

## Bud Light and Outrage Fatigue

The Joe Rogan experience Well people are tweeting like they're from Bud Light now because uh you know there's there's Bud Light if you go Bud Light underscore So they're making these like very subtle commercials that are like almost is like nothing goes with wieners like Bud Light you know and it's like two hot dogs I didn't realize we were like what is this What is real is a parody account and then it is a parody but it's subtle I didn't realize that that uh that like what's it called Um uh you know them people abandoning it would be that like I think it it really has stuck and they and they there was a I saw an article about revenue and like and and the the share that they have of the market and how it has totally taken a shift like \$26 billion It's crazy Yeah they really really did Boy that's the word I was looking for They were boycotting it and then the Trans movement got mad that they didn't support Dylan Mulvaney So a lot of like Lgbtq and whatever the other letters are those bars stopped carrying Bud Light because they felt like Bud Light didn't back them up And then there was video footage of them sponsoring a pride parade So it's like a Bud Light parade truck with a bunch of people dancing around like we like to fuck guys too And I like I'm a girl and I like to fuck girls like it's whatever it is it's like they're like dancing around inside this So now they're advertising in front of the the pride people And so then the people are like oh they're fucking doubling dune It's like they can't win So the the pride people are mad How weird is it that when you say pride people immediately think of gay pride means gay How wild is that that they did that they own Like it's it's it's Kane Velasquez has brown pride tattooed on his chest Now People are like what are you trying to say He's gay Brown what is that What are you trying to say You know it used to be You were proud right now It's gay It definitely means pride month Queer month I imagine you don't even have to say gay pride anymore You say Pride Month How insidious they snuck it in They slowly took over pride like they took over the rainbow Rainbows are that is it's so funny to think that University of Hawaii used to have rainbows on their helmets Can't have it anymore Well they also I think the football team was like can we get something like it was not even related to they were like the like give us and they finally changed it What do they know Well I forget what the but they they put like a more badass design on the helmets but for years it was a rainbow you know because it was like Hawaii you know it was supposed to be and they were like come on man we're supposed to be out there Yeah that was on the side of

a helmet now It's the like on the bottom It's like that h you know isn't that crazy though The the rainbow has become I mean it it's a it's gay rainbow's a gay thing Yeah I mean that's what it is now Pride It's a gay thing The word is like if you say you have straight pride people like really Do you really do You really Yeah you should First of all why you're 99% of the people proud of Fuck Are you proud of Like they had a pride a straight pride parade And I was like if I was a gay guy trying to fuck a guy in the closet that's where I would go I would go to that straight pride parade and see he was yelling the loudest let me see who I can get over here You want to argue Uh It is such a weird time man Such a weird time because unfortunately because of social media Now anything that you do you can you can form an identity around it and then it can be like your identity in terms of like your source of like how you view yourself in the world you no longer view yourself in the world as just a human being that's just accepted for whatever you're interested in Now you're in like a very specific category or group and then there's other people in that group and you you think there's people that are opposed you and there are people that are opposed to them So then then you're in conflict now you're part of a gang You know it's gonna go after those people that are against us Fuck them It's wild It's too exhausting exhausting and people want to fight they want to argue about shit Don't you just feel like I mean like I don't know I I get such mental um fatigue from a lot of this stuff I just feel like I'm an observer and I kind of put it to the side and go I I just I can't you can't entertain and ingest every one of these things going on Well that's the if you're a conspiracy theorist this is this is the real conspiracy The conspiracy is have as many social problems as possible that people just get distracted by that People concentrate on whether it's a a pandemic whether it's masks vaccines pride trans movement drag sponsor drag shows for kids If you want people to get mad and want people to get distracted Sponsor get people to think that it's a good idea to do that and and watch watch the outrage You know get people to think that the oceans are gonna be boiling in five years You know get get people to think that if we don't change like that was one of the things that Greta Thurn said five years ago that we'll all be dead Well it's five years later and we're not all dead So you definitely wrong and you're 16 So why are they flying you out to Ukraine Like what's going on So there's these so many of these fucking social distractions that are in our face all day long about everything And I feel like sometimes that's how I feel about Supreme court rulings We're gonna take away Roe V Wade and everybody's like what the fuck what what And that's another one and then that one

becomes a thing that people identify as the most important problem that they have to solve And while while all this is going on money's getting moved around decisions are getting made and it's a brilliant cover for wild shit Yeah because all you have to do ever really is uh is follow the money on anything and you see what's actually happening and everything else is a distraction to that