

## Kale

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“Me and Kate are pretty good friends,” he said. “We talk now and then.”

Brown had nothing but praise for Kale.

“Kale embodies the lively spirit and ingenuity of Oregon’s youth,” she wrote in an email to The Bulletin. “He has been determined to make the world a better place, and I have no doubt that he someday will.”

Kale’s interview with the governor in 2020 mainly focused on his concerns about food waste. Environmental concerns are a primary talking point for many of his interviews, he said.

“Climate change, it is so crucially important that we deal with this,” Kale told The Bulletin. “If we don’t put an end to greenhouse gases ... then we simply won’t have a planet.”

A few of Kale’s interviewees — including the one nonpolitician he’s posted a video with, former Portland Trail Blazers big man Meyers Leonard — he



Ryan Brennecke/The Bulletin

**Kale Gardner, 14, has interviewed several well-known politicians on his YouTube channel and has journalistic and political aspirations when he gets older.**

met in person before arranging a filmed chat. But Kale contacts the majority of the politicians via emails or letters,

asking if they want to be interviewed, he said.

“A lot of times, people tell me, ‘you should write,’” Kale

said. “That’s one thing that helps me (get in touch).”

Kale has big ambitions for future interviews. His “wait-

ing list,” as he put it, includes recently elected U.S. Sens. Raphael Warnock and Jon Ossoff from Georgia, MSNBC host Rachel Maddow and arguably the most well-known member of the U.S. House of Representatives: Alexandria Ocasio-Cortez. But the top person on Kale’s interview wish list? President Joe Biden, whom Kale admires for his ability to overcome the deaths of multiple family members, he said.

“One reason I respect and admire him so much is simply because of all he’s went through,” Kale said. “Where he’s at today, it’s really amazing, all the laws he’s passed. He’s just such an amazing guy.”

Kale’s father, Randy Gardner, said he’ll find his son writing letters to politicians early in the morning or late at night.

He said he’s proud of Kale’s blossoming interest in journalism.

“People enjoy being interviewed by him, and he’s very articulate with his interviews and questions,” Gardner said. “I feel like he definitely has

*“Kale embodies the lively spirit and ingenuity of Oregon’s youth.”*

— Gov. Kate Brown

potential to really do something.”

Kale’s two favorite interviews are with Wyden and Kenyatta, he said.

“I was very grateful that Sen. Wyden was able to take time out of his busy schedule to talk with me,” he said.

Wyden, in an email, said he was impressed with Kale’s interviewing prowess and concern for the country’s well-being.

“(Kale) came to our interview well-prepared with thoughtful questions that reflect what’s on young Oregonians’ minds about the climate crisis, homelessness and more,” he wrote.

“Our interview reinforces the confidence I have about the future.”

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## Alcohol

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The measure could add up to \$2.31 to the cost of a six-pack, assuming the brewer doesn’t absorb the increase in taxes, said Bart Watson, Brewers Association chief economist. In Oregon, the brewer, the distributor and the retailer all tack on their own margin to the cost of beer.

“Craft beer is an essential part of Oregon’s economy, and closures due to COVID-19 are having a devastating impact on Oregon’s breweries and the hospitality sector,” said LaLonde, whose brewery is ranked 11th in terms of production in the U.S. craft beer arena, according to the Brewers Association, which ranks craft brewers each year.

The beer-brewing industry generates \$12.5 billion in revenue to Oregon, said LaLonde. The 400 breweries statewide employ 43,000 people, he said.

The measure increases taxes on beer, wine, cider and distilled products to fund behavioral health and substance use programs and create

the Addiction Crisis Recovery Fund.

The fund is necessary because Oregon has the third-highest untreated addiction rate in the nation, it is ranked 47th in the nation in access to addiction treatment and alcohol kills five times as many people as all drug overdoses combined, according to the measure.

“Oregon has an unprecedented addiction crisis largely driven by alcohol and made worse by COVID-19,” said Mike Marshall, executive director of Oregon Recovers, a support network for Oregonians experiencing addiction to drugs and alcohol. “With this, we have the opportunity to dramatically reduce excessive drinking, reduce alcohol-related fatalities and build the system needed to help the 9% of Oregonians who suffer from untreated addiction.”

Rep. Jason Kropf, D-Bend, said in an email to The Bulletin it’s important to bring the need for more services out for discussion.

“Far too many struggle without access to the support and services they desperately need,” Kropf said. “At the same time, our beer and wine in-

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The measure raises the tax for brewers and hard cider makers from \$2.60 a barrel to \$72.60 per barrel. Wine is taxed at 65 cents per gallon of wine, and under the proposed legislation it would go to \$10 per gallon.

“This is something that is definitely going to affect our business,” said

Ty Burnett, GoodLife Brewing co-founder.

“We’re tied to a three-tier system. We sell to the distributor, who sells to the store and then it is sold to the consumer. At each turn, every one adds up to 30% to the price.

“This would put our product far beyond the most expensive.”

The median tax per barrel of beer is \$6.20 in the United States, Watson said. A barrel of beer is 31 gallons.

Brewers fear that consumers will trade down to cheaper products rather than pay these higher prices, Watson said.

Doug Maragas, owner of Maragas Winery in Culver, said he hoped lawmakers opt to not give the measure a hearing, which essentially will mean that the taxes would not be raised.

“I hope the Legislature won’t consider it,” Maragas said. “I don’t understand the reasoning of increasing taxes on an industry that has fallen, especially for the small and medium-sized. I’m really hoping that logic prevails here.”

In Oregon, the producer in the state pays the tax on the product, said

Christina LaRue, Oregon Brewers Guild co-executive director.

“It’s a bill meant to kill the alcohol industry,” LaRue said. “We’re a destination state for people looking for craft beer and great wine. It’s a lot of money to be eliminated especially during a pandemic.”

If the measure passes, brewers will have to make up the loss in revenue some where. The proposed measure is not a sales tax, which the consumer pays, but instead an excise tax paid by the producers, distributors and retailers.

Proponents of the measure say the tax will only add 21 cents to every can of beer, LaRue said.

But actually, at every touchpoint, the price will be raised. The association has launched a petition drive [donttaxmydrink.org](http://donttaxmydrink.org).

“There’s only so much shelf space and tap handles in bars, so brewers are already vying for the real estate,” she said. “You’re putting brewers backs up against the wall at \$72 a barrel tax.”

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Paid Advertisement

# The power of Facebook advertising continues to grow

BY LIAM O’KENNEDY  
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It’s never been easier for businesses to reach people online.

Platforms like Facebook have a vast reach that can help advertisers connect with new audiences. The social media giant has 2.74 billion monthly active users, nuanced targeting capabilities and a host of rich, multimedia storytelling options at its disposal.

Still, many businesses undervalue — or even outright ignore — their Facebook pages. Social media management can be time-consuming and complicated, but it’s an essential component of marketing in 2021.

Dive deeper into the realm of Facebook for Business by reading the primer below.

### Unmatched storytelling capabilities are at your fingertips

Facebook posts can incorporate text and images seamlessly, making it easy to convey important information and eye-catching photos. Carousel Ads on Facebook combine two or more images with different headlines and call-to-action buttons, and are highly effective at driving post engagement and website traffic.

They’re a great way to tell the story of a brand or promote a new product launch.

### Precise targeting & Lookalike Audiences attract the right people

Like most social networks, Facebook collects information on its users and turns that information into audiences for advertisers. This means that businesses can gain exposure to the exact types of people who might be interested in what they offer.

For example, a ski shop could promote its tune-up and repair services to only people who live within a few miles of



the shop and have expressed an interest in skiing on Facebook.

Alternatively, businesses can use Lookalike Audiences to target people who reflect the fans they already have. Lookalike Audiences deliver ads to people with similar traits and behaviors to the people who have already “liked” or interacted with a specific page, making them more likely to engage with content and become customers.

### Real-time feedback is priceless

Facebook ads don’t simply disappear into the digital ether once they’re created — they take on a life of their own. As they reach people who are genuinely interested in what’s being promoted, they garner likes, reactions, comments and shares. A simple comment expressing interest can give a brand a window to communicate with a potential customer in meaningful ways.

### Don’t just “Set it, and forget it!”

Legendary television pitchman Ron Popeil was a master of the catchphrase, and his “Set it, and forget it!” mantra helped him sell over 8 million rotisserie ovens in the U.S. It was a simple concept: once the chicken’s in the oven, you can forget about it until it’s done.

The same can’t be said for digital marketing campaigns. They need frequent attention and fine-tuning to achieve op-

timal results. Sometimes a set of ads will underperform and require audience or budget tweaks, or sometimes those ads will need to be paused altogether. Ad sets that outperform the rest of a campaign deserve deep analysis and can influence future marketing decisions. It’s crucial to identify what’s working and what’s not so that money spent on ads stretches as far as possible.

That level of commitment can be daunting, and stops

many businesses from ever getting started. Don’t let it!

### Let Whiteboard Media guide your Facebook strategy

Whiteboard Media works closely with its clients to develop and maintain campaigns that generate exceptional business results.

Visit [whiteboardmediagroup.com/contact](http://whiteboardmediagroup.com/contact) to learn more, or call 503-890-1949 today.