

OPPORTUNITY *Ohio*

Hilarious “Let’s Go Brandon!” Songs Could Signal Historic Shift to the Right

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As news hit yesterday that several song versions of the “Let’s Go Brandon!” chant took [four of the top ten download spots on Apple iTunes](#), including the top two spots, social media went wild with laughter. I personally downloaded the [#1 Bryson Gray](#) and [#2 Loza Alexander](#) versions and spent eight minutes literally laughing out loud. The songs are just damn funny, especially the Alexander version that loops [the NBC reporter who mistakenly heard](#) the ever-popular stadium chant “F--- Joe Biden” as “Let’s Go Brandon” for NASCAR driver Brandon Brown.

Both versions of the song detail the various debacles of Joe Biden and his Administration. From the withdrawal from Afghanistan to the pandemic vaccine mandate, Gray and Alexander hit Biden and praise Donald Trump throughout the songs. As you wipe tears of laughter from your eyes, don’t dismiss the songs as little more than funny one-hit wonders that have no more significance than when a late-night Trump tweet made “covfefe” famous. Virtually every night in major league sporting venues and high school stadiums, people are yelling both versions of the chants, including in Democratic bastions like [New York City](#) and [San Francisco](#).

The songs take the chants to a whole new and potentially powerful level.

First, both Gray and Alexander are black Americans using a style of music enormously popular within the black community (and suburban white teen playlists). These songs will get listened to by other black Americans. Two critical messages – one overt and the other covert – are being conveyed through the songs. The obvious message is the critique of Biden and his fellow Democrats along with the praise of Trump. That message is one that many black Americans may not be hearing given how the media and Big Tech have censored the Right and aided the Left over the last five years. It frankly is a shock the songs are still available on iTunes and Spotify (YouTube banned the songs for imparting “medical misinformation”).

The less obvious, but, more vital message, is that it signals within the black community that it is okay to leave the Democrat Party and like Trump and the Right. I’ve personally lost good friends over politics since 2016 because I had the audacity to write before the 2020 election that [Trump would secure more of the minority vote than any other modern Republican](#) despite the near-constant attacks on him with claims of being racist and xenophobic. When he did, those friends sadly didn’t return. Thus, I can only imagine what happened in the black community – barber shops, salons, churches, and homes – to those who came out as Trump supporters.

I believe Gray and Alexander will make it easier to leave going forward. As I recently wrote in [“The Bell Curve Electorate,”](#) even a slight shift of black and Hispanic voters to the Right would make it very difficult for Democrats to win statewide and national elections.

The second group the songs and chants could sway to the Right are Americans under thirty. Those voters tend to lean Left, especially the college-age segment currently being indoctrinated by America’s left-wing professors who dominate academia. As I know all-too-well from my teen daughter, much of their news comes from TikTok and social media, with most of the information being grossly misleading at best and totally false at worse. The under thirty crowd also streams music insatiably and spends enormous number of hours on TikTok where the songs and chants are [going viral](#). Biden’s image will suffer among this cohort, as they laugh like the rest of us. Some of those listeners, however, will do more than just laugh. They will absorb the message and possibly begin their journey to the Right. Again, it doesn’t have to be a large number of defectors for it to have an oversized impact on election outcomes.

As Sigmund Freud said, sometimes a cigar is just a cigar. Perhaps the “Let’s Go Brandon!” songs will be flashes in the pan that have little to no impact on black and under thirty Americans other than to make them laugh. If the songs penetrate those two communities, however, the Left won’t be laughing come 2022, 2024, and beyond.

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