

PRESS RELEASE

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Colorado local musician goes viral after she uses her own rural upbringing to speak to the heart of racism in “redneck” culture.

Denver, Colorado, July 4th, 2020: Veronique Van Pelt went viral in June after she posted a video condemning police brutality. She was prompted to action because her boyfriend was shot in the foot with a grenade launcher by police at close range, breaking his foot. From here she has garnered appeal in rural communities as she speaks from a “redneck humanist” standpoint on these issues.

Background: “according to Jonathan Rodden, a Stanford political scientist: The American form of government is uniquely structured to exacerbate the urban-rural divide.”

(<https://www.nytimes.com/2019/05/21/upshot/america-political-divide-urban-rural.html>)

“Democrats tend to be concentrated in cities and Republicans to be more spread out across suburbs and rural areas. The distribution of all of the precincts in the 2016 election shows that while many tilt heavily Democratic, fewer lean as far in the other direction.” said Emily Badger, Journalist for the New York Times.

(<https://www.nytimes.com/2019/05/21/upshot/america-political-divide-urban-rural.html>).

Statistics in Rural Education:

- Child poverty rates typically exceed 35% in rural areas. (Curriculum and Teaching Dialogue, Vol. 9, Pg 209)
- Children from high poverty backgrounds have been shown to perform poorly in educational/academic settings. (Curriculum and Teaching Dialogue, Vol. 9, Pg 209)
- Funding for rural schools is quoted as being at a “crisis point”. (Curriculum and Teaching Dialogue, Vol. 9, Pg 209)

Veronique Van Pelt has purposefully tailored her videos on progressivism in rural communities to target conservative rural thinkers. While she has received numerous death threats and disparaging remarks, Her deeply authentic and emotional approach,

peppered with pastoral witticisms, has seemingly penetrated the anti-intellectual defenses of certain segments of rural communities. This allows her to disseminate information into a populace that views academia and empirical thinking with extreme suspicion.

Key Insights:

- Veronique's videos have typically gone viral within 3 to 5 hours of posting. This shows a marked engagement.
- Veronique has purposefully targeted rural communities and conservative thinkers. This indicates that there is a resonance being felt in these communities based on her delivery.
- Most of Veronique's content explicitly describes and supports Black Lives Matter.
- All of this shows a capability of reaching these communities and thus promoting this platform through media exposure that would boost the signal and its efficacy.
- It is important to note that Veronique had no intention of this video going viral, as she clearly states in the pursuant videos. It was quite shocking to receive the notoriety, as it was to have the lives of both herself and her partner immediately threatened. Because of this, it is kindly asked that Veronique's location and personal details are kept as anonymous as possible.