

Gearhart: Social media has been integral

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On the community page "A Million Friends of Gearhart," political posts have erupted into debates about community character and property rights.

"The proponents of yes on 4-188 are a well-financed group of non-resident investors who want to destroy the residential quality of Gearhart and then (turn) it into their own totally resort commercial community," Widdop, the former mayor, posted.

"We do not make a profit on our rental home," short-term rental property owner Jim Whittemore said. "I need about 120 rental nights to break even. Last year we had about 93 nights and this year we will be below 90. You do the math. Nobody is trying to 'buy' anything. We just want our property rights restored. It is that simple."

Like Widdop, many voting "no" have taken issue with the number of out-of-state investors financing the proponents.

Proponents have \$25,000 in donations, many from outside the area, compared to the \$12,000 opponents have raised so far, according to reports available from the Oregon Secretary of State.

Both campaigns have spent roughly between \$10,000 and \$11,000 on campaign materials, according to the secretary of state's website.

Election a crossroads

"No" voters started the Facebook page "Keep Gearhart Residential" — out of necessity, they say.

"We have little money, few resources, but big community," said Lisa Cerveny, a part-time resident who runs the page. "We're making the most of what we have."

This is the first time Cerveny has participated in a political campaign in Gearhart. She decided to get involved after she saw this election as a crossroads for a town she's lived in for 20 years.

"We bought here because of the unique quality that Cannon Beach and Seaside don't have," Cerveny said. "I don't want to see this town be replaced with a resort mentality."

This election is more than about rentals, she said. "The town is choosing to exist one way or the other."

Developing the page, which now has almost 200 followers, was a grassroots effort, Cerveny said. It started as a venue to share information about the city's ordinance, but as it gained traction, a local videographer recorded, edited and circulated residents talking about why they love Gearhart — and why they oppose the measure.

Berg, who has lived in Gearhart since the 1970s, was one of the residents featured. For him, voting to keep the city's ordinance intact is a question of preserving a diverse community.



Polling sign in front of Gearhart City Hall.

R.J. Marx/The Daily Astorian

"Rich and poor, whether you have an income in four figures like me, or seven figures, we're all a part of the community when the summer season comes. To have us turn into a Seaside, where every permanent resident is surrounded by virtual motels, you tend to take that personally," Berg said. "We don't want the housing stock to be converted (to short-term rentals). You lose friends that way."

Cerveny said while their campaign has had success with traditional techniques, social media has been integral to getting their message out.

"The videos that have been produced, which are getting thousands of hits, are proving to be very effective in communicating to a broader audience," Cerveny said. "We're finding the format wonderfully flexible ... And it appears to be successful in reaching more and more people as the weeks go on."

'It just doesn't seem American'

Those in favor of the measure, however, remain skeptical of social media's impact in this election.

"In Gearhart, 90 percent of voters are 50 or older. Forty-nine percent of voters are 65 or older," said Townsend, a major voice of Gearhart Citizens for Fair and Reason-

able Government. "Those ain't social media people."

Proponents of the measure have a website called Gearhart For All, Yes on 4-188 campaign manager Larry Taylor said, where information about the measure is listed alongside names of those who support it. A Facebook page has existed since May, but as of Monday only had 20 followers.

Instead, Townsend, who has worked on 185 campaigns nationally, has been focusing on direct mail.

To him, the battleground of the debate is happening on front lawns, neighbor to neighbor, and in "letters to the editor."

"If (the measure) fails, it's not going to be because of the vehicle in which the information traveled. It will be the fact (the opposition) scared people," Townsend said. "The great irony of all this, we're not affected by this. We have our permit. We have off-street parking. There's nothing in it for us at all. But thinking of people like Sarah Nebeker, who has lived and given so much to the community, thinking that they can't keep their house to use as a rental — it just doesn't seem American."

With the election a week away, both sides are still fighting to educate voters. But the idea of an undecided voter in Gearhart on this issue is

unlikely, Taylor said.

"It's on the high end of emotionalism. You can see it in the Facebook posts," Taylor said. "People are formed into two camps, and there's not a lot of discussion happening." For Jeanne Mark, a longtime resident and vocal opponent of the measure, that emotionalism comes from how universal the issue has become.

"This is not just our little community — it's a world issue," Mark said. "But either way, we all have to be neighbors after this is over."

Medicare: Clatsop County had seven plans in 2009

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private insurers such as CareOregon, Moda Health and FamilyCare. Insurers negotiate with private health care providers to find the lowest-cost options.

Beazely, 71, has been covered through CareOregon's Star Medicare Advantage plan for the past year and a half, since he and his wife, Jan, moved to Cannon Beach. The couple uses providers in the Providence Health & Services network, the primary health care provider in South County.

Out of town, out of luck

Michelle Lewis, a local representative of the Senior Health Insurance Benefits Assistance program, helps seniors find health care coverage along with volunteer counselors during the open enrollment period from Oct. 15 to Dec. 7.

Lewis has seen a continuing trend of rural areas losing their plan options. Clatsop County had seven plans in 2009, compared to two as of next year, she said.

"It doesn't surprise me," Lewis said. "You have to have a certain number of patients to make a profit."

A report in August by the Kaiser Family Foundation, a nonprofit focusing on health care issues, found that 147 mostly rural counties across 14 states have no Medicare Advantage plans, including Washington's Pacific County.

"It is not entirely clear why insurers are not offering

Medicare Advantage plans in these mostly rural counties, but it could be because they have less leverage to negotiate rates with hospitals and other health care providers, making these counties potentially less profitable than others," the report said.

The lack of counties offering Medicare Advantage is about eight times that of counties that might lack insurance carriers under the federal Affordable Care Act next year. But unlike people relying on the Affordable Care Act, Medicare Advantage customers like Beazely can always fall back on traditional Medicare, although he said that option would be too expensive for him and his wife.

Beazely can also switch to Moda Health or FamilyCare, the two Medicare Advantage plans left in Clatsop County next year. But he is not a fan of Moda Health, he said, and FamilyCare's provider network is 20 miles north in Astoria.

Beazely attended a recent town hall by U.S. Rep. Suzanne Bonamici to voice his concerns, and said he recently sat down with executives at Providence Seaside Hospital, who are trying to work out a deal with FamilyCare to expand its provider network in Clatsop County.

Beazely is waiting to hear what comes of that deal, he said. "I'm waiting on Providence Seaside Hospital to see if they can pull this rabbit out of a hat with FamilyCare."

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The CMH General Surgery Clinic and wound care services has moved to a new location. The new location will give us more space and allow us to serve you better:

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Phone: 503-338-4670
Fax: 503-338-4671

To reach the new location, park on the west side of Columbia Memorial Hospital and enter through the main doors. Make a quick right and follow the hallway to Professional Office Building #1. Use the stairs or elevator on your left to reach the second floor and Suite 270.



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TV SCHEDULE

Evening listings
TUESDAY

TUESDAY EVENING		A - Charter Astoria/ Seaside - L - Charter Long Beach										OCTOBER 31	
A	L	6 PM	6:30	7 PM	7:30	8 PM	8:30	9 PM	9:30	10 PM	10:30	11 PM	11:30
2	KATU	(2) KATU News at 6 (N)		Jeopardy! (N)	Wheel Fortune (N)	The Middle (N)	Fresh Off-Boat (N)	Black-ish (N)	The Mayor (N)	World "Brutal Acts of Kindness" (N)		KATU News (N)	(3:55) Jimmy Kimmel
5	KOMO	(4) KOMO 4 News (N)		Wheel of Fortune	Jeopardy!	The Middle (N)	Fresh Off-Boat (N)	Black-ish (N)	The Mayor (N)	World "Brutal Acts of Kindness" (N)		KOMO 4 News (N)	(3:55) Jimmy Kimmel
5	KING	(5) NBC News (N)	KING 5 News (N)	KING 5 News (N)	Evening	The Voice "Best of the Season" (N)	This Is Us "Tess" (N)	Law & Order (N)		Law & Order (N)		KING 5 News (N)	(3:55) Tonight Show
6	KOIN	(6) KOIN Local 6 (N)	Evening News (N)	Extra	Ent. Tonight	NCIS "Trapped" (N)	Bull "The Exception to the Rule" (N)	NCIS:NewOrleans "Acceptable Loss" (N)	KOIN 6 News (N)	(3:55) Colbert		KOIN 6 News (N)	(3:55) Colbert
6	KIRO	(7) KIRO 7 News (N)	Evening News (N)	KIRO 7 News (N)	Ent. Tonight	NCIS "Trapped" (N)	Bull "The Exception to the Rule" (N)	NCIS:NewOrleans "Acceptable Loss" (N)	KIRO News (N)	(3:55) Colbert		KIRO News (N)	(3:55) Colbert
8	KGW	(3) KGW News at 6:00 p.m. (N)		Live at 7 (N)	Inside Edition	The Voice "Best of the Season" (N)	This Is Us "Tess" (N)	Law & Order (N)		Law & Order (N)		KGW News (N)	(3:55) Tonight Show
9	KRCW	(3) Modern Family	Modern Family	The Goldbergs	The Goldbergs	Flash "Elongated Journey Into Night" (N)	News at 10 (N)	Mom		Mom		Two and a Half	Two and a Half
10	KOPB	(10) Ask-Old House	Business (N)	PBS NewsHour (N)		Finding/ Roots "Immigrant Nation" (N)	Vietnam War "Things Fall Apart (January 1968-July 1968)"	America's Secret War		America's Secret War		There, and Back	There, and Back
12	KPTV	(12) (5:00) MLB Baseball World Series (L)				To Be Announced	Family Feud	Family Feud		10 O'Clock News (N)		News (N)	Page Six TV
13	KPDx	(13) (5:00) MLB Baseball World Series (L)		Mike & Molly	Mike & Molly	FOX 12's News (N)	9 O'Clock News (N)	Family Guy	American Dad!	News (N)		The Game	The Game
13	KCPQ	(13) (5:00) MLB Baseball World Series (L)		Seinfeld	Seinfeld	Q13 News (N)	Big Bang Theory	Big Bang Theory	Q13 News at 10 (N)	Q13 News (N)		The Simpsons	The Simpsons
20	TBS	(20) Seinfeld	Seinfeld	Big Bang Theory	Big Bang Theory	Big Bang Theory	Big Bang Theory	Big Bang Theory	The Joker's Wild	Drop the Mic (N)		Conan	Conan
22	KZJO	(22) Friends	Friends	The Goldbergs	The Goldbergs	Modern Family	Modern Family	Q13 News at 9 (N)	Big Bang Theory	Big Bang Theory		Two and a Half	Two and a Half
29	ESPN	(29) (5:00) MLS Soccer (L)				ESPN Films "Baltimore Boys"	SportsCenter With Scott Van Pelt (N)	SportsCenter (N)		SportsCenter (N)		SportsCenter (N)	SportsCenter (N)
30	ESPN2	(30) (5:00) NCAA Football (L)				College Football Playoff "Top 25" (N)	NFL Live	Van Talk (N)	Jalen & Jacoby (N)			ESPN Films "Catching Hell"	ESPN Films "Catching Hell"
31	NICK	(31) The Loud House	Henry Danger	Henry Danger	The Thundermans	The Thundermans	NickyRickyDicky	Full House	Full House	Full House		Friends	Friends
32	DISN	(32) Hotel Transylvania	Hotel Transylvania	Hotel Transylvania	Hotel Transylvania	Hotel Transylvania	Hotel Transylvania	Hotel Transylvania	Hotel Transylvania	Hotel Transylvania		Bizaardvark	Raven's Home
34	FAM	(34) (4:30) Hocus Pocus	(40) *** Hocus Pocus '93	Sarah Jessica Parker, Kathy Najimy, Bette Midler.	(50) *** Hocus Pocus (1993, Comedy)	Sarah Jessica Parker, Kathy Najimy, Bette Midler.	(45) FXM Presents	*** The Watch (2012, Comedy)	Vince Vaughn, Ben Stiller.	(55) FXM Presents		The 700 Club	The 700 Club
35	FMC	(35) (5:55) The Book of Life	(14) Diego Luna.	(50) FXM Presents	*** Kung Fu Panda 2 ('11, Ani)	Angelina Jolie, Jack Black.	(45) FXM Presents	*** The Watch (2012, Comedy)	Vince Vaughn, Ben Stiller.	(55) FXM Presents		Dance Moms	Dance Moms
36	LIFE	(36) Grey's Anatomy		Dance Moms	Dance Moms: Dance and Chat	H.S. Football Kentlake vs. Kentwood		Dance Moms		So Sharp		Dance Moms	Dance Moms
39	ROOT	(39) (4:30) UEFA Soccer Champions League		Undeniable Joe Buck "Joe Theismann"								AMA Supercross	AMA Supercross
39	FS1	(39) (5:00) UFC Fight Night		To Be Announced				To Be Announced		Speak for Yourself		Skip and Shannon	Skip and Shannon
43	SPIKE	(43) Friends	Friends	Friends	Friends	Friends	Friends	Ink Master "Smells Like Seattle Spirit"	Ink Master "Angels in Hotlanta" (N)	Tattoo Nightmares		Tattoo Nightmares	Tattoo Nightmares
44	COM	(44) Futurama	Tosh.0	Tosh.0	Tosh.0	Tosh.0	Tosh.0	Tosh.0	Tosh.0	Jim Jefferies (N)		The Daily Show (N)	The Opposition (N)
45	HIST	(45) Forged in Fire "The Shotel"		Forged in Fire "Hunga Munga"	Forged in Fire "Knights Templar" (N)	Forged in Fire "Viking Edition" (N)	Forged in Fire "Viking Edition" (N)	Remini: Scientology "The Ranches"	Remini: Scientology (N)	(05) CountCars (N) (35) CountCars (N)		Forged in Fire "Viking Edition"	Forged in Fire "Viking Edition"
46	A&E	(46) Remini: Scientology		L. Remini "The Rise of David Miscavige"	Remini: Scientology	Remini: Scientology	Remini: Scientology	Remini: Scientology "The Ranches"	Remini: Scientology (N)	(05) Remini (N) (10) Remini		The Little Couple "I Love Candy!" (N)	The Little Couple "I Love Candy!" (N)
47	TLC	(47) Say Yes-Dress	Say Yes-Dress	7 Little Johnstons "The M Word"	Little Couple "Quack! Quack! Quack!"	Little Couple "Just the Facts, Please"	Little Couple "Just the Facts, Please"	To Be Announced				Naked and Afraid "Lord of the Rats"	Naked and Afraid "Lord of the Rats"
48	DISC	(48) Naked and Afraid "Fear the Unknown"		Naked and Afraid "The Monster"	Naked and Afraid "Himalayan Hell"	Street Justice: The Bronx	Street Justice: The Bronx	Naked and Afraid "The Hunted"				Inside the Iraq War	Inside the Iraq War
49	NGEO	(49) Inside Combat Rescue "The Last Stand"		Inside Combat "Into the Hot Zone"	Inside Combat "The Golden Hour"	Major Crimes "Sanctuary City Part 1"	Major Crimes "Sanctuary City Part 1"	Major Crimes "Sanctuary City Part 1"				Law & Order "Tragedy on Rye"	Law & Order "Tragedy on Rye"
50	TNT	(50) Major Crimes "Intersection"		Major Crimes "Shockwave Part 1"	Major Crimes "Shockwave Part 2"	Major Crimes "Sanctuary City Part 1"	Major Crimes "Sanctuary City Part 1"	Major Crimes "Sanctuary City Part 1"				Movie	Movie
51	AMC	(51) (5:00) *** Halloween 2 ('09) Sheri Moon Zombi.		*** Halloween	(1978, Horror) Jamie Lee Curtis, P.J. Soles, Donald Pleasence.	*** Halloween 4: The Return of Michael Myers ('88) Donald Pleasence.	*** Halloween 4: The Return of Michael Myers ('88) Donald Pleasence.	Chrisley Knows (N) Chrisley (SF) (N)	(05) Modern Fam	(35) Modern Fam		Chopped "Midnight Snack Attack"	Chopped "Midnight Snack Attack"
52	FOOD	(52) Chrisley Knows	Chrisley Knows	Chrisley Knows	Chrisley Knows	WWE Super Smackdown	WWE Super Smackdown	Chopped "Chefs in A Pickle"	Chopped "Alton's Challenge: Part 4" (N)	Chopped "Alton's Challenge: Part 4" (N)		House Hunters	House Hunters
53	USA	(53) Chopped	Chopped	Chopped "Million Dollar Baskets"	Chopped "Entre Basket Blues"	Chopped "Chefs in A Pickle"	Chopped "Chefs in A Pickle"	House Hunters	House Hunters	House Hunters		House Hunters	House Hunters
54	HGTV	(54) Fixer Upper	Fixer Upper	Fixer Upper	Fixer Upper	Fixer Upper "Space in the Suburbs"	Fixer Upper "Space in the Suburbs"	Cult "Drink the Kool-Aid" (N)	Cult "Drink the Kool-Aid" (N)	CNN Tonight With Don Lemon		CNN Tonight With Don Lemon	CNN Tonight With Don Lemon
56	FX	(56) *** The Purge (2013, Horror) Lena Headey, Max Burkholder, Ethan Hawke.		*** The Purge: Anarchy (2014, Horror) Kiele Sanchez, Zach Gilford, Frank Grillo.				Anderson Cooper 360	Anderson Cooper 360	Fox News Tonight		Tucker Carlson Tonight	Tucker Carlson Tonight
57	CNN	(57) Anderson Cooper 360		CNN Tonight With Don Lemon	Tucker Carlson Tonight	Hannity	Hannity	Anderson Cooper 360	Anderson Cooper 360	Fox News Tonight		Tucker Carlson Tonight	Tucker Carlson Tonight
58	FNC	(58) Hannity		Fox News Tonight	Tucker Carlson Tonight	Hannity	Hannity	Fox News Tonight	Fox News Tonight	Fox News Tonight		Tucker Carlson Tonight	Tucker Carlson Tonight
61	CNBC	(61) Shark Tank		Adventure Capitalists "Canyonlands" (N)	Shark Tank	Shark Tank	Shark Tank	Filthy Rich Guide				Paid Program	Paid Program
63	BRV	(63) BelowD. "100 Feet From Catastrophe"		Below Deck "Blindsided"	Below Deck "Under Cover Boss"	Below Deck (N)	Below Deck (N)	Below Deck				WatchWhat (N)	WatchWhat (N)
64	TCM	(64) Movie	*** The Haunting (1963, Horror) Claire Bloom, Richard Johnson, Julie Harris.	*** House on Haunted Hill ('58) Vincent Price.				Below Deck				Movie	Movie
65	SYFY	(65) (5:00) A Nightmare on Elm Street 4: ...		*** A Nightmare on Elm Street 5: The Dream Child ('89) Robert Englund.		*** Freddy's Dead: The Final Nightmare ('91) Lisa Zane, Robert Englund.		A Nightmare on Elm Street				A Nightmare on Elm Street	A Nightmare on Elm Street
69	RFD	(69) (5:30) Cattlemen	Women's Rodeo	Horse. "How It's Made: Martin Saddles"	Chris Cox	Rural Eve. News	Ag PhD (N)	Cattlemen to Cattlemen		Women's Rodeo		Product Showcase	Product Showcase