

TOO YOUNG TO VOTE TOO OLD TO IGNORE



American political strategists, and, in fact, the public-at-large, have always acknowledged that the young people of this country are its future. Today some operatives on both sides of the aisle are starting to look even younger to capture the minds and hearts of the next generation.

"Yesterday's thinking has to stop," says Branson Cisneros, "when it comes to the youth vote we can't permit ourselves to stop at simply the people who can vote."

Targeted political advertising may seem a waste of ad-spend dollars when directed towards middle schoolers or even younger. In today's connected world, however, there is no distinction between the political and the childhood spheres.

Others push back on this idea. Allison Winchester, campaign strategist for Illinois' district 21 said *"We used to have a name for the ideological targeting of children."*

**“ WE CALLED IT
INDOCTRINATION,
OR BRAINWASHING**

One thing's for sure. the derision and gleeful lambaste of such failed young-voter outreach attempts of the past decade that let us to notable petard hoists as "Pokemon-Go To The Polls" have fallen silent. Young minds after all are mutable- and there's significant opportunity cost when campaigns wait, as opposed to anticipatorily targeting voters two or three election Seasons down the line.

No candidate in the field today encapsulates this philosophy better than Rafael D'Intaglio, known as Rafi to his legions of fans - aged anywhere from 6 to 12 years old. Rafi is entirely computer generated and got his start as an anonymous Roblox avatar. Now he's running for state congress 8 years down the line, building his support among a voter base that today may be barely politically conscious but will, or so he hopes, be a crucial part of his campaign when the time comes.

Rafi's creators are anonymous and refused to comment on record, however a source close to the group indicated that their internal campaign materials feature prominently the now-iconic painting Saturn Devouring His Son with Rafi's smiling digital face superimposed over the titular titan's own.