

TRT: 1:55

PKG

-STAND UP-

Victoria Anderson

Gaylord News

"Name-calling is nothing new in this era of American Politics...but nicknames like "Brat", and "Midwestern Princess" are definitely a first.

The Harris/Walz Campaigns' political peek into pop culture can be confusing for some voters - but for gen-z - the campaign feels right at home on their 'for you page'."

Amanda-Grace Coleman

University of Oklahoma Advertising Graduate Student

9:50

"I think 'Brat' is I say revolutionary"

THE CAMPAIGN MARKETING PAGE "KAMALA HQ" HAS BEEN FILLING FEEDS SINCE THE VICE PRESIDENTS RISE ON THE PRESIDENTIAL TICKET.

Melody Rowlett

University of Oklahoma Political Science Professor

11:03

"I've never seen anything that has been as inclusive as this has been and by that, I mean across age groups across demographics."

THE PAGES STRETCH ACROSS TIKTOK, 'X', AND INSTAGRAM - WITH AROUND SIX MILLION FOLLOWERS COMBINED.

BUT WHAT ARE THEY TALKING ABOUT?

WHAT IS "BRAT" AND WHY ARE WE CALLING THE VICE PRESIDENT OF THE UNITED STATES THAT?

BRIDGE - (Using White Board)

LET'S BREAK THIS DOWN - (PHONE TO STAND UP TRANSITION)

Victoria Anderson

Gaylord News

"BRAT ALBUM BY CHARLI XCX - RECLAIMS THE WORD TO MEAN 'POWERFUL OR IT GIRL'

THE TERM DEFINING THE SUMMER ON SOCIAL MEDIA AS “BRAT SUMMER”

KAMALA HQ JUMPED ON THE TREND REBRANDING THEMSELVES WITH THE ALBUM'S SIGNATURE LIME GREEN AND FONT -

TIM WALZ HOWEVER - HE'S MIDWESTERN PRINCESS - A TERM NOW MAKING THE CAMPAIGN MILLIONS OF DOLLARS OFF THESE HATS.

THE NAME WAS INSPIRED BY ANOTHER HIT ALBUM “THE RISE AND FALL OF A MIDWEST PRINCESS” BY CHAPPEL ROAN - THIS REFERENCING WALZ'S MID-WEST ROOTS

BUT TO SIMPLIFY ALL OF THIS - IT REALLY JUST COMES DOWN TO THE CAMPAIGN'S MAIN MOTIF - JOY”

Melody Rowlett

University of Oklahoma Political Science Professor

5:13

“The New York Times said “Joy isn't a strategy, and I think they're wrong. I think it's a fantastic strategy people want to be happy”

POLLS FROM THE NEW YORK TIMES SHOW- GEN Z INTEREST HAS SKYROCKED SINCE JULY - EVEN IN OKLAHOMA

Joshua Harris-Till

Oklahoma Delegate

12:32

“Kamala being 'brat' and Tim Walls being a 'Midwestern Princess' like this is a crazy summer for young people in the political world to kind of find their spaces and places where they want to do it.”

BUT WITH ONLY MONTHS LEFT UNTIL ELECTION DAY - THE HARRIS/WALZ CAMPAIGN IS WORKING HARD TO TURN “BRAT SUMMER” - INTO “A BRAT PRESIDENCY”.

REPORTING IN WASHINGTON DC

VICTORIA ANDERSON

GAYLORD NEWS