



AUGUST 2021 TOURISM MARKETING REPORT

Overview: Other than social media, we did not do promotions in August, since it is peak tourism season. However, we began the updates on the website, signed contracts with vendors for website management and upcoming sponsored content pieces, and developed a **new analytics dashboard** (*report attached*) with more user-friendly ways to report website activities. We also have a new social media contractor who has already built stronger engagement (*report attached*). And because of our spring campaign with the Salem Statesman Journal, *which they reported as the strongest engagement of the year*, a feature story appeared last week about **DuDrops Gallery** (*attached*).

In addition, we prepared multiple documents to begin a **tourism marketing grant** in September. We will be doing a webinar (or in-person if Covid cases decrease significantly) on grant writing and budget preparation, handing out fliers, and posting to Facebook pages about the grant. There will also be a website page soon (visitrockawaybeach.org/grant) where applicants can download forms and get directions on applying.

WEBSITE ANALYTICS

User Behavior: 4,163 visited the website (4,110 were new to the site). Most activity was August 10. Vast majority of users found the website through keywords "Rockaway Beach" and "Rockaway Beach Oregon"

User demographics: Portland, Seattle, San Francisco, New York, Beaverton, Vancouver, Eugene, Salem, Hillsboro, Tigard

Pages most visited: Grumpy's Café, bonfires, lodging, big trees, shopping, Emily Reed Shipwreck, restaurants, whale watching, Twin Rocks, Old Growth Cedar Trail.

How did they find the site: Google, Bing, Yahoo, onlyinyourstate.com, duckduckgo, Facebook, localadventurer.com, visittheoregoncoast.com

Actions (events) taken: Get the Guide, contact form, subscribe form, Instagram, click to call, Twitter, Facebook

SOCIAL MEDIA

Facebook: added **237 followers** since June 30

Most engagement: Post about **Taste of India food truck**: reached **27,708**, with **1,022** reactions, comments and shares (see attached). This may be the most engaged post in four years.

Instagram: added **26 followers** since June 30

EARNED MEDIA

Oregon Sunshine: How Rockaway gallery DuDrops turns rainwater into a special keepsake
Salem Statesman Journal feature article, August 25, 2021 (attached)

PRINT AD (FROM JUNE)

Salem Statesman Journal, June 2021 (from May/June campaign – attached)

Report prepared by Visit Tillamook Coast

User Behavior

Users

4,163

-23.3%

New Users

4,110

-22.4%

Sessions

4,763

-25.1%

Bounce Rate

65.19%

-8.5%

Contact Forms

1

No data

Get The Guide

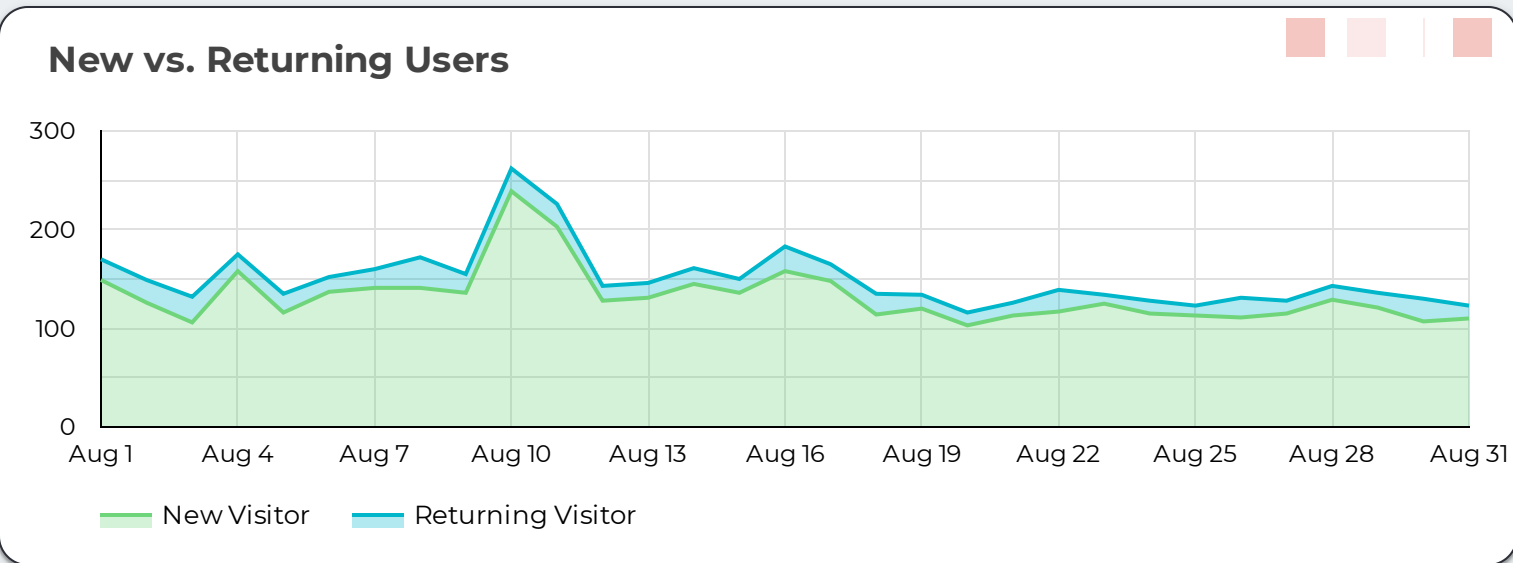
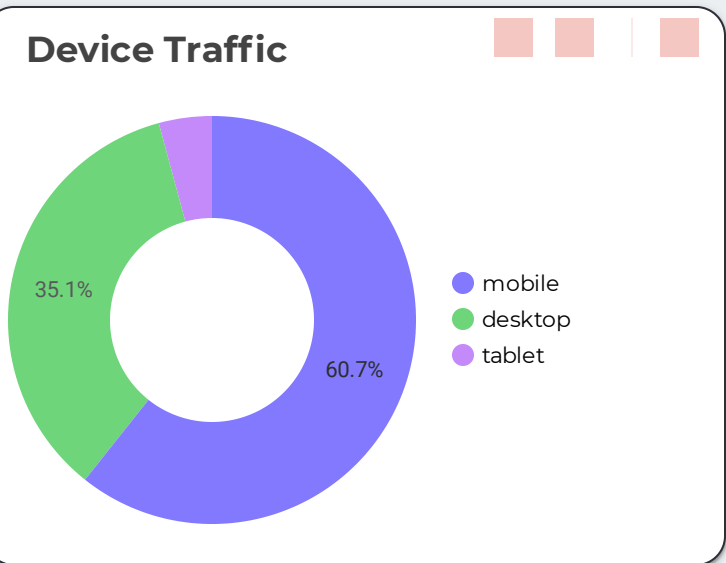
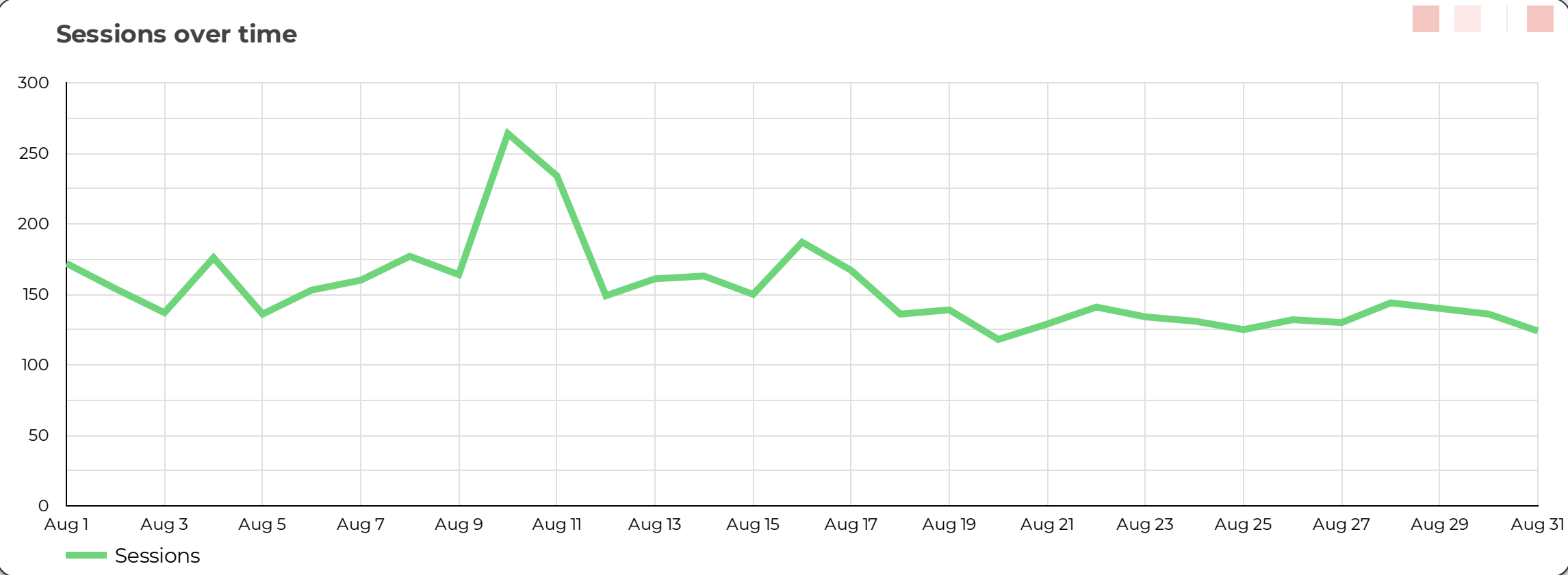
44

No data

Click to Email

No data

No data



How Did Users Get To Our Website?

Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	2,820	2,518	2,478	1.72	00:01:09
bing / organic	542	468	461	3.03	00:02:51
(direct) / (none)	447	366	361	1.95	00:01:09
yahoo / organic	238	190	186	2.32	00:02:15
onlyinyourstate.com / refer...	165	145	145	2.47	00:01:33
duckduckgo / organic	154	132	131	2.27	00:01:34
m.facebook.com / referral	122	121	121	1.66	00:00:43
localadventurer.com / refer...	60	59	59	1.1	00:00:05
visittheoregoncoast.com / r...	36	32	30	3.61	00:02:11
l.facebook.com / referral	25	24	24	2.04	00:01:43
www-onlyinyourstate-com...	23	23	23	3.04	00:03:12
aidu / organic	15	15	15	1	00:00:00
Grand total	4,763	4,163	4,110	2	00:01:27

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	5,850	15	0.26%	11.66	11.66
rockaway beach oregon	5,053	22	0.44%	10.43	10.43
rockaway beach directions	579	3	0.52%	5.93	5.93
kelly's marina	466	1	0.21%	9.39	9.39
rockaway beach hotel	442	0	0%	12.04	12.04
rockaway beach restaurants	387	0	0%	10.44	10.44
rockaway beach hotels	383	1	0.26%	11.81	11.81
restaurants near me	351	2	0.57%	10.97	10.97
old oregon smokehouse	344	6	1.74%	11.17	11.17
food near me	316	0	0%	7.51	7.51
twin rocks	266	0	0%	7.8	7.8
rockaway beach oregon ho...	256	0	0%	10.36	10.36
kelly's brighton marina	248	0	0%	12.12	12.12
rockaway beach, oregon	213	1	0.47%	9.4	9.4
things to do in rockaway be...	190	4	2.11%	9.41	9.41
rockaway oregon	183	1	0.55%	8.26	8.26
rock twin	175	0	0%	3.12	3.12
Grand total	49,233	669	1.36%	17.39	17.39

Visitor Demographics

Users

4,163

↓ -23.3%

New Users

4,110

↓ -22.4%

Sessions

4,763

↓ -25.1%

Bounce Rate

65.19%

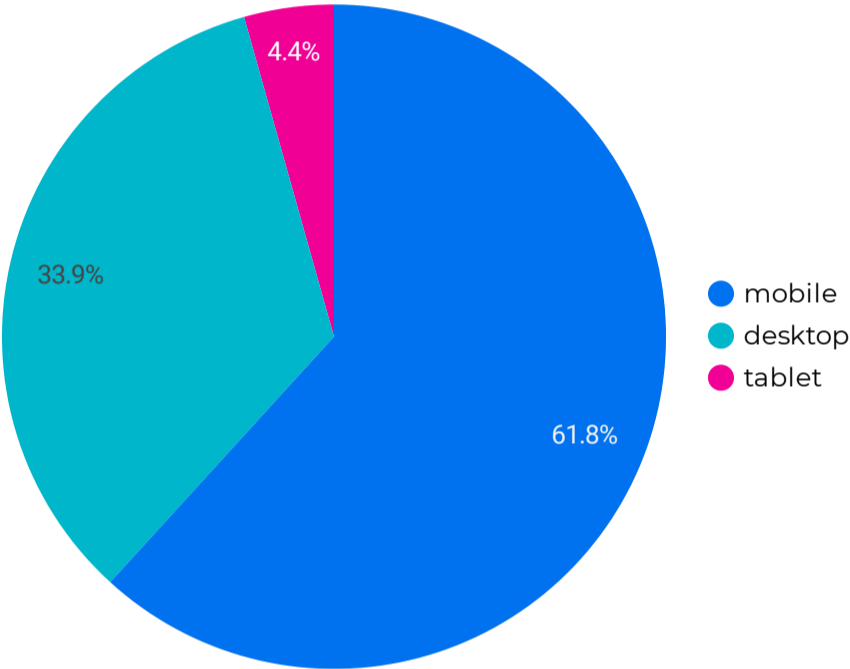
↓ -8.5%

Avg. Session Duration

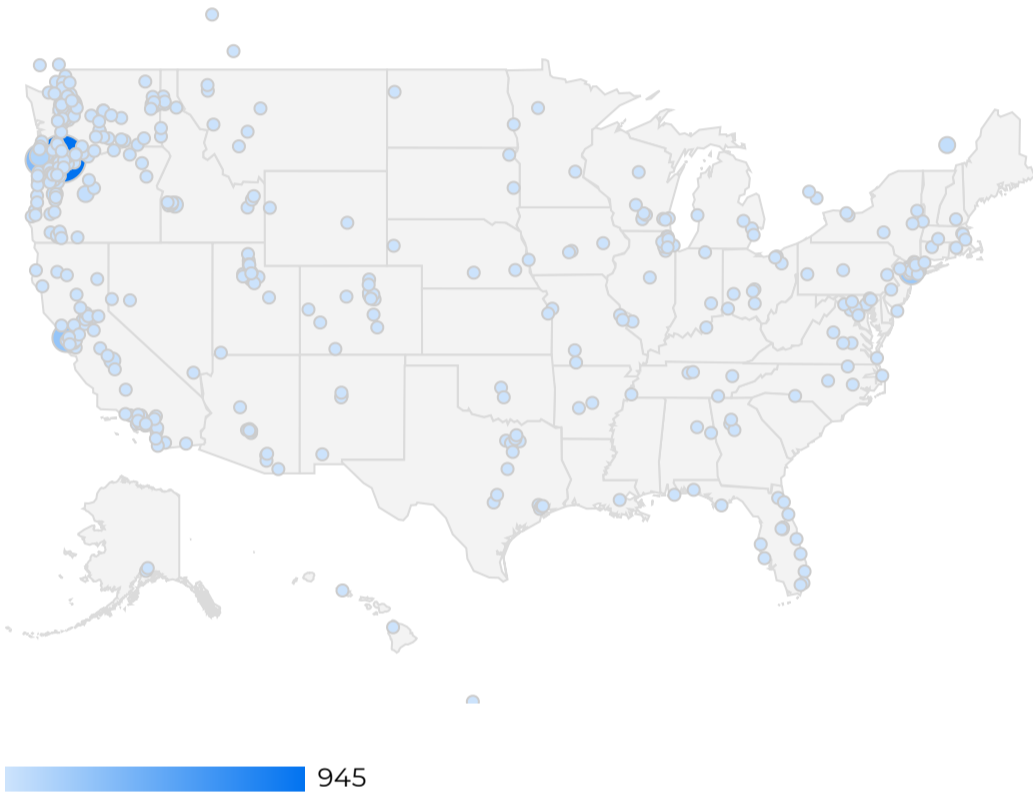
00:01:27

↑ 15.0%

Sessions by Device



Sessions by City



City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	945	846	808	1.72	00:01:21
Tillamook	341	306	279	1.57	00:01:10
Seattle	256	238	224	2.16	00:01:32
San Francisco	255	230	217	1.51	00:00:39
New York	220	213	212	1.09	00:00:04
Rockaway Beach	122	101	89	1.54	00:01:34
Beaverton	113	81	78	3.6	00:03:11
Vancouver	77	72	70	2.23	00:01:39
Eugene	54	52	51	2.3	00:00:58
Salem	52	41	40	3.52	00:03:23
Hillsboro	47	39	35	2.49	00:01:24
Victoriaville	41	41	41	1	00:00:00
Tigard	39	36	36	2.18	00:01:41
Los Angeles	39	32	29	1.92	00:03:15
Bend	39	32	30	3	00:01:40
Gresham	35	30	28	2.37	00:01:20
Grand total	4,566	3,991	3,936	1.99	00:01:26

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How Did Users Get To Our Website?

Users

4,163

↓ -23.3%

New Users

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Sessions

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↓ -25.1%

Bounce Rate

65.19%

↓ -8.5%

Contact Forms

1

No data

Get The Guide

44

No data

Click to Email

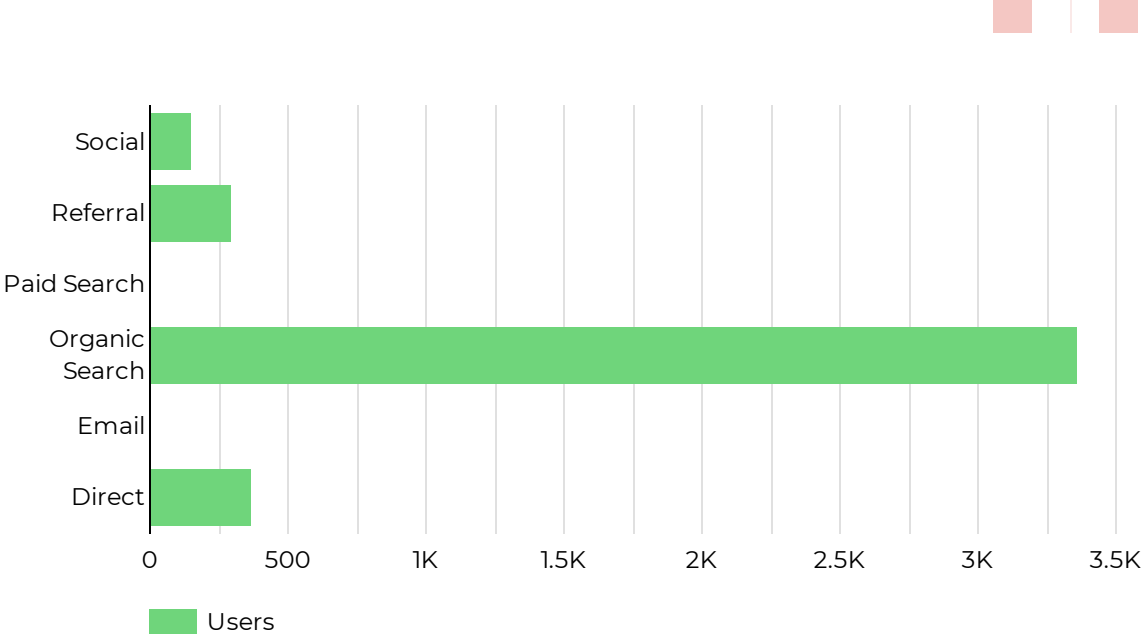
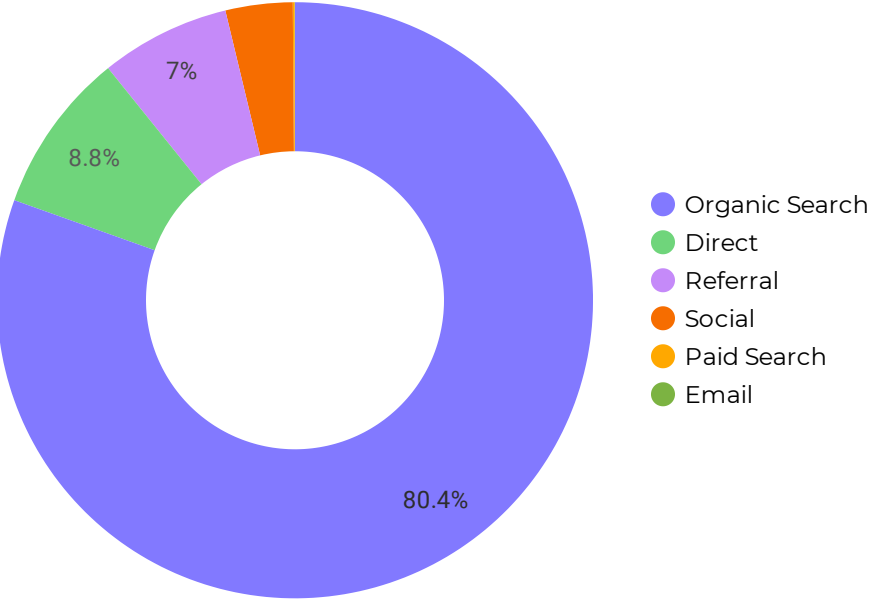
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m.facebook.com / referral	122	121	121	1.66	00:00:43
localadventurer.com / referral	60	59	59	1.1	00:00:05
visittheoregoncoast.com / referral	36	32	30	3.61	00:02:11
l.facebook.com / referral	25	24	24	2.04	00:01:43
www-onlyinyourstate-com.cdn.ampp...	23	23	23	3.04	00:03:12
baidu / organic	15	15	15	1	00:00:00
search.aol.com / referral	13	11	9	2.38	00:00:55
Grand total	4,763	4,163	4,110	2	00:01:27

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Channel Traffic



What Pages Did Users Visit?

Sessions

4,763

↓ -25.1%

Unique Pageviews

7,862

↓ -18.0%

% Exit

49.94%

↓ -9.8%

Avg. Time on Page

01:26

↓ -7.5%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1K	1.1K	57	40.89%
/restaurants/grumpys-cafe/	444	461	01:59	69.77%
/bonfires/	321	341	01:47	84.62%
/lodging-guide-rv-parks-camping/	118	144	01:26	35.38%
/things-to-do/	114	245	01:14	28.06%
/comes-trees-go-big-go-home/	102	106	03:25	82.76%
/rockaway-beach-shopping/	99	200	01:11	44.71%
/emily-reed-shipwreck/	88	90	02:33	87.63%
/rockaway-beach-restaurants/	74	322	01:30	29.96%
/lodging/whale-watcher-inn/	73	78	02:50	71.76%
/twin-rocks/	72	76	03:42	76.4%
/old-growth-cedar-wetlands-preserve/	70	75	02:56	87.65%
/beach-access/	70	84	01:26	50%
/beachcombing-rockaway-beach/	66	66	07:31	84.51%
/how-to-get-here/	65	214	02:07	73.99%
/current-events/	64	169	01:09	38.42%
/lodging/seaview-condo-102/	61	61	02:37	74.65%
/lodging-guide-hotels-motels/	59	111	01:02	32.97%
/shopping/flamingo-jims-gifts-clothing/	58	67	03:36	62.34%
/lodging-guide-vacation-rentals/	57	94	01:12	24.07%
Grand total	4.8K	7.9K	01:26	49.94%

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What specific actions (events) did users take? *(use filters above to narrow down)*

Total Events

71

No data

Unique Events

64

No data

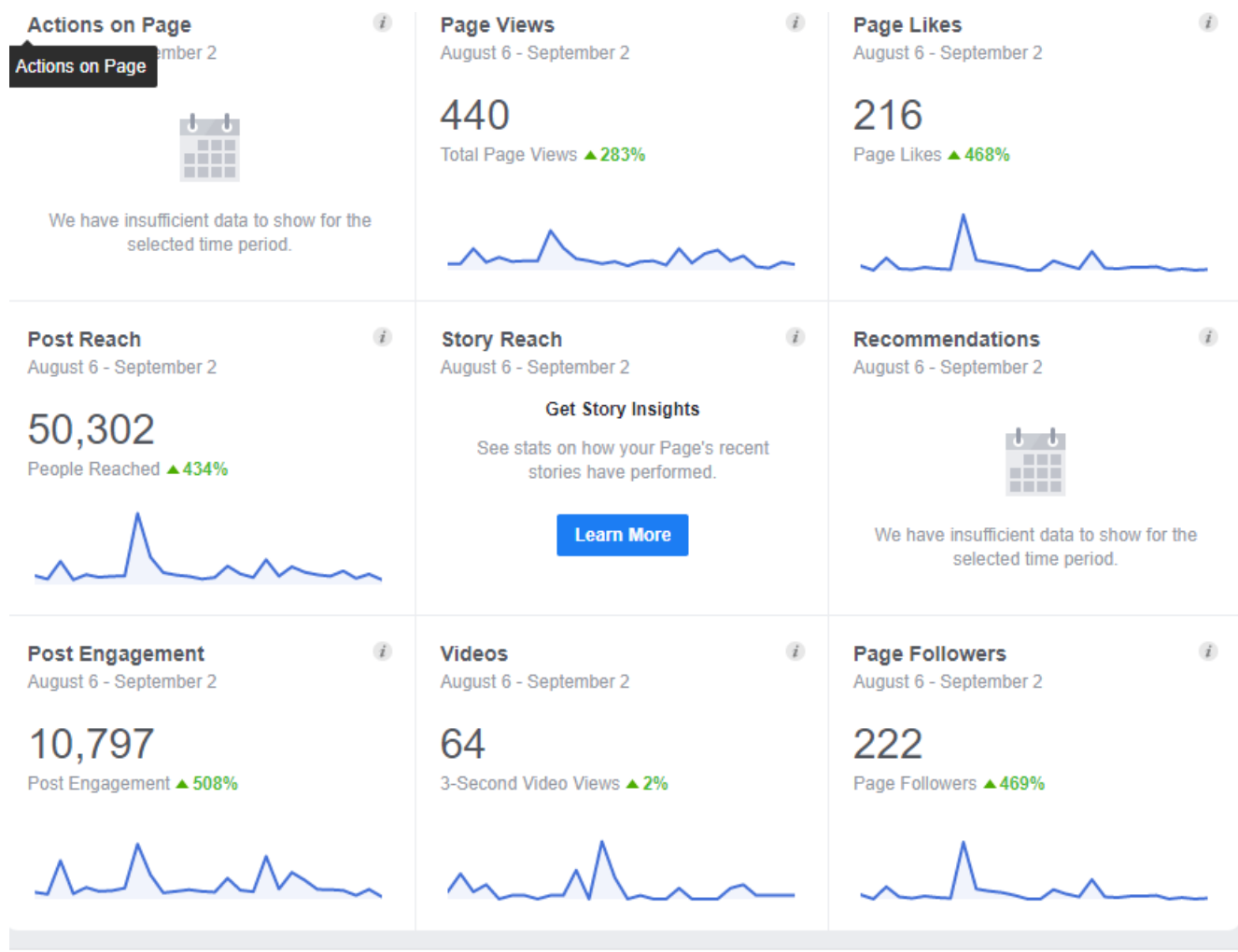
Event Category ▾	Event Action	Event Label	Total Events	Unique Events
forms	submit	Contact Form	2	2
forms	submit	Subscribe Form	2	2
button	social profile click	Instagram	3	2
button	click to call	tel:503-355-2599	3	2
button	click to call	tel:(971) 306-1625	1	1
button	social profile click	Twitter	2	1
button	click to call	tel:(503) 292-3885	1	1
button	click to call	tel:971-724-0273	1	1
button	click to call	tel:503 355-2817	1	1
button	click to call	tel:(503) 355-8300	1	1
button	social profile click	Facebook	2	1
button	click to call	tel:(503) 355-0585	2	2
button	click	Get The Guide	46	44
button	click to call	tel:971 306-1245	1	1
button	click to call	tel:1-877-818-1014	1	1
button	click to call	tel:503-345-9399	2	1
Grand total			71	64

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Visit Rockaway Beach Social Media August Month-End Report

Facebook: Total page likes – 8,346

Overview:

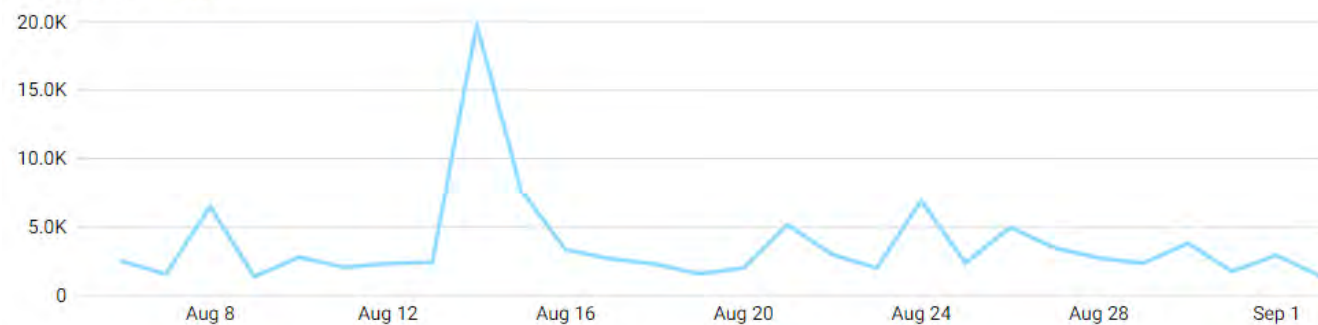


Results

Download Export

Facebook Page Reach ⓘ

50,406 ↑ 433.1%



Most Engaging Post:

Rockaway Beach
August 13 · 🌐

Oh, the flavors you will discover at New Taste of India Food Cart. (Photo: 2019)



27,706 People Reached

1,022 Reactions, Comments & Shares

800 Like	109 On Post	691 On Shares
108 Love	26 On Post	82 On Shares
11 Wow	0 On Post	11 On Shares
1 Angry	1 On Post	0 On Shares
47 Comments	8 On Post	39 On Shares
58 Shares	58 On Post	0 On Shares

1,060 Post Clicks

117 Photo Views	1 Link Clicks	942 Other Clicks
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NEGATIVE FEEDBACK

12 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

August Highlights:

- Posted 36 times in August 2021
- Thirty-two of those posts reached over 1,000 people; seventeen reached over 2,000 people; six reached over 3,000 people.
- Posted original photography and shared posts from Rockaway Beach business accounts

Instagram:

- 1,047 followers
- Users are tagging @visitrockawaybeach more and more consistently



Oregon Sunshine: How Rockaway gallery DuDrops turns rainwater into a special keepsake

Wesley Lapointe

Salem Statesman Journal

For nearly 100 days in 1999, Eugene's skies were dry. When the clouds finally opened, one Oregonian decided to bottle the rain. He hasn't stopped.

"I vowed I'd never be without Oregon rain again," said James Stephen Du Bois, owner of Du Drops, a small gallery in the coastal town of Rockaway Beach where he creates and sells rain-filled light bulbs, known as Du Drops.

As far as he knows, beneath his feet lies the only dated archive of rainwater in the world: the Oregon Rain Cellar. Customers can buy rain-filled ornaments for between \$55 and \$325 each, often requesting rain from the day of a wedding, death or birthday.

At first glance, the cellar is unremarkable. But, brightly illuminated at the front of the basement, dozens of wooden shelves are lined with bottles of rainwater.



There are currently 479 bottles in the cellar, totaling to about two bath tubs of water.

Rain from most months can be found in this library, including a liter from the drought-breaking storm on

October 5th, 1999. But the collection also has gaps, where entire months have sold out.

“Once the rain is gone, there's no getting any more of it,” said Du Bois. He’s committed never to fake the date on a bulb for a sale. “That would negate every other Du Drop I’ve ever made,” he explained.

Love and a ‘lightbulb moment’

The idea of collecting rainwater was first planted on a 1972 hike in Indiana, when a spider web covered in droplets enchanted Du Bois.

He went home and immediately tried to recreate the spectacle within a lightbulb he’d thrown away that morning. After scooping it from the garbage, Du Bois popped off the base and melted its jagged edge over the stove.

He filled the bulb with tap water and dropped in a small plant clipping. His original idea to grow plants in the bulbs never quite worked out. The blooming roots tarnished the crystal lens of a water-filled bulb.



In his 20s, while working in sales and struggling with alcoholism, Du Bois occasionally returned to playing with water-filled orbs. He gave up the plant idea at 28, and hardly returned to the concept at all in his 30s. It wasn't until he

was nearly 50 that, at the behest of his friends, he finally decided to try selling the bulbs. Just a little drop of rainwater — a Du Drop, he called them.

His first season of selling rainwater was in 1999 at the Saturday Market in Eugene, just months before the drought arrived.

Market-goers were eager to learn about the ornaments, but Du Bois became used to earning little to no sales. One early admirer asked if he had rain from a specific date that she could buy; he didn't. But since he was already bottling daily collections, the idea worked its way into his model.

Du Bois left Eugene for Yachats in April of 2000, and soon found several coastal markets and events nearby.

As one June evening concluded at a wine and cheese festival in Rockaway Beach, his stand caught the eye of the musician who'd been performing at the festival.



“I wanted one but I didn't have the money,” remembers Cathleen Emily Freshwater. She asked Du Bois to put one of the big bulbs on layaway.

When Du Bois agreed, Freshwater leaned over and kissed him. “Right there at the fair. Right on the lips,” she recalls with a youthful grin.

Exactly one year after she first asked to finance a Du Drop, they were married.

Today, Freshwater Du Bois answers calls, etches dates on Du Drops and postmarks orders, a stone's throw from where they first met.

Visitors are sure to hear her folk music when stopping into Oregon Du Drops, whether from one of her records or- if they're lucky- through one of about 100 personal concerts she performs in the gallery each year.

A gallery unlike any other



Oregon Du Drops sits between a dispensary and a liquor store in the center of Rockaway Beach.

Hundreds of Du Drops can be seen through the gallery's front window, with at least 50 more spilling into the garden on a giant

metal mobile.

Most people pass by without a second thought. Each day though, a few newcomers step into the gallery to ask about the raindrops.

"The people that these are made for are drawn to them," said Du Bois. "They find their way to us whether it's on the Internet or on the highway."

"So many of them come in after they've gone by 100 times," said Freshwater.

Process of making a Du Drop



The rain-bottling process begins in an unassuming emerald bowl in the couple's garden.

After each rainfall, Du Bois pours the small pool from the glass bowl into a giant measuring cup, before transferring it into a distiller in the

cellar. Once the entire month's collection has been purified, Du Bois divides it between four sterilized one-liter bottles, dates them with a sharpie, and stashes them on the shelf beside their predecessors.

On days it doesn't rain, a dehumidifier at the store pulls moisture — or “dew” — from the air. Du Bois distinguishes whether each day's collection was of rain or dew in their public record.

For the first 15 years he collected rain, Du Bois stored each day's rainfall in separate bottles. But after amassing close to 1,000 bottles he started to consolidate into monthly gallon jugs.

Also collected in the cellar are thousands of light bulbs which Du Bois collected from the Kart-M recycling plant in Manzanita before they closed.



When an order comes in, Du Bois takes the customer's requested combination of rainwater and bulb design to the kitchen sink. He pops off the bulb's metal base and filaments with pliers, and torches the broken edge into a smooth lip.

After sterilizing the thin glass with rubbing alcohol Du Bois fills it with the purified water, and fastens a brass bell on top to seal in the rain.

Then, Freshwater etches the rain's date on the bottom of the bulb and either hangs it above her desk for pick-up orders, or packages and postmarks them in balloon-filled boxes to be shipped around the world.

Over the years, the gallery began offering Du Drops with different birthstones and Oregon agates sealed inside. Some customers even request to include the ashes of a cremated relative or pet.

“You’d be surprised how beautiful ashes are,” said Du Bois.

Winds of change

Oregonians spend the majority of the year wishing for either sun or for rain. But regardless of seasonal preferences, the universal relationship with rainwater west of the Cascades translates to job security for this pair of rain-catchers.

Even when visitors don’t buy anything — which is often — Cat and Stephen love watching guests’ eyes widen when they enter the gallery and look around. That common mysticism- first discovered in a spider web of dew in 1972- both affirms their path and motivates them to keep reintroducing Oregonians to the liquid they know so well.

“There will come a time when I write my great American novel or something,” said Du Bois. “But for now, it’s all about the Du Drops.”

Will Arnett dusts off his dad jokes for ‘Lego Masters’

Brooke Lefferts
ASSOCIATED PRESS

NEW YORK – Will Arnett’s playful sarcasm is serving him well these days as both the host of Fox’s “Lego Masters,” where his “dad jokes” kill, and on his podcast, “Smartless,” where he banters with pals Jason Bateman and Sean Hayes.

Teasing comes naturally to the actor, as does working with Legos. He’s been the voice of Batman in “The Lego Movie” franchise and is hosting and executive producing season two of “Lego Masters,” a reality brick building competition that premiered this week. With access to 5 million Legos, budding amateur architects put skills and creativity to the test, building motorized mini parade floats, an earthquake tower and demolition derby, while vying for a \$100,000 prize.

“Smartless” features Arnett, Bateman and Hayes, who are friends in real life and decided to take their love of poking fun at each other public with a conversational podcast that features surprise guest stars like Kamala Harris and Gwyneth Paltrow. The acting trio launched it during the pandemic and it’s been a hit with listeners.

Arnett, a father to three boys, says he often feels like a big kid, “in pursuit of having fun” with his latest gigs. In a recent interview with The Associated Press, he talks about his humor, visiting the “Lego Masters” set with his sons, and one of his favorite podcast guests.

AP: Does the “Lego Masters” set put you in the mood to host?

Arnett: It’s like being on this like crazy Lego spaceship, destination: have fun! We’re on this amazing set where you have all these building tables or these huge bins filled with 5 million Lego pieces. It’s absurd, in the best way. It’s so fun and definitely puts me in the mood. You feel just like a giant kid in the candy store.

AP: Do you ad-lib a lot on the show?



Jamie Berard, left, and host Will Arnett appear in a scene from FOX’s “Lego Masters,” a reality brick building competition that premieres this week. FOX VIA AP

Arnett: I just got to be myself and kind of goof around. And I make mistakes and I make jokes and I say stuff that is dumb. My kids call them ‘dad jokes,’ I call them ‘bad jokes,’ and I just try to go out there and have fun. We do have something scripted. We have a really funny writer who helps me... but I just want to get out there and make people feel comfortable.

AP: Have your older boys visited the set?

Arnett: My 10-year-old is nuts for it, so they come to set all the time. They

can’t believe it. And you’ve got to remember, they’ve been around a lot of Lego stuff because I’ve done a lot of Lego stuff over the years. You’d think that their interests would have waned. It has not! You walk out on that set and if you’re somebody who’s into Lego, it’s like, ‘Oh my God!’ because Lego does stir up that sort of creative juice in people. And when you get on that set, you think ‘I could build anything!’ And so my kids are super into it, and I will say, we watch it at home.

AP: Sounds like you’re having fun

with the guests on the “Smartless” podcast.

Arnett: There is no premise to the show. We start recording the moment we log on. We’ve never once discussed what we’re going to talk about, ever. And the guest is truly a surprise to the two of us, to Jason, Sean and me. So we have a lot of fun doing it. Having like Maya Rudolph, who is one of my favorite people on the planet, having her come on and talk to Maya for an hour and laugh until you can’t breathe. I mean, it’s just... so much fun.

Gilbert

Continued from Page 1D

explained the manager, who was undaunted when Gilbert said he had no experience.

“He taught me how to introduce people on the stage and take them off the stage,” he recalled. He got the job and the opportunity to sing with the club band, a gig that lasted for about six weeks and set the pattern for his fledgling career.

It was America in the 1950s, dotted with nightclubs and supper clubs, and Gilbert made the most of the opportunities. He started in the South and worked “my way all across the country,” he said.

The draft interrupted his career but not his stage work: Gilbert’s talent was noticed and he was assigned to a U.S. Army special services entertainment unit in Germany.

He was back on the nightclub circuit post-service when an agent suggested to a delighted Gilbert that he give television a try. He started in New York with game shows including “Music Bingo,” then moved to LA to host “Beat the Odds” and back again to New York as work dictated.

Among his many other TV credits are

“The Joker’s Wild,” Dinah Shore’s talk show “Dinah!” and “The \$25,000 Pyramid.” Then the syndicated version of former network series “Jeopardy!” beckoned in 1984, with both co-creator Merv Griffin and Trebek in his corner, Gilbert said.

“So 37 years ago, Merv hired me to be the announcer on a show called ‘Jeopardy!’ for 13 weeks,” he said.

Gilbert expressed reservations about whether the Sony Pictures Television series would bring him back when taping resumes in late July or early August for season 38. He’s served as warm-up host for the studio audience as well as the show’s announcer.

“I’m not as young as I used to be,” Gilbert said. But there is a tradition of longevity in the field, including the late Don Pardo of “Saturday Night Live.” He was the show’s voice for 38 seasons until his 2014 retirement at age 96.

“Jeopardy!” producer Richards, who’d stepped in as the show’s first fill-in host, quickly brushed aside the notion that Gilbert’s tenure was in anyone’s hands but his own.

“Johnny will be the announcer of ‘Jeopardy!’ as long as he would like to be the announcer of Jeopardy!” Richards said. “I have told him that, and it’s just how he is, humble. He’s never taken the job for granted.”

SEVEN MILES OF BEACH

ENDLESS FUN

With so many fun things to do, great places to eat, and oceanfront places to stay, Rockaway Beach on Oregon’s north coast is the place families love to visit.

Plan your trip at **VisitRockawayBeach.org**

YOU DO THE MATH

BY JENNIFER NEBERGALL / EDITED BY WILL SHORTZ

Jennifer Nebergall, of Boulder, Colo., is a former finance director at the University of Colorado. She started doing crosswords several years ago over Sunday brunch as a weekly tradition with her husband. Since the birth of their child, though, they have shifted to doing crosswords during naptime. Jennifer writes, “Having spent my career in finance and analytics, this theme appealed to my dual loves of math and wordplay.” It is Jennifer’s crossword debut. — W.S.

ACROSS	48 Cereal grain	105 Hardly any	12 Long, loose robe
1 Supply for an ultimate Frisbee team	49 Fastener that leaves a flush surface	106 Car in {plane, car, train, horse, car, car, train}	13 Leave momentarily
6 2019 box-office flop described by one critic as “Les Meowsérables”	51 Modern party-planning tool	113 Pong company	14 Brief evocative account
10 Picks the brain of	52 Lofty	114 Shakespeare character who inquires, “Are your doors lock’d?”	15 Diarist Nin
14 Extemporizes	53 Collector’s item	115 Greet grandly	16 “Hello ____” (old cellphone ad line)
19 “Why should ____?”	55 Word after combat or cowboy	116 Provide funding for	17 Subatomic particle
20 Feeling tender	58 What two Vikings have explored	118 Was accepted	18 Some nice cameras, for short
21 Apartment, in real estate lingo	59 Royal staff	119 ____ mess, English dessert of berries, meringue and whipped cream	28 Wife of Albert Einstein
22 How spring rolls are cooked	61 Sort represented by the 🍌 emoji	120 Its merchandise often comes with pictorial instructions	29 Wipe out, slangily
23 Oscar-winning actress born Mary Louise	64 Fruits often used in sushi	121 “Set Fire to the Rain” singer	30 “____ deal”
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Oregon Sunshine: How Rockaway gallery DuDrops turns rainwater into a special keepsake

Wesley Lapointe

Salem Statesman Journal

For nearly 100 days in 1999, Eugene's skies were dry. When the clouds finally opened, one Oregonian decided to bottle the rain. He hasn't stopped.

"I vowed I'd never be without Oregon rain again," said James Stephen Du Bois, owner of Du Drops, a small gallery in the coastal town of Rockaway Beach where he creates and sells rain-filled light bulbs, known as Du Drops.

As far as he knows, beneath his feet lies the only dated archive of rainwater in the world: the Oregon Rain Cellar. Customers can buy rain-filled ornaments for between \$55 and \$325 each, often requesting rain from the day of a wedding, death or birthday.

At first glance, the cellar is unremarkable. But, brightly illuminated at the front of the basement, dozens of wooden shelves are lined with bottles of rainwater.



There are currently 479 bottles in the cellar, totaling to about two bath tubs of water.

Rain from most months can be found in this library, including a liter from the drought-breaking storm on

October 5th, 1999. But the collection also has gaps, where entire months have sold out.

“Once the rain is gone, there's no getting any more of it,” said Du Bois. He’s committed never to fake the date on a bulb for a sale. “That would negate every other Du Drop I’ve ever made,” he explained.

Love and a ‘lightbulb moment’

The idea of collecting rainwater was first planted on a 1972 hike in Indiana, when a spider web covered in droplets enchanted Du Bois.

He went home and immediately tried to recreate the spectacle within a lightbulb he’d thrown away that morning. After scooping it from the garbage, Du Bois popped off the base and melted its jagged edge over the stove.

He filled the bulb with tap water and dropped in a small plant clipping. His original idea to grow plants in the bulbs never quite worked out. The blooming roots tarnished the crystal lens of a water-filled bulb.



In his 20s, while working in sales and struggling with alcoholism, Du Bois occasionally returned to playing with water-filled orbs. He gave up the plant idea at 28, and hardly returned to the concept at all in his 30s. It wasn't until he

was nearly 50 that, at the behest of his friends, he finally decided to try selling the bulbs. Just a little drop of rainwater — a Du Drop, he called them.

His first season of selling rainwater was in 1999 at the Saturday Market in Eugene, just months before the drought arrived.

Market-goers were eager to learn about the ornaments, but Du Bois became used to earning little to no sales. One early admirer asked if he had rain from a specific date that she could buy; he didn't. But since he was already bottling daily collections, the idea worked its way into his model.

Du Bois left Eugene for Yachats in April of 2000, and soon found several coastal markets and events nearby.

As one June evening concluded at a wine and cheese festival in Rockaway Beach, his stand caught the eye of the musician who'd been performing at the festival.



“I wanted one but I didn't have the money,” remembers Cathleen Emily Freshwater. She asked Du Bois to put one of the big bulbs on layaway.

When Du Bois agreed, Freshwater leaned over and kissed him. “Right there at the fair. Right on the lips,” she recalls with a youthful grin.

Exactly one year after she first asked to finance a Du Drop, they were married.

Today, Freshwater Du Bois answers calls, etches dates on Du Drops and postmarks orders, a stone's throw from where they first met.

Visitors are sure to hear her folk music when stopping into Oregon Du Drops, whether from one of her records or- if they're lucky- through one of about 100 personal concerts she performs in the gallery each year.

A gallery unlike any other



Oregon Du Drops sits between a dispensary and a liquor store in the center of Rockaway Beach.

Hundreds of Du Drops can be seen through the gallery's front window, with at least 50 more spilling into the garden on a giant

metal mobile.

Most people pass by without a second thought. Each day though, a few newcomers step into the gallery to ask about the raindrops.

"The people that these are made for are drawn to them," said Du Bois. "They find their way to us whether it's on the Internet or on the highway."

"So many of them come in after they've gone by 100 times," said Freshwater.

Process of making a Du Drop



The rain-bottling process begins in an unassuming emerald bowl in the couple's garden.

After each rainfall, Du Bois pours the small pool from the glass bowl into a giant measuring cup, before transferring it into a distiller in the

cellar. Once the entire month's collection has been purified, Du Bois divides it between four sterilized one-liter bottles, dates them with a sharpie, and stashes them on the shelf beside their predecessors.

On days it doesn't rain, a dehumidifier at the store pulls moisture — or “dew” — from the air. Du Bois distinguishes whether each day's collection was of rain or dew in their public record.

For the first 15 years he collected rain, Du Bois stored each day's rainfall in separate bottles. But after amassing close to 1,000 bottles he started to consolidate into monthly gallon jugs.

Also collected in the cellar are thousands of light bulbs which Du Bois collected from the Kart-M recycling plant in Manzanita before they closed.



When an order comes in, Du Bois takes the customer's requested combination of rainwater and bulb design to the kitchen sink. He pops off the bulb's metal base and filaments with pliers, and torches the broken edge into a smooth lip.

After sterilizing the thin glass with rubbing alcohol Du Bois fills it with the purified water, and fastens a brass bell on top to seal in the rain.

Then, Freshwater etches the rain's date on the bottom of the bulb and either hangs it above her desk for pick-up orders, or packages and postmarks them in balloon-filled boxes to be shipped around the world.

Over the years, the gallery began offering Du Drops with different birthstones and Oregon agates sealed inside. Some customers even request to include the ashes of a cremated relative or pet.

“You’d be surprised how beautiful ashes are,” said Du Bois.

Winds of change

Oregonians spend the majority of the year wishing for either sun or for rain. But regardless of seasonal preferences, the universal relationship with rainwater west of the Cascades translates to job security for this pair of rain-catchers.

Even when visitors don’t buy anything — which is often — Cat and Stephen love watching guests’ eyes widen when they enter the gallery and look around. That common mysticism- first discovered in a spider web of dew in 1972- both affirms their path and motivates them to keep reintroducing Oregonians to the liquid they know so well.

“There will come a time when I write my great American novel or something,” said Du Bois. “But for now, it’s all about the Du Drops.”

Will Arnett dusts off his dad jokes for ‘Lego Masters’

Brooke Lefferts
ASSOCIATED PRESS

NEW YORK – Will Arnett’s playful sarcasm is serving him well these days as both the host of Fox’s “Lego Masters,” where his “dad jokes” kill, and on his podcast, “Smartless,” where he banters with pals Jason Bateman and Sean Hayes.

Teasing comes naturally to the actor, as does working with Legos. He’s been the voice of Batman in “The Lego Movie” franchise and is hosting and executive producing season two of “Lego Masters,” a reality brick building competition that premiered this week. With access to 5 million Legos, budding amateur architects put skills and creativity to the test, building motorized mini parade floats, an earthquake tower and demolition derby, while vying for a \$100,000 prize.

“Smartless” features Arnett, Bateman and Hayes, who are friends in real life and decided to take their love of poking fun at each other public with a conversational podcast that features surprise guest stars like Kamala Harris and Gwyneth Paltrow. The acting trio launched it during the pandemic and it’s been a hit with listeners.

Arnett, a father to three boys, says he often feels like a big kid, “in pursuit of having fun” with his latest gigs. In a recent interview with The Associated Press, he talks about his humor, visiting the “Lego Masters” set with his sons, and one of his favorite podcast guests.

AP: Does the “Lego Masters” set put you in the mood to host?

Arnett: It’s like being on this like crazy Lego spaceship, destination: have fun! We’re on this amazing set where you have all these building tables or these huge bins filled with 5 million Lego pieces. It’s absurd, in the best way. It’s so fun and definitely puts me in the mood. You feel just like a giant kid in the candy store.

AP: Do you ad-lib a lot on the show?



Jamie Berard, left, and host Will Arnett appear in a scene from FOX’s “Lego Masters,” a reality brick building competition that premieres this week. FOX VIA AP

Arnett: I just got to be myself and kind of goof around. And I make mistakes and I make jokes and I say stuff that is dumb. My kids call them ‘dad jokes,’ I call them ‘bad jokes,’ and I just try to go out there and have fun. We do have something scripted. We have a really funny writer who helps me... but I just want to get out there and make people feel comfortable.

AP: Have your older boys visited the set?

Arnett: My 10-year-old is nuts for it, so they come to set all the time. They

can’t believe it. And you’ve got to remember, they’ve been around a lot of Lego stuff because I’ve done a lot of Lego stuff over the years. You’d think that their interests would have waned. It has not! You walk out on that set and if you’re somebody who’s into Lego, it’s like, ‘Oh my God!’ because Lego does stir up that sort of creative juice in people. And when you get on that set, you think ‘I could build anything!’ And so my kids are super into it, and I will say, we watch it at home.

AP: Sounds like you’re having fun

with the guests on the “Smartless” podcast.

Arnett: There is no premise to the show. We start recording the moment we log on. We’ve never once discussed what we’re going to talk about, ever. And the guest is truly a surprise to the two of us, to Jason, Sean and me. So we have a lot of fun doing it. Having like Maya Rudolph, who is one of my favorite people on the planet, having her come on and talk to Maya for an hour and laugh until you can’t breathe. I mean, it’s just... so much fun.

Gilbert

Continued from Page 1D

explained the manager, who was undaunted when Gilbert said he had no experience.

“He taught me how to introduce people on the stage and take them off the stage,” he recalled. He got the job and the opportunity to sing with the club band, a gig that lasted for about six weeks and set the pattern for his fledgling career.

It was America in the 1950s, dotted with nightclubs and supper clubs, and Gilbert made the most of the opportunities. He started in the South and worked “my way all across the country,” he said.

The draft interrupted his career but not his stage work: Gilbert’s talent was noticed and he was assigned to a U.S. Army special services entertainment unit in Germany.

He was back on the nightclub circuit post-service when an agent suggested to a delighted Gilbert that he give television a try. He started in New York with game shows including “Music Bingo,” then moved to LA to host “Beat the Odds” and back again to New York as work dictated.

Among his many other TV credits are

“The Joker’s Wild,” Dinah Shore’s talk show “Dinah!” and “The \$25,000 Pyramid.” Then the syndicated version of former network series “Jeopardy!” beckoned in 1984, with both co-creator Merv Griffin and Trebek in his corner, Gilbert said.

“So 37 years ago, Merv hired me to be the announcer on a show called ‘Jeopardy!’ for 13 weeks,” he said.

Gilbert expressed reservations about whether the Sony Pictures Television series would bring him back when taping resumes in late July or early August for season 38. He’s served as warm-up host for the studio audience as well as the show’s announcer.

“I’m not as young as I used to be,” Gilbert said. But there is a tradition of longevity in the field, including the late Don Pardo of “Saturday Night Live.” He was the show’s voice for 38 seasons until his 2014 retirement at age 96.

“Jeopardy!” producer Richards, who’d stepped in as the show’s first fill-in host, quickly brushed aside the notion that Gilbert’s tenure was in anyone’s hands but his own.

“Johnny will be the announcer of ‘Jeopardy!’ as long as he would like to be the announcer of Jeopardy!” Richards said. “I have told him that, and it’s just how he is, humble. He’s never taken the job for granted.”

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YOU DO THE MATH

BY JENNIFER NEBERGALL / EDITED BY WILL SHORTZ

Jennifer Nebergall, of Boulder, Colo., is a former finance director at the University of Colorado. She started doing crosswords several years ago over Sunday brunch as a weekly tradition with her husband. Since the birth of their child, though, they have shifted to doing crosswords during naptime. Jennifer writes, “Having spent my career in finance and analytics, this theme appealed to my dual loves of math and wordplay.” It is Jennifer’s crossword debut. — W.S.

ACROSS	48 Cereal grain	105 Hardly any	12 Long, loose robe
1 Supply for an ultimate Frisbee team	49 Fastener that leaves a flush surface	106 Car in {plane, car, train, horse, car, car, train}	13 Leave momentarily
6 2019 box-office flop described by one critic as “Les Meowsérables”	51 Modern party-planning tool	113 Pong company	14 Brief evocative account
10 Picks the brain of	52 Lofty	114 Shakespeare character who inquires, “Are your doors lock’d?”	15 Diarist Nin
14 Extemporizes	53 Collector’s item	115 Greet grandly	16 “Hello ____” (old cellphone ad line)
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