take place at 6 and 8 p.m. Call or visit the Mill Casino online for tickets and information. (541-756-8800; [www.themillcasino.com](http://www.themillcasino.com))

## An Ideal Holiday

DECEMBER 12-14, BANDON

**BANDON VISITORS CAN** immerse themselves in the season with a whole weekend dedicated to the holiday. December 12-14 features *The Nutcracker* ballet at the Sprague Theater, performed by students from MarLo Dance Studio. Performances take place Friday and Saturday at 7 p.m. and Sunday at 2 and 4:30 p.m. (541-347-4616; [www.spraguetheater.org](http://www.spraguetheater.org))

The Old Town Holiday Marketplace is open on Friday and Saturday from 10 a.m. to 4 p.m. Find unique coast- and holiday-themed items from local craftspeople. The marketplace is located on the boardwalk and in the big green building on the waterfront.

The fun weekend caps off with the arrival of Santa by boat on December 13. Santa arrives by charter vessel at the Port of Bandon Boat Launch. Kids can stroll with Santa through Old Town as he makes his way to the Marketplace, where he will be available for photos. (541-347-3206; [www.portofbandon.com](http://www.portofbandon.com))



COURTESY PORT OF BANDON



CRAIG TUTTLE

A moonset lights up Bandon's beach showing Face Rock in the background.

## John Denver Tribute

JANUARY 10, BANDON

THE BANDON SHOWCASE starts off the

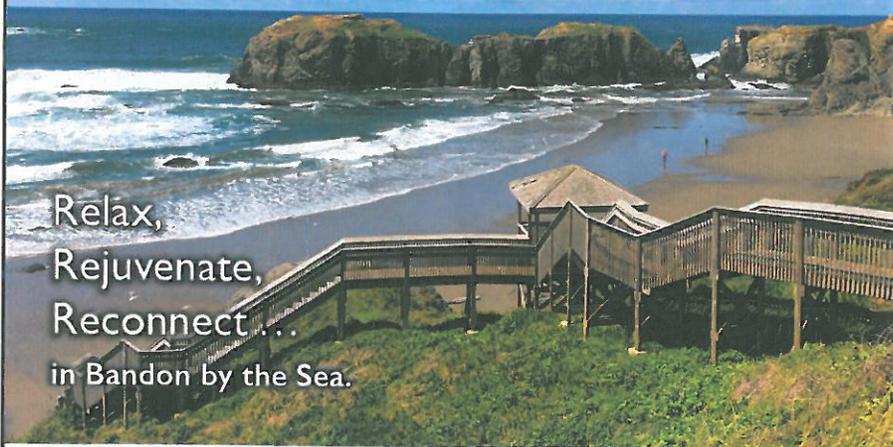


new year with a tribute concert to one of the greatest acoustic musicians of our time—John Denver. On Friday,

COURTESY TED VIGIL

January 10, Ted Vigil will perform a John Denver Musical Tribute at 7:30 p.m. at the Sprague Theater in Bandon. Vigil's "gift for the music and polished and energetic performing style" help bring audiences the sights and sounds of John Denver's popular music. Tickets are \$25 per person. (541-347-SHOW; [www.bandonshowcase.org](http://www.bandonshowcase.org))

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**Christmas at the Cape**

DECEMBER 13–26, PORT ORFORD

MORE THAN A hundred years ago, pioneers Patrick and Jane Hughes had a Victorian-style home built on Cape Blanco near Port Orford. Today, the beautifully restored home is listed on the National Register of Historic Places and is the ideal place to celebrate the holidays. This year, the Hughes House is decorated and open to the public during the Hughes House Victorian Holiday, from 11 a.m. to 5 p.m. on December 13–14, 20–21, and 26. Enjoy refreshments, holiday cheer, and historic architecture amid a rural coastal setting. It's a great way to celebrate the holidays! (541-332-0521; [www.capeblancoheritagesociety.com](http://www.capeblancoheritagesociety.com))



COURTESY ORPD



PHOTOS COURTESY CAPE BLANCO HERITAGE SOCIETY

**Winter Whales**

DECEMBER 27–31, OREGON COAST

GRAY WHALES CAN be seen almost anytime along the Oregon Coast, but during their winter migration, your chances of spotting one are a lot better. It helps to have information on what to look for and to have spotting scopes to get a closer look, all of which are available during Winter Whale Watch Week. During that week, trained volunteers are stationed at 24 "Whale Watch Spoken Here" sites along the Coast to help visitors spot gray whales. The volunteers are available between 10 a.m. and 1 p.m. each day, and are located at some of the best places to see whales. To find these locations, go to the website or call the Whale Watching Center in Depoe Bay. ([www.whalespoken.org](http://www.whalespoken.org); 541-765-3304).



COURTESY ORPD

## Theater Tidings

DECEMBER 5-13, GOLD BEACH

THE HOLIDAYS ARE all about tradition, and in Gold Beach the winter tradition is to stage a fun and melodious variety show that brings cheer to even the darkest of days. The Christmas Musical Variety Show takes the Rogue Theater stage December 5-7 and 12-13.

The show, directed by the talented Beth Jensen and Don Woods, includes a variety of song, dance, musical instrument performance, solos, duets, and group performances, along with a visit from Santa himself.

Friday and Saturday curtain is at 7 p.m. and Sunday matinee is at 2 p.m. Enjoy the abilities of the local talent in this sure-to-entertain show! (541-247-4382)

## Bazaar & Holiday Dinner

NOVEMBER 21-22, 27 & DECEMBER 25, GOLD BEACH

Crafters from up and down Curry County gather at the annual Holiday Bazaar, November 21-22, in Gold Beach. Talented artists and crafters sell their interesting and creative items at the Events Center on the Beach on Friday evening and all day Saturday. Expect a bevy of sweet-treats, as well as visits from Santa.

If you are in town for the holidays, the Curry Fair Friends cater Thanksgiving Dinner, November 27, and Christmas Dinner, December 25, held in the afternoon at the Events Center on the Beach. Best of all it's free! Everyone is invited—including young, old, families, or anyone with no place to go for the holidays. Meet townsfolk and enjoy the feast for the holidays at these two special events. (541-247-4541; [www.event-centeronthebeach.com](http://www.event-centeronthebeach.com))



# So Many Reasons to Stay Another Day



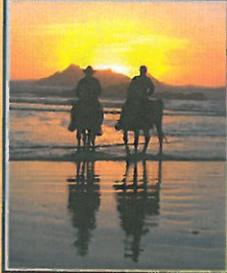
- Art Galleries & Artists
- Birding & Wildlife
- Hiking & Outdoor



- Wildlife Galleries
- Museums
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GoldBeach.org • For more information: [visit@goldbeach.org](mailto:visit@goldbeach.org)

## Azalea Lights

NOVEMBER 28-DECEMBER 25, BROOKINGS

ANY TIME OF year is a great time to visit Brookings' Azalea Park, but during Nature's

Coastal Holiday Light Display, evenings from December 1-25, the park is transformed into a twinkling wonderland with nearly half a million lights. Along with lights are several lighted sculptures, including a mermaid, swan, dolphin, wolf, seahorse, and many more. Visitors come from all over the Northwest and beyond each year to view the Light Display, with live entertainment and hot cider and cookies adding to the merriment. The display is open nightly from 5-9 p.m. Admission is \$1 and free for children age 12 and under. (800-535-9469; [www.facebook.com/NaturesCoastalHoliday](http://www.facebook.com/NaturesCoastalHoliday))



COURTESY NATURE'S COASTAL HOLIDAY



# LIFE SAVERS

Coast Guard rescue swimmers are tough, trained, and courageous. They show up when you need them most.

STORY BY KATHERINA AUDLEY

COURTESY U.S. COAST GUARD/DAVID R. MARIN

IT'S A PERFECT day for a paddle on the Oregon Coast. You load your safety gear into a dry bag and attach it to your PFD: bail bucket, towline, cell phone, first-aid kit, compass, and flashlight. It's a lot, but you're no rookie; you've seen plenty of close calls out there.

You schlep it all from the car to the water's edge, hop in, and shove off.

The waves are nice and consistent and it doesn't take long to get past them to your happy place. You've been spending a lot of time out here, and the boat feels like an extension of you. Life is good.

An outcropping of rocks looks worth checking out. A swell picks you up and you prepare to shoot between two rocks, and then—too late—realize your timing was off. The kayak slams into a rock with a long, horrible crunch and water begins leaking into the hull. You've got to get out or go down with your boat.

You scuttle up onto the 12-foot rock responsible for your boat's demise; its perch is barely big enough for a pair of pelicans

to stretch their wings. The tide's coming in, and you watch as the ocean spins your boat around in an eddy until an undertow gets ahold of it and it is carried on an underwater escalator out of sight.

You dig through your dry bag for the cell phone and lucky you—you've got signal. You dial 9-1-1 for the first time in your life. The dispatcher gets on the other line with the Coast Guard and moments later lets you know that help is on the way. Now all you have to do is hold on and pray you don't get knocked off your roost by a rogue wave.

An hour or an eternity later, depending on your perspective, you spot a helicopter in the sky—and it's the prettiest orange dot you ever did see. Based on its beeline, it is clear that the pilot sees you. The sound of slapping waves is mercifully drowned out by the chopping blades of the MH-60 Jayhawk now levitating 60 feet above you. You've never been so happy to hear this much noise. The side door is open, and a crew in orange suits is looking down at you. You're the prize stuffed



unicorn in a claw crane vending machine and a man is now being lowered down toward you with incredible precision. He lands nimbly alongside you, puts his hand on your shoulder, and asks if you're alright. You tell him you're more than alright. You're the happiest person in the world. You're alive.

## THE RESCUERS

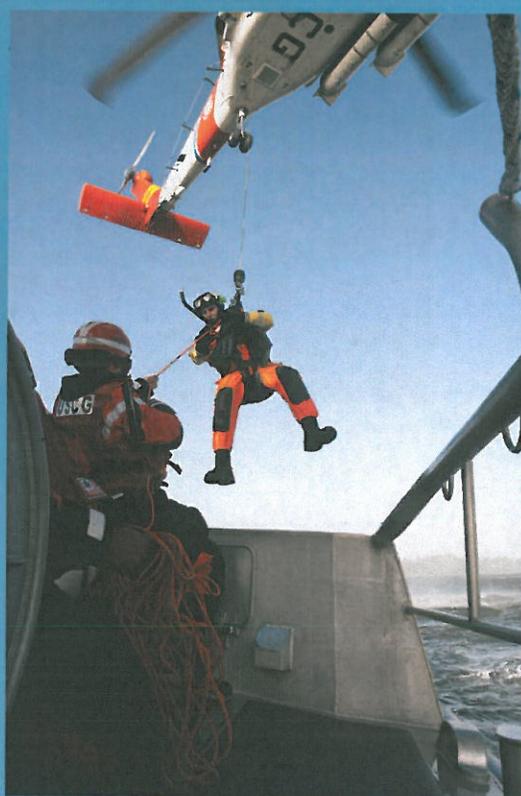
Coast Guard rescue swimmers, known as Aviation Survival Technicians (ASTs), along with the flight mechanics and pilots who make sure the swimmers can get to you, make rescues like this look easy. But what goes on before, during, and after the event to make such feats possible is as impressive as the rescues themselves.

I spent some time at the Aviation Survival Technician shop in Astoria to find out what goes on behind the curtain. It's a humble little shop located

on the Coast Guard base at the Astoria airport. There are eight active-duty swimmers stationed at the base, with one swimmer, a flight mechanic, and two pilots always on duty.

Given the rock-star, high-stakes nature of the job, I expected the shop to feel a bit more macho. Instead, the place felt familial, almost mellow. The swimmers are a bunch of super-friendly, courteous guys. I have never been "ma'amed" so much in my life. (Although the current AST roster in Astoria is all male, females serve too; the program is mission-specific and gender-blind, meaning women who possess the strength, stamina and other qualifications can and do become rescue swimmers.)

Anyone who visits Astoria will quickly see why one of its monikers is "Coast Guard City." Coast Guard vessels, big and small, ply the waterways while orange and white choppers whirl overhead. An Advanced Rescue Swimmer school, featuring intensive cave-, vertical surface-, high



PHOTOS COURTESY US COAST GUARD/LIKE PINEED



FACING PAGE: A Coast Guard helicopter demonstrates deployment over land.

CLOCKWISE FROM TOP: Coast Guard Petty Officer 2nd Class Eric Young, a rescue swimmer from Air Station Astoria, stands on the bow of a boat during a simulated search and rescue operation; Petty Officer 2nd Class Eric Young, a rescue swimmer from Air Station Astoria, conducts a simulated search and rescue operation; A Rescue Swimmer heads out; Petty Officer 2nd Class Erick Lieb is hoisted up to a Jayhawk helicopter after recovering "Sponge Bob," a dummy used for practicing in water rescues.

sea-, and surf-rescue techniques, runs twice a year out of Coast Guard Station Cape Disappointment. Visit the local pool on a Tuesday or Thursday morning and you're likely to share the pool with rescue swimmers running through swimming exercises and training drills.

## MAKING THE GRADE

The Coast Guard Rescue Swimmer program came about because of a gap in the military system, made horribly visible by a calamity off the coast of Norfolk, Virginia, in 1983. A sunken ship had left thirty-four people fighting for their lives in stormy seas. While a Coast Guard helicopter circled futilely overhead, many of the victims succumbed to hyperthermia and drowned. A Navy swimmer was summoned to assist and he swam himself to exhaustion, rescuing three of the crewmen, but all others perished. Given that the Coast Guard's primary mission is maritime rescue, the U.S. House Merchant Marine and Fisheries Committee convened to question why the personnel onboard the helicopter had been unable to assist the people in the water. The Rescue Swimmer program was developed for the purpose of training selected Coast Guard personnel in rescue swimming skills.

People who want to become rescue swimmers are the kind of people who require a physically intensive life style to thrive. The ones who make it through training school will tell you that being a good swimmer is only where it starts. The AST A-School, located in Elizabeth City, North Carolina, is a five-and-a-half month program with a six-month to two-year waiting list. The school serves as a proving ground that challenges prospective swimmers to their cores, culling 50-80 percent of students from its ranks. This is most often based on one thing: their ability, or lack of ability, to stay

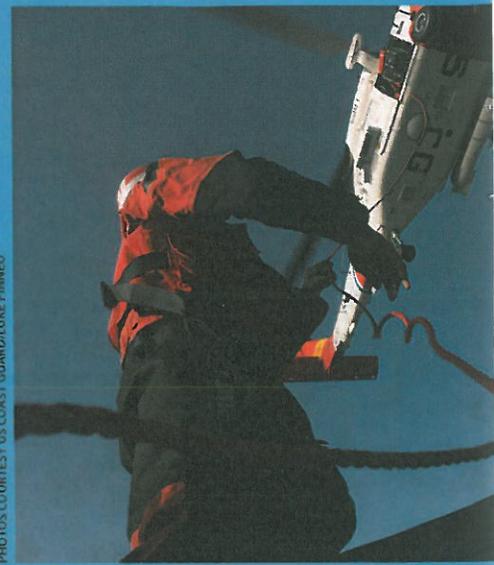
calm while someone is basically drowning them. For this is what drowning people often do, on dark nights in freezing, stormy seas; they will claw and tug at the swimmers, pulling them under again and again. In this scenario, most people will panic, but rescue swimmers cannot and do not snap. A-School is the winnowing process through which those who have this quality are identified. Not that it's easy for anyone; any fresh A-School graduate will tell you it was the hardest

thing they've ever done.

Once a swimmer makes it through A-School, the program begins investing in them in earnest. They complete a seven-week emergency medical training (EMT) course in Petaluma, California. They become basic aircrew-qualified and also get qualified on the helicopters they'll be working with (in Astoria, it'll be MH60 Jayhawks). Before being eligible to stand duty, they must go through a detailed rescue swimmer cur-



PHOTOS COURTESY US COAST GUARD/LUKE PINNEO



COURTESY US COAST GUARD/JETTA SMITH

TOP: Petty Officer 3rd Class Ryan Hammond, a Coast Guard crew member from Station Cape Disappointment, conducts a simulated search and rescue operation.

ABOVE: Coast Guard Petty Officer 2nd Class Shawn McCann (RIGHT) lowers Petty Officer 3rd Class Eric Young to a 47-foot motor life boat from Coast Guard Station Cape Disappointment during a simulated search and rescue operation near Ilwaco, Washington.

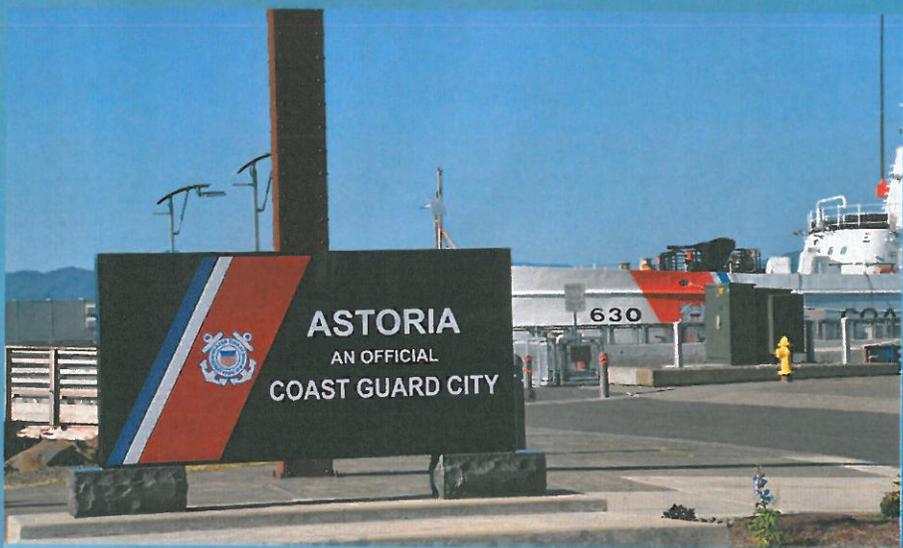


every time a swimmer comes on duty, they run through their gear, seam by seam, and keep it all in perfect condition. A rip in a survival suit or a threadbare cable could lead to failure or death.

Coastal Oregon's abundance of offshore rocks, steep drop-offs, big waves, and dramatic weather keeps our cameras clicking and chowder houses full of happy, fleece-bundled customers. It also keeps the Coast Guard busy. Much of their rescue work can be accomplished entirely by boat. I've been advised and accompanied by the Coast Guard dozens of times crossing the bars out of Garibaldi, Depoe Bay, and Ilwaco while on my way out or back from fishing or searching for whales. Small Coast Guard vessels work beautifully with the rescue swimmer program. They conduct regular helicopter/small vessel practice trainings and when it's go time, they're part of a well-oiled machine.

I love spending time in places on the coast that dangle out over the water. I want to smell seaweed before I open my eyes and sleep to the sound of foghorns. Swaddled in a Pendleton blanket in my room at the Cannery Pier Hotel, I love to watch Coast Guard helicopters and vessels go whizzing by, at the rescue or getting ready for one. Chief Petty Officer Joel Sayers said to me of the job, "You're always going to go out and do the best you possibly can in any given circumstance." I sip my pinot noir and give them a salute. ■

*Note: The anecdote at the beginning of this piece is loosely based on a similar rescue that took place at Cape Falcon in August 2014. Special thanks to Petty Officer 1st Class Andrew Burgard and the entire AST crew at the shop in Astoria for giving me a glimpse into their world.*



PHOTOS BY KATHLEEN A. JUDZEL

TOP: AST Brian Rodriguez talks shop at an open house event celebrating the Astoria Coast Guard station's 50th birthday.

BELOW: Astoria, nicknamed Coast Guard City, is prime training ground for Coast Guard Rescue Swimmers and also has an active duty deployment base which serves the Oregon and Washington Coast along with Mt. St. Helens, Mt. Hood, Mt. Adams and surrounding land-based areas.

riculum in which they will learn how to deploy from helicopters in a variety of ways—including freefalling, harness, and sling—and to recover survivors on land and sea in a basket, litter with backboard, and sling. After about six months, it will be time for their final check ride, and if they pass, they're only a letter away from being able to stand duty. When the official letter comes, their abilities should be completely interchangeable with those of any other experienced rescue swimmer

in the station.

A tiny percent of a rescue swimmer's career is spent deploying into a stormy sea. Mostly they prepare and maintain equipment, train, and plan for success. A detailed debriefing with the group follows each case so everyone can learn what did and didn't work well. No two caves, cliff sides, or overturned boats are the same, so the program places high value on thinking outside the box in the field.

Before and after every mission and



THE FRESHEST

OF FISH





# GARIBALDI'S NEW COMMUNITY SUPPORTED FISHERY CREATES A DIRECT LINK BETWEEN FISHERMEN AND CONSUMERS, INSURING THE HIGHEST-QUALITY PRODUCT.

STORY BY ROB SPOONER

**T**HE HARBOR AT Garibaldi on Tillamook Bay is important for several reasons. Garibaldi is the closest Pacific fishing port to Portland and fresh seafood can find its way off a boat and onto a table in a Portland restaurant in just a few hours. Recreational and commercial fishermen also appreciate the extensive services at the marina and the quick trip that takes them out between the jetties and into the Pacific Ocean.

Consumers can buy fish for personal use straight off the boat, but only licensed processors can prepare fish for resale. For a long time, there have been only two processors available to commercial buyers at the Port of Garibaldi, which has limited their options. One of these was the Tillamook Bay Boathouse, and when its owner, Darus Peake, decided last winter to sell out, Jeff Wong and his partner Mark Wilde saw an opportunity.

Wong is a Portland native whose family has deep roots in Garibaldi, where they've had a summer home for many decades. After high school, he spent a year in Garibaldi before returning to college. His interest in the outdoors led him to establish a business specializing in outdoor recall products, which markets gear from many sources to outdoor enthusiasts.

When Wong, Wilde, and some local investors learned of Peake's intention to exit the business, they developed a plan to buy the business and give it a new direction. In April, they re-opened the facility with a new name—Community Supported Fishery (CSF)—and a new mission to raise the quality, and the value, of the best fish landed in Garibaldi.

The name reflects the similarity with community-supported agriculture, the system where consumers purchase shares of a farm's output in advance. At CSF, members can join and receive a discount on their personal purchases.

In Wong's words, the new operation has created an assured "chain of custody," meaning that fish are caught and handled using techniques that guarantee the highest quality when the fish reach the consumer. The primary product has been albacore, caught between 30 and 70 miles offshore. The season runs from June to October, when the water temperature is between 58 and 64 degrees. Each fish is line-caught using a type of fishing generally known as trolling, which creates the highest quality and avoids the bycatch of other fish species as well as sea turtles and dolphins. After being landed on the vessel, they are bled, a process that preserves the fresh flavor of each fish. Within a few minutes, the fish is on ice or in a freezer.

CSF works with a variety of boats, but selectively. Their fishermen are required to keep clean boats and follow specific harvest practices and handling criteria. The care and attention is rewarded by higher prices per pound than more commodity-oriented processors.

Excellent quality, however, doesn't by itself make a business succeed. Marketing is key. CSF has a three-pronged strategy for bringing their product to market. A small amount is sold directly to consumers, while high-end markets are another target. The most avid supporters to date have been top chefs in Portland and Bend restaurants, who appreciate the chance to obtain consistently superb seafood.



ABOVE LEFT: Jeff Wong shares a laugh with Daisy Berg of New Seasons Market. CENTER: Josh and Josh lead a kayak tour on Tillamook Bay. RIGHT: A CSF member demonstrates how to loin a tuna.

In only a few months, CSF has become the toast of several culinary events. At the Bite of Bend, they provided the seafood for the Iron Chef competition, and they are regular suppliers for Bend restaurants Five Fusion and Brasada Ranch. In Portland, Grand Central Baking named Garibaldi Salad after them. Chef Kyle at Red Star Tavern, adjacent to the luxurious Hotel Monaco in downtown Portland, sources his seafood from CSF.

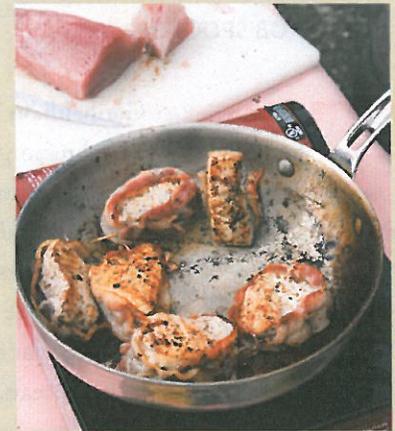
At the National Travel Association dinner at Ponzi Vineyards, held in Sherwood in August, CSF-sourced fish was featured on the menu and Wong spoke about sustainable fishing.

Intent on wooing decisionmakers at New Seasons Market, a high-end chain of Portland-area markets specializing in healthy food, CSF brought the head buyers and managers from each store's seafood department to Garibaldi in August, where the red carpet was rolled out. Breakfast was served to them on arrival, followed by demonstrations of fish cutting and filleting. Two guides from Kayak Tillamook, both named Josh, took them on a tour of the bay.

Creative cuisine was emphasized. A salmon cioppino, based on a recipe created by Eugene Tish, a local hotelier and chef, was served at lunch along with salmon prepared on a cedar plank and bacon-wrapped tuna medallions. Dessert was Tillamook ice cream, topped with a pouring of olive oil from Oregon Olive Mills, the only olive oil bottler in the state. Each guest was allowed to hand-pack a jar of tuna to take home.

Although centered on Garibaldi, CSF buys from boats along much of the Oregon Coast. With time of supreme importance for freshness, they often drive a truck to Newport to take fish straight off boats, driving back to Garibaldi faster than the vessels would make the trip at sea.

In a short time, Community Supported Fishery has raised awareness of the potential of Oregon Coast seafood for quality, environmental sensitivity, and creative cuisine. With so much achieved in just a few months, the future looks bright indeed. ■



## CSF bacon-wrapped tuna medallions

*1 tuna loin—2 pounds*

Partially cook 1/2-pound bacon until it curls. Trim tips from tuna loin and slice into 3/4-inch medallions. Wrap loins with bacon strip and secure with toothpick. Brush top and bottom of medallion with Oregon Olive Mills olive oil and season with lemon pepper and salt. Grill or pan sear tuna medallions in reserved bacon fat until bacon is crisp and tuna is rare.

Serve hot, alone or with your favorite condiment.



## BROOKINGS-HARBOR

(Mile 357; Pop. 8,974)

Often touted as Oregon's Banana Belt, Brookings has weather patterns that deliver some of the warmer temperatures along the Oregon Coast; it's not uncommon to encounter a 70-degree day in January or February.

This pleasant climate has been a catalyst for the rebirth of Brookings as a center for the nursery industry. Nearly all of the lilies marketed in the U.S. are cultivated in the Brookings area. A prime spot to take in the floral bounty is **Azalea Park**, which has 33 acres of native azaleas, some growing here when Lewis and Clark wintered on the Oregon Coast in 1805 and 1806. The revitalization of the park, with the addition of walkways and a charming "Kidtown" play area, was a robust community-led volunteer effort. In springtime the park is replete with blooms, but you'll



likely find flowers year-round. The park is also the site of the annual **Azalea Festival and Parade**, held each Memorial Day weekend.

During the third weekend of July, the **Southern Oregon Kite Festival** takes place. It's known as one of the premier kite-flying events in the country. Art lovers can browse the **galleries** — including Burtonique Art & Photography, Manley Art Center and Signatures Gallery — or enjoy the monthly **Second Saturday Art Walk**.

The **Chetco Valley Historical Society Museum** is housed in the 1857 Blake House — the oldest standing building in the Chetco Valley — and features artifacts of 19th-century Oregon pioneer life. The largest **Monterey cypress** in the state, towering at 130 feet (40 meters), lives on the museum grounds.

The Brookings area boasts numerous outdoor diversions, including **Harris Beach State Park**. Named for George Harris, a Scottish pioneer who raised sheep and cattle here, it features sizable offshore sea stacks, including the largest island on the Oregon Coast. **Bird Island** is a breeding ground for a variety of species, including the tufted puffin.

**Samuel H. Boardman State Scenic Corridor** — a long, narrow park with 12 miles (19 kilometers) of rugged coastline — is named for Oregon's first parks superintendent. Featuring one must-stop scenic viewpoint after another, the park is also home to pocket beaches and offshore sea stacks, including the dramatic **Arch Rock** and **Whaleshead**. The beach at **Thunder Rock Cove** is considered one of the best of the sheltered beaches on the Coast. Walk the **Indian Sands trail** through the unusual sculpted sandstone for views of the coastline and rocky islands. Don't miss the stunning view at **Cape Ferrelo**, named for a Spanish explorer who skirted this area in 1542.

For a historical detour, travel 18 miles (29 kilometers) east of Brookings along Forest Service Road 1205, which winds through an old-growth redwood forest, to the site that was hit by two Japanese incendiary bombs during WWII. Inland hiking and river access are available at **Alfred A. Loeb State Park** on the Chetco River. Just up the road is the 1-mile (1.6-kilometer) **Redwood Nature Trail**, which connects with Loeb's own **Riverview Trail**.

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- Visit the Curry County Historic Museum
- Guided fishing trip on the Rogue River or the Pacific
- Explore the Port of Gold Beach and see the sunken 1880 ship the Mary D. Hume and visit Jerry's Museum
- Visit historic Indian Creek Fish Hatchery
- Tidepooling • Crabbing
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- Golf Cedar Bend
- Hike! 2 easy, short hikes near the Rogue River: The Myrtlewood Trail (largest Myrtlewood Tree in Oregon!) and the Shrader Old Growth Trail
- South Coast Tours offers kayaking and stand-up paddle boarding tours



## DAY 2 Any of Day One Plus:

- Head North to the Cape Blanco Lighthouse- furthest point west on the Oregon Coast!
- Visit historic Hughes House on the way to the lighthouse
- Visit the Elk River Fish Hatchery east of Port Orford
- Head south for a great drive through the Redwoods
- More hiking! River or coastal-check out the trails at our Visitor Center



## DAY 3 Any of Day One and Two Plus:

- Visit the community of Agness on the Scenic portion of the Wild Rogue River and have lunch at any of three upriver lodges—you can even stay the night!
- Whitewater rafting or kayaking



## DAY 4 Any of Day One, Two, and Three Plus:

- Drive north and visit the West Coast Game Park
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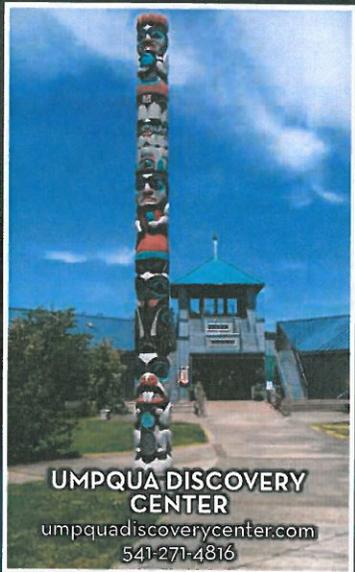
## 2015 EVENTS SCHEDULE

- FEB 7** - Rotary Community Talent Show
- MAR 17** - St Patrick's Day Trivia Challenge
- LATE MARCH** - Spring Whale Watch
- MAR 28** - SOLVE Beach Clean Up Day
- MAR 28** - Rotary Glass Float Give Away
- MAY 24-25** - Memorial Day Celebration
- JUNE 18-21** - Oregon Invitational Chainsaw Sculpting Championships
- JUNE 19TH** - Photography Contest
- JUNE 19-20** - Old Town Art Walk
- JULY 4** - Fireworks on the bay
- AUG 4** - Kids' Craft Corner
- AUG 4** - National Night Out
- AUG 13-16** - Old Time Fiddlers District 5 – Fiddle on the Beach
- AUG 29-30** - Kool Coast Nights and Burnout
- SEPT 1-30** - Crab Bounty Hunt
- SEPT 5-6** - Art by the Bay
- SEPT 5-7** - S.T.E.P. Annual Fishing Derby
- SEPT 23-26** - South Coast Chapter of the Coastal Conservation Association Fishing Derby
- SEPT 26** - South Coast Chapter of the Coastal Conservation Association Dinner
- DEC 4-5** - Holiday Bazaar
- LATE DEC** - Winter Whale Watch

\*May-Oct Old Town Friday Farmers Market  
 \*\*First Friday of the month Artists Reception  
 (locations to be determined throughout the year)



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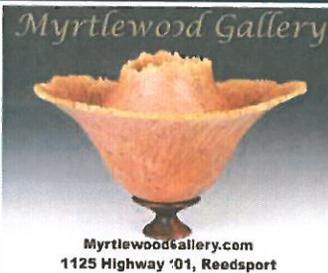
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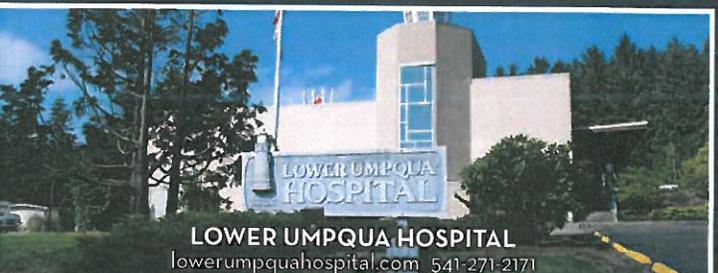
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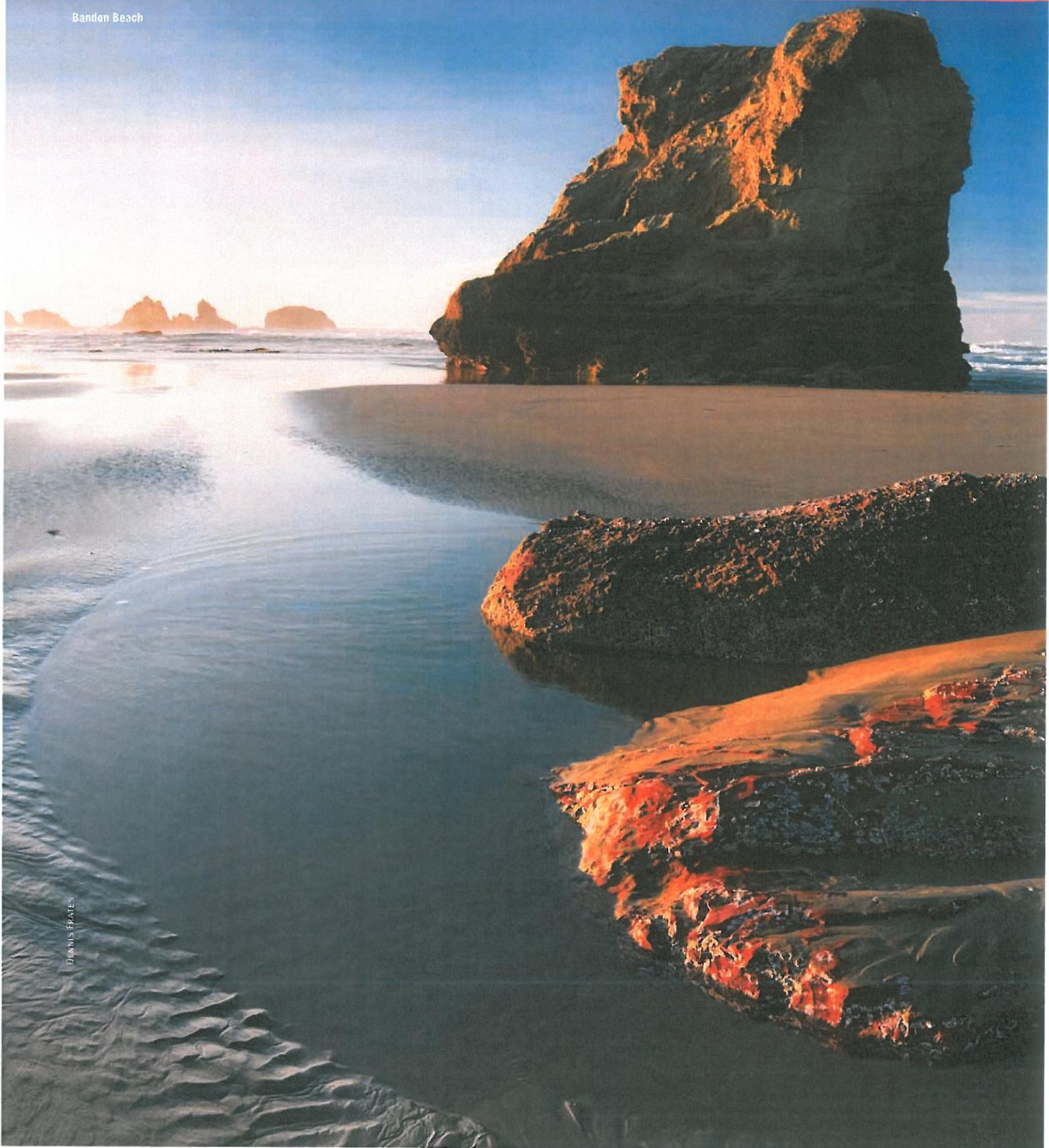
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# SOUTH COAST

REEDSPORT » WINCHESTER BAY » COOS BAY » BANDON » PORT ORFORD » GOLD BEACH » BROOKINGS-HARBOR

Bandon Beach



DENNIS FRATES

Bay native son Steve Prefontaine. A memorial statue is located at the visitor center, and memorial plaques are placed throughout the town.

The new **Coos History Museum**, slated to open in the spring of 2015, is a cultural gathering place offering changing exhibits that explore the history of Oregon's South Coast.

For music lovers, the nationally acclaimed **Oregon Coast Music Festival**, traditionally held in July in Coos Bay, features everything from classical to jazz to folk. Theater buffs will enjoy the **Little Theatre on the Bay**, the oldest community theater in Oregon, located in North Bend.

**The Mill Casino Hotel & RV Park**, owned by the Coquille Indian Tribe, overlooks the bay and offers slot machines and Vegas-style table games, along with accommodations and dining.

In the town of Myrtle Point, the **Coos County Logging Museum** features tools, artifacts and photos of the early logging industry.

**BANDON (Mile 274; Pop. 3,057)**

Located at the mouth of the Coquille River, Bandon boasts a lively and walkable **Old Town** that makes a great place for a stroll, window shopping or grabbing a bite to eat.

Bandon is also known for its scenery, including sandy beaches and spectacular offshore sea stacks. One of the most iconic is **Face Rock**, which, when viewed from the right angle, reveals a face in silhouette. Photo ops are best at sunset, when the sky provides a dramatic backdrop.

Just north of town stands the **Coquille River Lighthouse**. Erected in 1896 and decommissioned in 1939, it has been restored to its original Italianate splendor through the collaborative efforts of local residents, Oregon State Parks and the U.S. Army Corps of Engineers. Volunteer interpreters offer tours during summer months.

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Take a long walk on the beach.

Relax,  
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 in Bandon by the Sea.

Photo by Wood Sabold




For a complete list of activities, events, lodging, and restaurants go to [www.bandon.com](http://www.bandon.com)

**KILCHIS POINT RESERVE** The 2-mile trail on this 200-acre natural area along **Tillamook Bay** includes interpretive kiosks illuminating the Native American history of the area, as well as the local flora and fauna visitors will see along the trail.

**NEAHKAHNIE MOUNTAIN** Hike 1,100 feet over 2.5 miles (4 kilometers) to the top of Neahkahnie Mountain near **Manzanita**. Cape Falcon (5.2 miles / 8.4 kilometers) and Short Sand Beach (1 mile / 1.6 kilometers) can be accessed nearby.

**CAPE LOOKOUT** This 5-mile (8-kilometer) round-trip trail near **Netarts** leads out to a narrow finger of land with dramatic views of the Coast, spring-time wildflowers, and giant spruce, cedar and hemlock.

**DRIFT CREEK FALLS** Drift Creek Falls is a short, family-friendly trail with a cool suspension bridge at the end. The trailhead for this 3-mile (4.8-kilometer) round-trip hike is just northwest of **Lincoln City**. Don't miss the last bit, which leads down to the spraying waterfall.

**CAPE PERPETUA** Climbing 600 feet above the coastline near **Yachats**, the 1.5-mile (2.4-kilometer) St. Perpetua Trail at Cape Perpetua offers a panoramic view of the Central Coast.

**CAPE MOUNTAIN TRAILS (Coast Horse Trail System)** This network of 10 trails winding through 17 miles of the **Siuslaw National Forest** is a popular route for horseback riding and hiking, offering great ocean views, old-growth forest and routes for varying abilities.

**TAHKENITCH CREEK** Hike out into the Oregon Dunes along this 4.8-mile (7.7-kilometer) moderate trail near **Reedsport**. The trail follows the creek and crosses the dunes to reach the ocean, so plan for some route finding.

**GOLDEN AND SILVER FALLS STATE NATURAL AREA** Just east of **Coos Bay**, this recreation area includes hikes to both waterfalls through scenic wooded canyons.

**SUNSET BAY STATE PARK TO CAPE ARAGO** Hike Sunset Bay State Park to Cape Arago near **Charleston**. The 8.5-mile (13.7-kilometer) round-trip route moves through sandy beaches, pristine forests and along towering cliffs, and it has great views of Gregory Point and the Cape Arago Lighthouse.

**SAMUEL H. BOARDMAN STATE SCENIC CORRIDOR** Near **Brookings**, this 12-mile (19-kilometer) forested park stretches along a rugged coastline. Walk among 300-year-old Sitka spruce trees, gaze at the amazing Arch Rock and Natural Bridges, and hike 27 miles (43 kilometers) of the Oregon Coast Trail.



JUSTIN BAILIE

# RESOURCES



CHANTAL ANDERSON

Whoever named the 7 Wonders of the World never visited Oregon. If they had, they'd have seen the magnificent Oregon Coast — 363 miles of sand dunes, teeming tide pools and craggy coves hiding secret surf spots. They'd have noticed our elegant lighthouses, churning punchbowls and remote sea stacks. They might have teed off at Bandon Dunes Golf Resort, named No.1 in the U.S. by Golf Magazine. And they'd have discovered that every mile of this beautiful coastline is free and open for everyone to enjoy. Come see it for yourself! A visit to the Oregon Coast will make you see what a wonder our earth really is. For more information about Oregon's 7 Wonders, visit [TravelOregon.com](http://TravelOregon.com).

## WHAT IS THE OREGON COAST VISITORS ASSOCIATION (OCVA)?

The Oregon Coast Visitors Association is a membership marketing organization comprised of privately operated tourism businesses, chambers of commerce, visitor and convention bureaus, and other destination marketing entities from Astoria to Brookings, which collectively promote travel to the Oregon Coast. If you own a business on the Oregon Coast and would like to inquire about membership, contact Marcus Hinz at 541.264.0543 or [Director@ThePeoplesCoast.com](mailto:Director@ThePeoplesCoast.com).

## VISIT THE OCVA WEBSITE

For comprehensive information about the 363 miles (584 kilometers) of the Oregon Coast, go to [VisitTheOregonCoast.com](http://VisitTheOregonCoast.com). We'll give you ideas about what to do and where to stay, plus details about cities and towns on the Coast, as well as inspiring stories from recent visitors.

You can request an additional copy of the **Oregon Coast Official Visitor Guide**, ask a general question and sign up for our e-newsletter. Visit [Facebook.com/ThePeoplesCoast](https://www.facebook.com/ThePeoplesCoast) and [@ThePeoplesCoast](https://www.instagram.com/ThePeoplesCoast) on **Instagram** to view recent photos and find out what's happening at the Coast.

## OREGON COAST BIRDING TRAIL

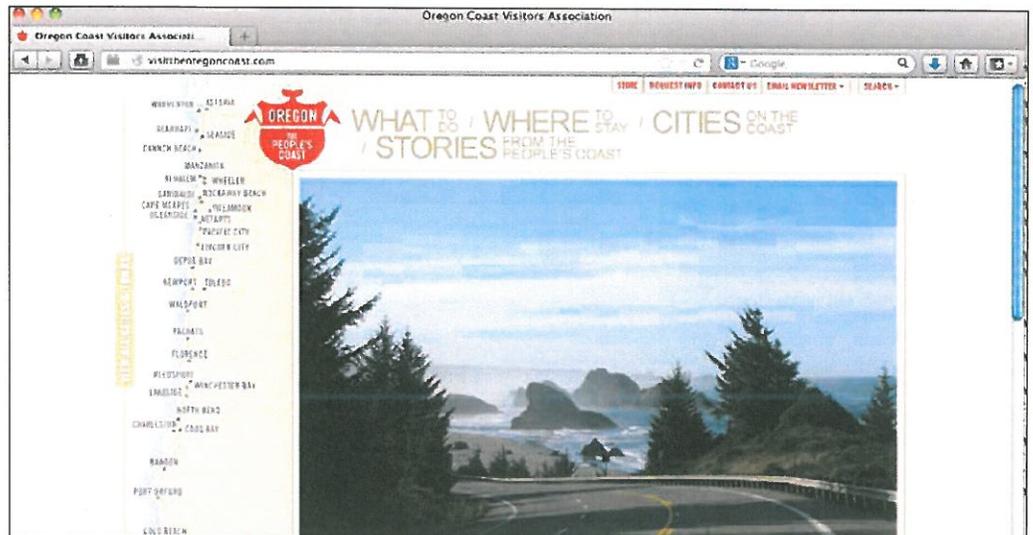
Birding is a popular year-round activity on the Oregon Coast. We have 173 official birding sites and more than 450 different species recorded here. Visit [OregonCoastBirding.com](http://OregonCoastBirding.com) to download free brochures about birding sites on the North Coast, Central Coast and South Coast, as well as in the California Redwoods, along with a bird checklist. Don't miss our annual birding festivals and special events throughout the year.

## PACIFIC COAST SCENIC BYWAY

The Pacific Coast Scenic Byway, which runs the entire 363-mile (584-kilometer) length of the Oregon Coast, is one of only four All-American Roads in the state of Oregon. For detailed maps and information about how to explore the Coast, visit [TravelOregon.com/trip-ideas/scenic-byways/the-pacific-coast-scenic-byway](http://TravelOregon.com/trip-ideas/scenic-byways/the-pacific-coast-scenic-byway).

## WHERE TO STAY

For a comprehensive list of places to stay along the Coast, organized by city, go to [VisitTheOregonCoast.com/accommodations](http://VisitTheOregonCoast.com/accommodations).





# Kristina Malsberger

244 connections

Storyteller + Strategist

San Francisco Bay Area | Online Media

Current	Freelance
Previous	VIA magazine, Spotivate, San Francisco Chronicle   SFGate.com
Education	University of California, Berkeley
Recommendations	4 people have recommended <b>Kristina</b>
Websites	Personal Website

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### Summary

- Writer, editor, and content strategist experienced in print, digital, video, and presentations
- Seasoned project leader able to build relationships and collaborate across departments
- Creative problem solver eager to pioneer original approaches to content
- Results genie who can quickly translate ideas into impact

### Experience

#### Writer, Editor, Content Strategist

Freelance

July 2000 – Present (16 years 4 months) | San Francisco Bay Area

Clients include: Grow Marketing, Tremor Video, iMatchative, PritchardPeck, Payton+Binnings, Alimat Inc., Funworks, AFAR Media, Sunset, Diablo, Outdoor Explorer, Random House

#### Contributing Editor

VIA magazine

May 2013 – March 2016 (2 years 11 months)

Conceived, assigned, and edited front-of-book columns and stories for AAA member travel magazine (circulation 3.2 million)



#### Content Strategist

Spotivate

June 2012 – October 2012 (5 months)

- Developed content strategy for a startup events website (acquired by Plum District in 2013)
- Recruited and trained writing team; established CMS workflow, editorial standards, and site voice
- Content resulted in 50% increase in email open rate and 2x click-throughs for Plum District



**Senior Producer, Travel & Living**

San Francisco Chronicle | SFGate.com

January 2007 – November 2011 (4 years 11 months)

San Francisco Chronicle

SFGATE

- Product manager for online Travel and Living sections, special packages, and interactive products
- Analyzed metrics and gathered user insights to guide daily programming and long-term strategy
- Increased monthly section traffic from 2.5 million page views in 2008 to 10 million+ in 2011
- Developed relationships with external content partners to increase site reach and revenue
- Collaborated on new technology strategies as part of a 6-person Emerging Media Team
- Hired and trained 3 community managers; guided 9 staff and freelance blogs

Other positions held: Travel &amp; Living Producer, Online Travel Editor

**Program Director, Script Frenzy**

Office of Letters and Light

August 2006 – July 2007 (1 year)

- Developed vision and standards for an international nonprofit screenplay-writing event
- Launched ScriptFrenzy.org, awarded the Web Marketing Association's Standard of Excellence
- Created all program materials, authored how-to's and pep talks, enlisted prominent guest writers

**Senior Editor**

VIA magazine

November 1997 – July 2000 (2 years 9 months)

via

- Spearheaded launch of Viamagazine.com; coordinated efforts of tech, design, and editorial teams
- Assigned and edited features and columns; managed freelancers at every stage of production
- Researched and wrote articles for AAA member travel magazine (circulation 3.2 million)

Other positions held: Associate Editor

**Managing Editor, The Berkeley Guides**

Fodor's Travel Publications

January 1994 – December 1996 (3 years)

Fodor's

- Managed a team of 6 editors; developed series-wide training programs and style manual
- Edited 7 guidebooks for final publication; established and met tight deadlines and budgets
- Trained and supported a team of 7 travel writers in the office and in the field

Other positions held: Editor, The Berkeley Guide to Germany &amp; Austria

## Education

**University of California, Berkeley**

BA, English Literature

Activities and Societies: Phi Beta Kappa

Berkeley  
UNIVERSITY OF CALIFORNIA**University of California, Los Angeles**

Master of Fine Arts (MFA), Film &amp; Digital Media Production

UCLA

## Languages

**English**  
Native or bilingual proficiency

**German**  
Limited working proficiency

**Spanish**

Elementary proficiency

Skills

- Content Strategy
- Storytelling
- Editing
- Writing
- New Media
- Digital Media
- Web Content
- Content Development
- Journalism
- Copy Editing
- Blogging
- Content Management
- Online Advertising

Recommendations

A preview of what LinkedIn members have to say about Kristina:

“ Kristina has been a FOV—Friend of Via—for longer than my 7+ years at the magazine, and she’s done it all: pitched, written, assigned, edited, proofed, projec...  
[See more](#)

“ As a producer at SFGate, Kristina was both an excellent product lead, managing a variety of redesigns, partner integrations, and product launches, as well as someone...  
[See more](#)

[Sign up to see who recommended Kristina](#)

Groups



Cal Band Alumni



Hearst Corporation - ...

View Kristina’s full profile to...

- See who you know in common
- Get introduced
- Contact Kristina directly

[View Kristina’s Full Profile](#)

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