



Rockaway Beach Marketing Report: November 2020
Prepared by Nan Devlin, Visit Tillamook Coast

Website

See attached report

- Most visited page: Lodging; second most visited page: restaurants; third: shopping
- Searches are down (normal for November), but time spent on website increased by nearly a minute, to 4:42 minutes (this is way above industry standard)
- Visitors by cities: Portland, Seattle, Vancouver, Beaverton, Hillsboro, Eugene, Gresham, Milwaukie, Fresno, Denver

Social media

See attached report

- Video continually gets the most engagement

Broadcast

- Grant's Getaways featured a story on the Old Growth Cedar Trail on KGW, four viewings on Nov 20 and 21. Don Best is featured, too.
- Here's the short version (it is also posted on the home page of visitrockawaybeach.org

<https://www.youtube.com/watch?v=vhJhGWw8Jvk&feature=youtu.be>

- A version with script is on the KGW website:

<https://www.kgw.com/article/travel/destinations/grants-getaways/grants-getaways-old-cedar-trail/283-6818ce60-8421-4549-af46-0a99d43cbce1>

- Visit Tillamook Coast is a sponsor of Grant's Getaways, giving our area a minimum of eight stories per year, and we have input on what is shown.

Earned media

Black winemaker pours round for social justice

Article in Portland Tribune (see attached article)

<https://pamplinmedia.com/pt/11-features/488153-392647-black-winemaker-pours-round-for-social-justice>

Winemaker Eunice Chiweshe Goldstein has vineyard in Rockaway Beach, winery and tasting room in Astoria <https://www.eunicechiweshegoldsteinwinery.com/>

Upcoming:

December: two-page article in Boise Weekly and Portland Tribune

ROCKAWAY BEACH

OREGON

Trend Report

November 2020

Executive Summary



Here are the highlights:

Even though these numbers show that traffic is down, if you look at the traffic from 11/5 to 11/23 (Slide 7), you will see an uptick because that is when PPC advertising kicked in. It was turned-on November 1st, but we discovered some Malware on the website which was quickly resolved, and the ads started on the 5th.

November 2020 compared to October 2020*

- Sessions are down 53%
- Users are down 53%
- Pages per session are up 2%
- Avg Session Duration is up 0.36%
- Organic is up 30%
- Direct is down 64%
- Social is down 43%
- Referral is up 117%
- Paid is up 100%

November 2020 compared to November 2019*

- Sessions are down 25%
- Users are down 25%
- Pages per session are down 7%
- Avg Session Duration is up 25%
- Organic is up 2%
- Direct stayed the same
- Social is down 58%
- Referral is up 44%
- Paid is down 52% because it has only been running for 19 days

*Traffic numbers are compiled with spam traffic removed.

ROCKAWAY BEACH
OREGON

Analytics

November 2020



response interactive

Trend Report



<https://visitrockawaybeach.org/>

	Wildfires COVID-19 Referral Spam Removed		COVID-19 Referral Spam Removed		COVID-19 Referral Spam Removed	
	2020		2020		2020	
Stats	September		October		November	
Website	08/23 to 9/22		09/23 to 10/22		10/23 to 11/22	
All visitors	863	-56.78%	373	26.54%	472	
Google	486	-65.02%	170	28.24%	218	
Live/Bing	95	-84.21%	15	73.33%	26	
Yahoo	48	-66.67%	16	-31.25%	11	
Inbound links*	123	-5.69%	116	0.86%	117	
Visits from keyphrase search	643	-67.96%	206	26.21%	260	
Average Session Duration (in seconds)	269	2.23%	275	-3.70%	265	
Pages per Session	4.16	-2.16%	4.07	-16.71%	3.39	
Adwords						
Clicks	-	na	-	na	423	
Impressions	0	na	0	na	6,627	
Click-Through Rate	0.00%	na	0.00%	na	6.38%	
Avg CPC	\$0.00	na	\$0.00	na	\$0.97	
Avg. Position	na	∞	na	∞	na	
Total Cost	\$0.00	NA	\$0.00	NA	\$410.65	

Numbers have increased since we turned on Google Ads.

If you compare "All Visitors" for November with "Total Clicks" for Google Ads, it appears that most traffic came from Google Ads. This is not the case.

The reason it looks this way is that spam traffic has been removed from the "All Visitors" report, but not from the Google Ads report.

Overall traffic increased 27% from October and search traffic increased 26%.

(See next slide for comparison to last November.)

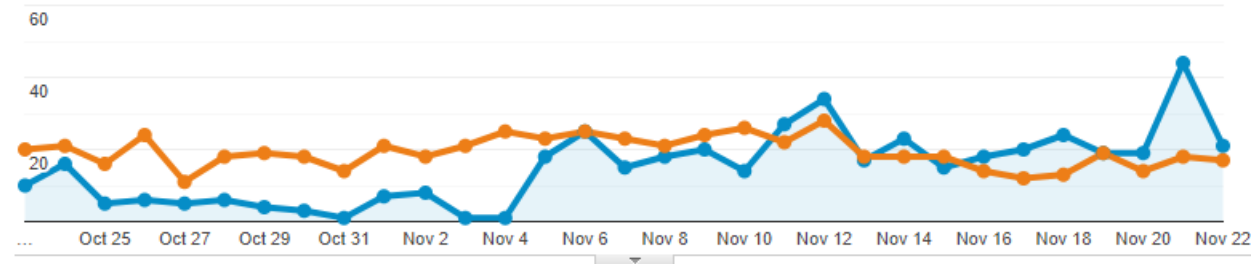
Inbound links increased to 117.

People visited a little over three pages and stayed about 4 ½ minutes per visit on average.

Audience Overview

Oct 23, 2020 - Nov 22, 2020: ● Users

Oct 23, 2019 - Nov 22, 2019: ● Users



Users

Referral Spam Removed 1...

-22.77%

451 vs 584



New Users

Referral Spam Removed 1...

-19.33%

434 vs 538



Sessions

Referral Spam Removed 1...

-24.60%

472 vs 626



Number of Sessions per User

Referral Spam Removed 1...

-2.37%

1.05 vs 1.07



Pageviews

Referral Spam Removed 1...

-33.49%

1,599 vs 2,404



Pages / Session

Referral Spam Removed 1...

-11.78%

3.39 vs 3.84



Avg. Session Duration

Referral Spam Removed 1...

17.98%

00:04:42 vs 00:03:59



Bounce Rate

Referral Spam Removed 1...

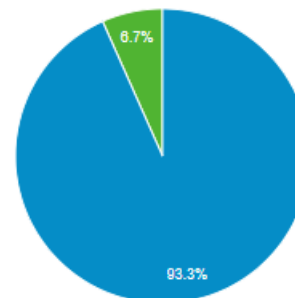
0.00%

0.00% vs 0.00%

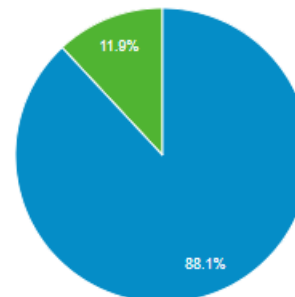


■ New Visitor ■ Returning Visitor

Oct 23, 2020 - Nov 22, 2020



Oct 23, 2019 - Nov 22, 2019



When comparing last November to this November, the number of sessions have decreased 25%.

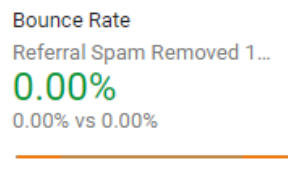
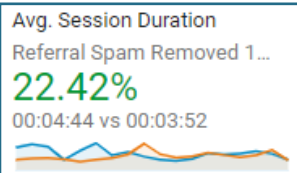
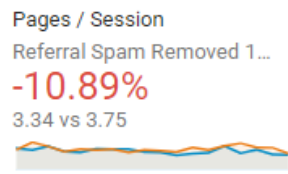
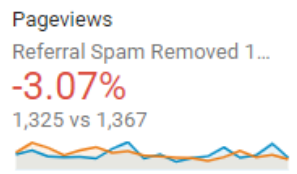
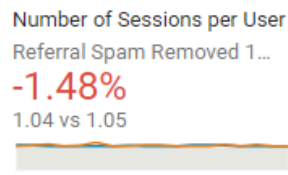
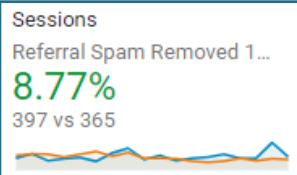
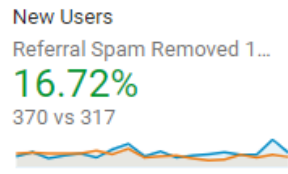
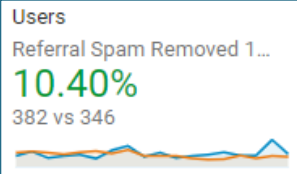
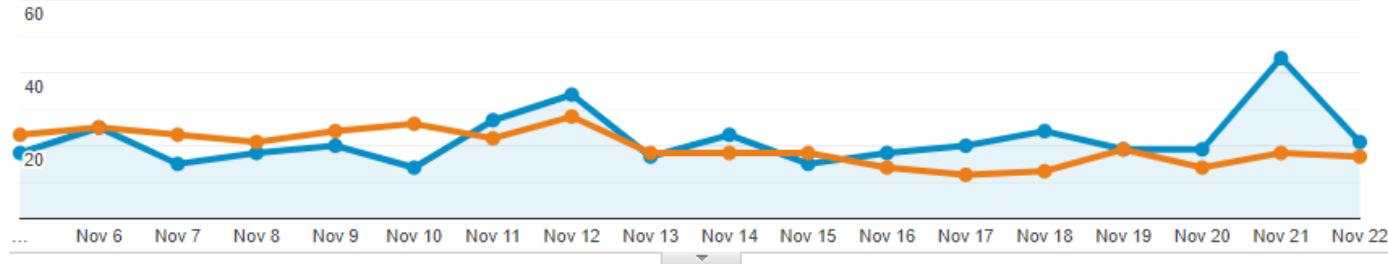
Average Session Duration increased from 3:59 minutes to 4:42 minutes and pages per session decreased slightly from 3.84 to 3.39 pages.

See the next slide to view the numbers with PPC turned on from 11/5 to 11/22 which shows a healthier report.

Audience Overview with PPC

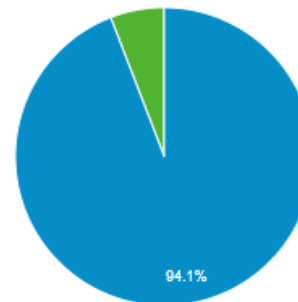
Nov 5, 2020 - Nov 22, 2020: Users

Nov 5, 2019 - Nov 22, 2019: Users

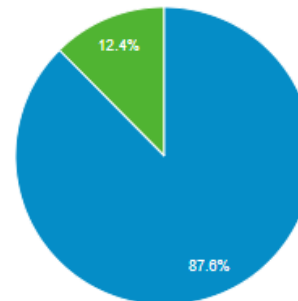


■ New Visitor ■ Returning Visitor

Nov 5, 2020 - Nov 22, 2020



Nov 5, 2019 - Nov 22, 2019



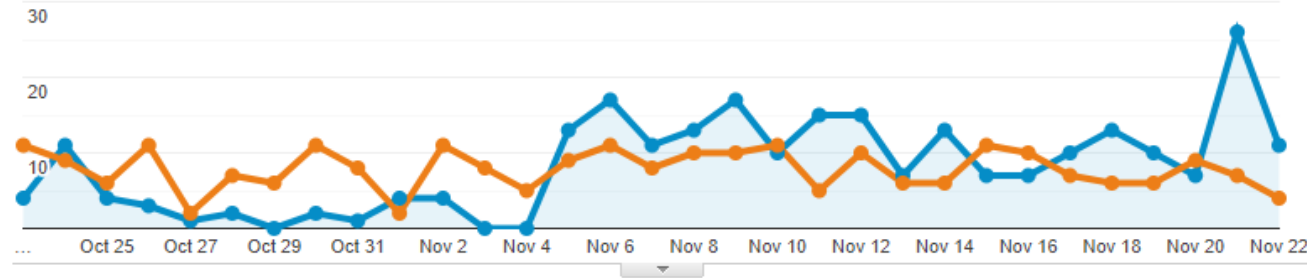
Looking at the traffic from when PPC kicked in on November 5th, we see that Users are up 10% and sessions are up 9%.

The previous slide shows the entire 30 days from 10/23 to 11/22.

Search Traffic Overview

Oct 23, 2020 - Nov 22, 2020: ● Users

Oct 23, 2019 - Nov 22, 2019: ● Users



Primary Dimension: [Keyword](#) [Source](#) [Landing Page](#) [Other](#)

Plot Rows

Secondary dimension

Sort Type: Default

Q

advanced

Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
Referral Spam Removed 11/02/2018	5.91% ↑ 251 vs 237	13.33% ↑ 238 vs 210	1.56% ↑ 260 vs 256	0.00% 0.00% vs 0.00%	14.23% ↓ 3.46 vs 4.03	14.43% ↑ 00:05:28 vs 00:04:46
1. google						
Oct 23, 2020 - Nov 22, 2020	210 (83.67%)	198 (83.19%)	218 (83.85%)	0.00%	3.41	00:05:28
Oct 23, 2019 - Nov 22, 2019	203 (85.65%)	180 (85.71%)	221 (86.33%)	0.00%	3.87	00:04:34
% Change	3.45%	10.00%	-1.36%	0.00%	-11.89%	19.76%
2. bing						
Oct 23, 2020 - Nov 22, 2020	25 (9.96%)	24 (10.08%)	26 (10.00%)	0.00%	3.77	00:04:29
Oct 23, 2019 - Nov 22, 2019	21 (8.86%)	19 (9.05%)	22 (8.59%)	0.00%	4.95	00:06:33
% Change	19.05%	26.32%	18.18%	0.00%	-23.92%	-31.58%

When comparing last November to this November, the number of organic search sessions have increased about 2%.

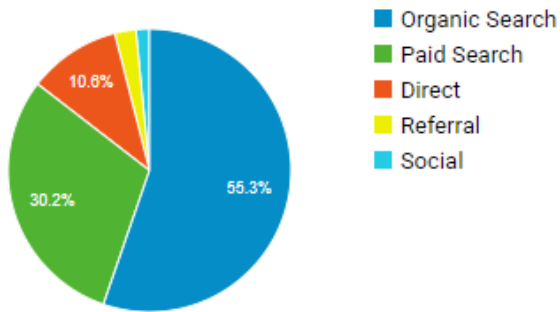
Average Session Duration increased from 4:46 minutes to 5:28 minutes and pages per session decreased from 4.03 to 3.46 pages.

The analytics are looking a bit better, but with the stay-at-home order in effect, this may not last.

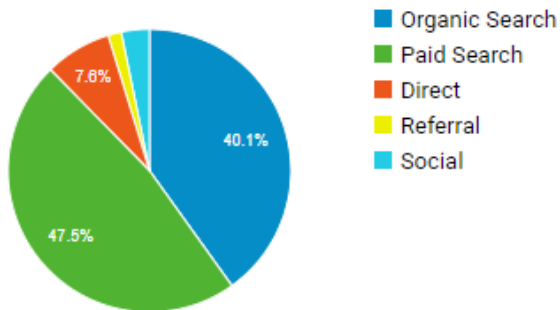
Channel Mix

Top Channels

Oct 23, 2020 - Nov 22, 2020



Oct 23, 2019 - Nov 22, 2019



	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
Referral Spam ...	22.77% ↓	19.33% ↓	24.60% ↓	0.00%	11.78% ↓	17.98% ↑
1 Organic Search	5.91% ↑			0.00%		
2 Paid Search	51.25% ↓			0.00%		
3 Direct	6.67% ↑			0.00%		
4 Referral	22.22% ↑			0.00%		
5 Social	63.16% ↓			0.00%		

Organic and Paid are the top traffic drivers. These two channels make up 86% of all user traffic.

Organic traffic increased about 6%, Paid decreased 51% from last year and Referral increased 22%, while social traffic decreased 63%.

Top 10 Pages Visited

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
Referral Spam Removed 11/02/2018	1,599 % of Total: 60.02% (2,664)	1,200 % of Total: 53.29% (2,252)	00:01:58 Avg for View: 00:02:03 (-3.87%)	472 % of Total: 31.03% (1,521)	0.00% Avg for View: 68.51% (-100.00%)	29.52% Avg for View: 57.09% (-48.30%)
1. /	222 (13.88%)	155 (12.92%)	00:01:53	130 (27.54%)	0.00%	18.47%
2. /rockaway-beach-lodging-guide/	135 (8.44%)	96 (8.00%)	00:01:26	72 (15.25%)	0.00%	19.26%
3. /rockaway-beach-restaurants/	101 (6.32%)	66 (5.50%)	00:01:53	6 (1.27%)	0.00%	30.69%
4. /things-to-do/	78 (4.88%)	55 (4.58%)	00:01:49	27 (5.72%)	0.00%	24.36%
5. /restaurants/grumpys-cafe/	65 (4.07%)	41 (3.42%)	00:02:36	36 (7.63%)	0.00%	33.85%
6. /outdoor/	59 (3.69%)	52 (4.33%)	00:02:52	4 (0.85%)	0.00%	40.68%
7. /current-events/	51 (3.19%)	41 (3.42%)	00:01:32	8 (1.69%)	0.00%	37.25%
8. /rockaway-beach-shopping/	48 (3.00%)	31 (2.58%)	00:01:49	10 (2.12%)	0.00%	31.25%
9. /eat-sleep/	39 (2.44%)	37 (3.08%)	00:00:31	0 (0.00%)	0.00%	28.21%
10. /lodging-guide-hotels-motels/	34 (2.13%)	23 (1.92%)	00:01:06	7 (1.48%)	0.00%	14.71%

The Home Page received the most traffic, followed by the Lodging guide. Guide pages continue to do quite well (outlined in orange).

Visitors by Top 10 Cities

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
Referral Spam Removed 11/02/2018	451 % of Total: 33.38% (1,351)	434 % of Total: 32.53% (1,334)	472 % of Total: 31.03% (1,521)	0.00% Avg for View: 68.51% (-100.00%)	3.39 Avg for View: 1.75 (93.42%)	00:04:42 Avg for View: 00:01:32 (205.43%)
1. Portland	91 (20.00%)	86 (19.82%)	93 (19.70%)	0.00%	3.05	00:03:53
2. Seattle	33 (7.25%)	29 (6.68%)	35 (7.42%)	0.00%	3.37	00:03:06
3. Tillamook	22 (4.84%)	20 (4.61%)	23 (4.87%)	0.00%	3.00	00:03:09
4. Rockaway Beach	18 (3.96%)	18 (4.15%)	19 (4.03%)	0.00%	3.42	00:04:38
5. (not set)	15 (3.30%)	14 (3.23%)	15 (3.18%)	0.00%	3.40	00:02:15
6. Vancouver	15 (3.30%)	13 (3.00%)	17 (3.60%)	0.00%	4.18	00:08:18
7. Beaverton	11 (2.42%)	11 (2.53%)	11 (2.33%)	0.00%	3.09	00:05:57
8. New York	9 (1.98%)	7 (1.61%)	9 (1.91%)	0.00%	3.22	00:05:49
9. Hillsboro	8 (1.76%)	8 (1.84%)	8 (1.69%)	0.00%	3.00	00:03:23
10. Eugene	6 (1.32%)	6 (1.38%)	6 (1.27%)	0.00%	4.33	00:06:55
11. Gresham	5 (1.10%)	5 (1.15%)	5 (1.06%)	0.00%	2.40	00:02:06
12. Milwaukie	4 (0.88%)	3 (0.69%)	4 (0.85%)	0.00%	3.25	00:05:41
13. Fresno	3 (0.66%)	3 (0.69%)	3 (0.64%)	0.00%	5.00	00:02:04
14. Denver	3 (0.66%)	3 (0.69%)	3 (0.64%)	0.00%	3.33	00:07:40

Most traffic comes from Portland, followed by Seattle and then Vancouver.

The cities crossed out are the cities that were requested to be excluded, except New York.

New York was excluded because these visitors are probably looking for Rockaway Beach, NY.

Top Referral Traffic

Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
Referral Spam Removed 11/02/2018	11 % of Total: 0.81% (1,351)	9 % of Total: 0.67% (1,334)	13 % of Total: 0.85% (1,521)	0.00% Avg for View: 68.51% (-100.00%)	4.00 Avg for View: 1.75 (128.38%)	00:03:29 Avg for View: 00:01:32 (126.35%)
1. visittheoregoncoast.com	6 (54.55%)	5 (55.56%)	6 (46.15%)	0.00%	5.17	00:02:02
2. en.m.wikipedia.org	2 (18.18%)	2 (22.22%)	2 (15.38%)	0.00%	2.00	00:01:03
3. 24timezones.com	1 (9.09%)	1 (11.11%)	1 (7.69%)	0.00%	2.00	00:01:24
4. secure242.inmotionhosting.com:2083	1 (9.09%)	0 (0.00%)	3 (23.08%)	0.00%	3.00	00:08:46
5. vacationrentalsmanzanita.com	1 (9.09%)	1 (11.11%)	1 (7.69%)	0.00%	6.00	00:03:17

Referral sites stayed at 4 from the last report. The fourth URL, which is crossed out, is the hosting company.

Keyword Rankings Summary



visitrockawaybeach.org
Rockaway Beach Oregon | Small Town, Big Stories

39% visibility in all search engines ↑ 5%

Keywords: 75 | Search engines: 3 | Compare to: First | Nov 27, 2020

Visibility Progress Graph

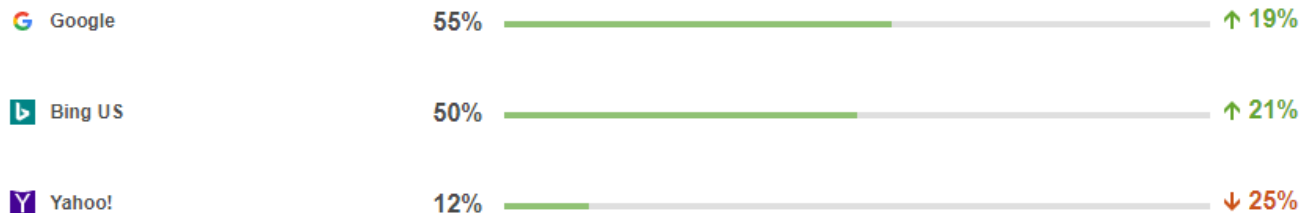


Rankings have been volatile for the past several months.

It is hard to say if this is COVID related or algorithm changes.













We are making a comeback and are still better off than when we started this process.

Visibility by Search Engine



Also note that rankings have increased around 20% for both Google and Bing. Yahoo is bringing our numbers down.

Tracked Keywords in Google Top 10

#	Keyword	Google Rank ▲	Google Differ...	Yahoo! Rank	Yahoo! Differ...	Bing US Rank	Bing US Differ...
1	visitrockawaybeach.org	 SiteLinks1	0 ▯	Not in top 50	Dropped →	1	0 ▯
2	Rockaway Beach Access	1	+1 ↑	2	0 ▯	2	+1 ↑
3	Rockaway Beach blog	1	+1 ↑	Not in top 50	Dropped →	1	+2 ↑
4	Rockaway Beach Oregon directions	1	+6 ↑	Not in top 50	Dropped →	3	-1 ↓
5	North end Rockaway Beach	1	0 ▯	Not in top 50	Dropped →	1	0 ▯
6	Rockaway Beach annual events	1	0 ▯	Not in top 50	Dropped →	1	Entered ←
7	Rockaway Beach south end	1	0 ▯	Not in top 50	Dropped →	1	0 ▯
8	Beach Combing Rockaway Beach	1	+5 ↑	Not in top 50	Dropped →	1	0 ▯
9	rockaway beach in oregon	 Image1(3)	+7 ↑	5	0 ▯	5	Entered ←
10	Rockaway Beach Wayside	2	-1 ↓	Not in top 50	Dropped →	1	+4 ↑
11	Beach Safety for Dogs Rockaway Beach	2	+29 ↑	Not in top 50	Dropped →	1	0 ▯
12	whale watching rockaway beach oregon	3	+9 ↑	 Image4(1)	-1 ↓	4	+16 ↑
13	where is rockaway beach oregon	3	+5 ↑	5	-1 ↓  Image1(4)	+3 ↑	
14	Rockaway Beach Campgrounds	3	+13 ↑	Not in top 50	Dropped →	1	+4 ↑
15	Rockaway Beach Shopping	3	+3 ↑	 Image4(4)	-2 ↓  Image4(4)	-1 ↓	
16	rockaway beach oregon things to do	4	0 ▯	4	-1 ↓  Image1(1)	+2 ↑	
17	things to do rockaway beach oregon	4	0 ▯	Not in top 50	Dropped →  Image1(1)	+6 ↑	
18	Beach Safety for Dogs oregon	4	Entered ←	Not in top 50	Stays out ×  Local1(1)	Entered ←	
19	things to do in rockaway beach oregon	4	0 ▯	Not in top 50	Dropped →  Image1(1)	Entered ←	
20	Manhattan Beach Oregon	4	+11 ↑	Not in top 50	Dropped →	Not in top 50	Stays out ×
21	what to do in rockaway beach oregon	5	-1 ↓	Not in top 50	Dropped →  Image1(2)	+7 ↑	
22	rockaway beach activities	5	-2 ↓	Not in top 50	Dropped →  Image3(2)	0 ▯	
23	rockaway beach lodging	5	+17 ↑	Not in top 50	Dropped →	12	+6 ↑

Top 10 Rankings in Google dropped from 36 to 35 keywords from last month.

The column outlined in green shows what position the phrase shows up on Google.

In September, Yahoo traffic dropped off the map. I researched this issue and have fixed the problem. We are beginning to see a recovery in Yahoo traffic this month (Outlined in red).

See next slide.

Tracked Keywords in Google Top 10

#	Keyword	Google Rank ▲	Google Differ...	Yahoo! Rank	Yahoo! Differ...	Bing US Rank	Bing US Differ...
24	rockaway beach or	6	-1 ↓	Not in top 50	Dropped →	4	-1 ↓
25	twin rocks	6	+4 ↑	8	Entered ←	4	Entered ←
26	rockaway beach ore	6	+1 ↑	Not in top 50	Dropped →	5	-1 ↓
27	rockaway oregon	6	-1 ↓	Not in top 50	Dropped →	5	-2 ↓
28	RV PARKS NEAR ROCKAWAY BEACH	6	+12 ↑	Not in top 50	Dropped →	1	Entered ←
29	Rockaway Beach RV Parks	6	+11 ↑	Not in top 50	Dropped →	3	Entered ←
30	places to stay in rockaway beach oregon	7	+26 ↑	Not in top 50	Dropped →	10	Entered ←
31	rockaway beach oregon restaurants	7	+24 ↑	Not in top 50	Dropped →	6	0 ▬
32	rockaway beach oregon	7	0 ▬	Not in top 50	Dropped →	5	-1 ↓
33	Beach Combing oregon	8	+5 ↑	Not in top 50	Stays out ×	Not in top 50	Dropped →
34	rockaway beach oregon hotels	9	+27 ↑	Not in top 50	Dropped →	11	+26 ↑
35	Kite Flying Tips	9	-2 ↓	Not in top 50	Dropped →	10	+37 ↑

Continued from previous page.

Top Organic Keyword Clicks

Query	↓ Clicks	Impressions
grumpys cafe	191	628
rockaway beach oregon	178	33,305
grumpy's cafe	103	290
rockaway beach, oregon upcoming events	58	265
things to do in rockaway beach oregon	46	776
grumpys rockaway beach	45	123
breakfast near me	40	658
things to do in rockaway beach, oregon	40	637
rockaway beach bonfire	40	84
rockaway big tree trailhead	37	287
rockaway beach	31	9,796
rockaway beach fires	30	203
flamingo jims	28	1,056
grumpys cafe rockaway beach	27	70

Query	↓ Clicks	Impressions
things to do near rockaway beach oregon	24	243
grumpys	24	126
twin rocks oregon	23	1,117
sea treasures inn	21	737
rockaway beach fire	21	240
rockaway beach restaurants	20	2,721
rockaway beach oregon open	19	40
ocean rogue inn	18	502
visit rockaway beach	18	180
things to do in rockaway beach	17	417
rockaway beach dogs	16	452
rockaway beach cedar wetlands preserve	16	451
diamond beach oregon	16	121
rockaway beach clamming	16	53
rockaway beach fire rules	16	38

ROCKAWAY BEACH
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Paid Search Summary



response interactive

Paid Search

Clicks ▾

423

Impressions ▾

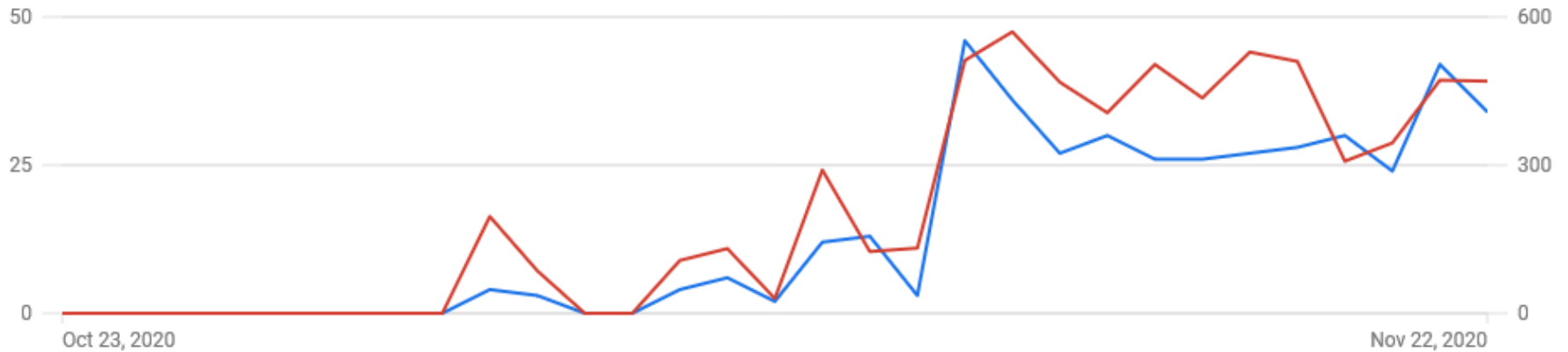
6.63K

Avg. CPC

\$0.97

Cost

\$411



Google Search Ads were turned on November 1st, but; started November 5th due to a Malware issue which was resolved. There were 6,627 impressions, 423 clicks and a click-through rate of 6.38%.



response interactive

Colleen Wright

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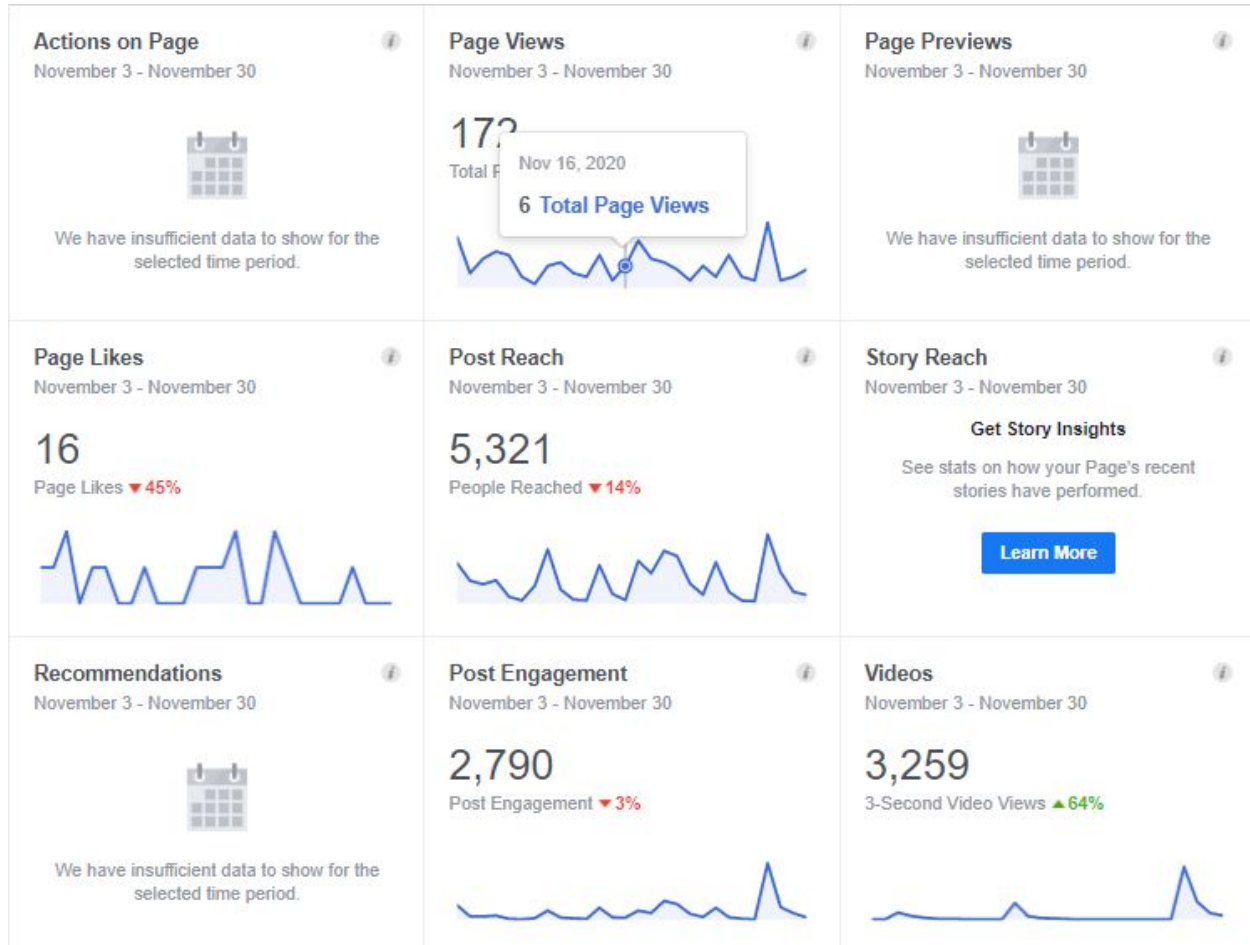
cwright@responseim.com



Visit Rockaway Beach Social Media October Month-End Report


Facebook: 7,905 Total Likes

Overview:



Most Engaging Post:

Video Details



Rockaway Beach...
We can't stop staring 🌲

0:47 · Uploaded on 11/27/2020 · Owned · Appears Once · View Permalink · Copy Video ID

Total Video Performance

🕒 Minutes Viewed

313

👁️ 1-Minute Video Views

--

👁️ 10-Second Video Views

494

👁️ 3-Second Video Views

1,410


📺 Average Video Watch Time

0:07

📊 Audience Retention

👤 Audience and Engagement

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
 <div>Rockaway Beach We can't stop staring 🌲</div>	11/27/2020 5:30 PM	2.6K	1.4K 100%	494 100%	1.3K	288	0:07 / 0:47

Total 3-second video views on Facebook: 1.4K

November Highlights:

- Posted 25 times in November 2020
- Six of those posts reached over 1,000 people
- Facebook Lived the tree at the Wayside
- Wrote a blog post about the new Beach Bakeshop owners
-

Instagram: 763 Followers 38 New

November Highlights:

- Posted 9 times in November
- Posted using unique and popular hashtags
- Shared other Rockaway Beach accounts via stories

Black winemaker pours round for social justice

Eunice Chiweshe Goldstein's latest wine, 'I Can't Breathe,' inspired by BLM, George Floyd

By **JASON VONDERSMITH**
Pamplin Media Group

It's a year that provides plenty of fodder for Thanksgiving table talk, at least for the people gathering for the holiday, and winemaker Eunice Chiweshe Goldstein said serious discussions should be taking place.

With her latest wine, Goldstein contributed to the topic list. Buy a bottle of her Black Lives Matter pinot noir, "I Can't Breathe," and enjoy it with friends and family while relaxing on turkey day.

"I Can't Breathe" comes after "Vote," "Pandemic Relief" and "No Kid Hungry" and others as part of her #PurposeWine line of wines. Not only is Goldstein regarded as Oregon's first licensed Black female winery owner and winemaker, receiving her licenses in August 2018, she is a social justice advocate

through her winemaking.

Goldstein lives in the Los Angeles area and has dual citizenship with the United States and Zimbabwe. In Oregon, she has a winery and tasting room in Astoria and vineyard in Rockaway Beach. Some wine bars in Portland serve her wines, and they can be ordered through the website eunicechiweshegoldsteinwinery.com.

Meshing social justice and wine just feels right, said Goldstein, who's also a film director and actress.

"Conversations happen at the dinner table and wine is the best beverage and opens doors for conversation," she said. "People are supportive of the BLM movement. It's a powerful time, and I feel wine brings people to the table and helps conversations open up."

Goldstein said her winery sources grapes from the Willamette Valley, and she hopes the Rockaway Beach vineyard produces quality pinot

See WINEMAKER / Page B2



Eunice Chiweshe Goldstein has a fledgling vineyard near Rockaway Beach, and she has run an Astoria winery for two years. COURTESY PHOTO

Wednesday, November 18 / Thursday, November 19, 2020 • Pamplin Media Group

Winemaker

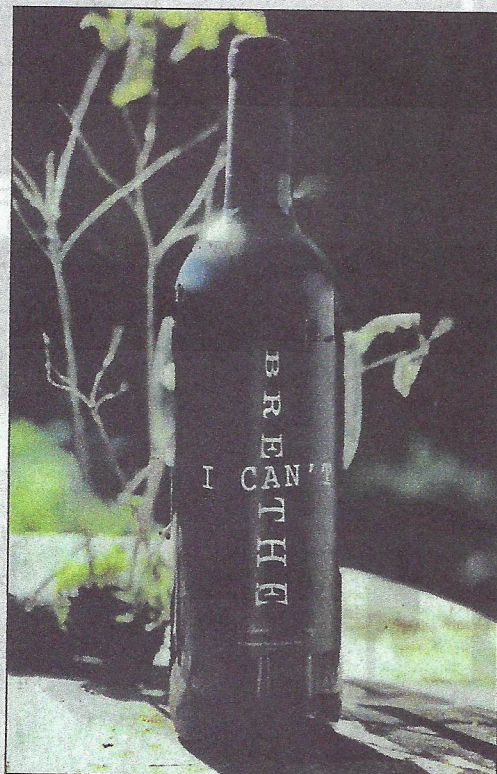
■ From Page B1

noir grapes. She calls it "experimenting" with pinot noir, because it's unknown whether the weather will be conducive to producing the grapes.

Goldstein said winemaking, specifically #PurposeWine, has been done with her grandmother in mind. Her grandparents were farmers in Zimbabwe; the family still owns the land, and Goldstein hopes to grow grapes and make wines there.

"She always had it in her to make a difference," Goldstein said. "She inspired me to be the person I am today. My parents put a lot of love in me, but my grandmother had the biggest heart."

After the death of George Floyd during an altercation with Minneapolis police, during which Floyd exclaimed, "I can't breathe" as a police officer put his knee on Floyd's neck, social justice protests took place around the country,



Eunice Chiweshe Goldstein hopes "I Can't Breathe" tastes good to consumers and also sparks conversation. COURTESY PHOTO

accentuating the Black Lives Matter movement. Goldstein said racial equality, police abuse, need to stay in the fore-

front of discussions.

"We definitely need to keep spreading the message," she said. The "I Can't Breathe" bot-

tle design incorporates a cross, a la Jesus Christ, "signifying that (Floyd) sacrificed his life in so many ways."

The "I Can't Breathe" wines have been selling well, she said.

It follows "Vote," a pinot noir, which emphasized "voting never tasted so good," and "Pandemic Relief," a rosé that came out around Halloween that tried to "give people something to laugh about and smile about," Goldstein said.

With her #PurposeWine, she added, "hopefully through wine we can lighten things up and help people stand for something."

Goldenstein has appeared in some movies, but she directs more often these days.

She has a documentary on the Flint, Michigan, water crisis in postproduction and another movie on a social worker who bucks the system in preproduction. She'll also be making a film about the COVID-19 pandemic.

"I'm keeping myself busy and making a difference," she said, "through film and wine. Deep down, I am an activist."