

Appeal Tribune

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Travel Oregon unveils \$5M campaign

Animated promotional video slated to appear on television, online

Zach Urness Salem Statesman Journal
USA TODAY NETWORK

Travel Oregon is trying something different with its latest tourism campaign.

The state's tourism bureau rolled out a quirky animated video March 12 designed to "evoke the magical feeling of being in Oregon."

The video, which showcases surrealist images such as a caterpillar riding a bike, will play on television and online in Portland, San Francisco, Seattle and Phoenix.

It's all part of \$5 million campaign designed to stick out from the typical tourism shtick of grand vistas and scenic photography.

Travel Oregon is funded by the state's 1.8 percent hotel tax, which generates the bulk of the agency's \$75 million budget for the 2017-19 biennium.

"We thought Oregon deserved better than just another travel ad," said Wieden + Kennedy Art Director

Nick Stokes, who created the project. "So we turned to animation to try and capture its magic."

The campaign represents a stark departure from the agency's best-known marketing campaign, the "7 Wonders of Oregon," which debuted in 2014.

That campaign, which highlighted video and pictures of iconic places such as Crater Lake, was seen as a huge success and credited for boosting a tourism industry that generates \$11.3 billion in visitor spending.

But Travel Oregon director of global communications Linea Gagliano said that as the "7 wonders" model was replicated by other states, the agency decided to try new ways to stand out.

In response, they created a string of offbeat promotions, including the Travel Oregon Salmon, a talking robotic fish that hosts 360-degree videos and online content from throughout the state.

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A new tourism campaign from Travel Oregon aims to "evoke the magical feeling of being in Oregon."

PHOTO COURTESY OF TRAVEL OREGON

Stealing the green from green spaces



Fee boxes in the Little North Santiam Canyon were broken into multiple times this past summer.

ZACH URNESS/STATESMAN JOURNAL

Crime ring hit Oregon campgrounds in Opal Creek, Detroit Lake area

Zach Urness Salem Statesman Journal
USA TODAY NETWORK

They came to the forest equipped with lock cutters, crowbars — even a blowtorch.

A team of at least three people allegedly stole from numerous parks, campgrounds and trailheads in the Little North Santiam, Detroit Lake and Willamette National Forest areas last summer.

The team targeted remote areas to steal from fee tubes, often known as "iron rangers," where people drop envelopes with cash to park or camp, according to the Marion County Sheriff's Office.

In around 50 different incidents, more than \$30,000 in fees were lost and another \$5,000 was spent on material, repairs and staff time across Willamette National Forest. Marion County parks officials estimated they lost less than \$500 in fees and \$2,700 for material and repair.

"It was very frustrating," Marion County Parks Coordinator Russ Dillely said. "It takes money away from all the maintenance projects and improvements we're trying to provide to the public."

Three suspects have been identified.

Lorraine Kanthack, 54, of Gates, pleaded guilty to

three counts, including second-degree theft and methamphetamine possession. She was sentenced to 45 days in jail.

Michael Wheeler, 36, of Salem, was recently arrested on charges related to the case, police said.

Nora Rutherford, 47, of Ephrata, Wash., remains at large and is presumed to be in Washington.

Vandalism and theft are common problems on public lands across the West, especially in remote areas. The difference in this case, said Marion County Lt. Chris Baldrige, is the team planned its actions with more detail.

"It doesn't appear this was the type of random thing where somebody was up in the woods, saw the fee box and decided to try and steal the money inside," Baldrige said. "They were headed to specific areas to steal from the boxes. It was much more calculated and crafted."

It's unclear whether more people were involved, or if all the cases are connected, but the number of thefts was up in 2017, compared to past years, officials said. Baldrige said the investigation is ongoing.

The money stolen had been deposited by campers, hikers and people stopping for a swim at recreation sites. In most cases, people would put from \$5 to \$20 in the fee tubes to get a day-pass or reserve a campsite.

The U.S. Forest Service collected \$10.8 million in recreation fee revenues during 2017 in Washington and Oregon.

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Marion County Lt. Chris Baldrige, regarding the thefts

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Silverton High's Mr. SHS contest on April 14

Christena Brooks Special to Salem Statesman Journal
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Eight senior boys are competing in Silverton High School's annual pageant and fundraising campaign to earn money for Medical Teams International.

Their efforts will culminate in a pageant-style show at the high school at 7 p.m. on Saturday, April 14. Tickets are \$10.

Until then, the candidates are raising money in the community for their cause. Examples of their efforts range from an in-person collection to a football camp for elementary students, to a fundraiser by Thai Dish restaurant.

This year's Mr. SHS contestants are Joseph Schmitz, Colton Meyer, Josh Craig, Jared Johnson, Brennan Raynor, Jacob Rider, Mathew Stravens and Sam Twede.

Medical Teams International provides medical and dental care, humanitarian aid and holistic development programs to people in need around the world. Its core programs are refugee healthcare, disaster relief, services to children and mothers, providing health training and supplies, and mobile dental clinics.

Silverton Arts Association offers kids spring break classes

Christena Brooks Special to Salem Statesman Journal
USA TODAY NETWORK

Silverton Arts Association is offering daily classes for children during spring break, March 26-30.

Costs range from \$20 to \$45, depending on the class and whether or not a student's family is an association member.

■ Monday, March 26, from 10:30 a.m. to 2:30 p.m., is Ukrainian egg dying for kids aged 6-18.

■ Tuesday, March 27, 10 a.m. to noon, is LEGO camp for kids aged 5-10.

■ Wednesday, March 28, from 10 a.m. to noon is printmaking for kids 6-12.

■ Thursday, March 29, 10 a.m. to noon is Japanese ink painting for kids 9-13.

■ Friday, March 30, 10:30 a.m. to 2:30 p.m., is custom plaster mask-making for kids 9-13.

For more information, log on to <http://www.silvertonarts.org>.

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