

CBS Mornings

05/24/23

7:00:41 a.m. [TEASE]

16 seconds

TONY DOKOUPIL: The Republican presidential field is expanding. Florida Governor Ron DeSantis set to launch his bid tonight at an event with Elon Musk.

[ON-SCREEN HEADLINE: DeSantis to Declare]

ELON MUSK: It will be the first time that something like this is happening on social media and with real-time questions and answers.

(....)

7:03:39 a.m.

2 minutes and 56 seconds

[ON-SCREEN HEADLINE: DeSantis to Announce Presidential Bid; Florida Gov. to Make It Official During Twitter Event With Musk]

DOKOUPIL: We're going to begin with news of news. A big announcement coming today, we expect, in the 2024 presidential race. Ron DeSantis, the governor of Florida, is expected to officially launch his White House bid tonight. That much expected. This was not: He's doing it during a live event on Twitter with billionaire Elon Musk. DeSantis will join what is an increasingly crowded field on the Republican side of the aisle, currently dominated still, according to polls, by former President Donald Trump. Robert Costa is in beautiful Key Biscayne near Miami where DeSantis is expected to meet with some longtime donors. He's working on that part of the campaign, as well. Bob, good morning.

ROBERT COSTA: Good morning, Tony. It is beautiful here this morning. Our latest polling shows Governor DeSantis trailing former President Donald Trump by more than 30 points. The question now is can he close that gap. But doing so will not be easy.

GOVERNOR RON DESANTIS (R-FL) [on 05/23/23]: Get ready.

COSTA: After months of anticipation, Florida Governor Ron DeSantis plans to announce he's running for president on Twitter tonight, choosing to take advantage of Elon Musk and his 140 million followers.

MUSK: The first time that something like this is happening on social media and with the real-time questions and answers. Not scripted.

COSTA: DeSantis's allies say he'll play off his combative politics alongside the tech billionaire, casting himself as a fellow culture warrior on a platform his biggest rival embraced as President.

And on Tuesday, DeSantis's wife Casey tweeted a video teasing her husband's run.

DESANTIS CAMPAIGN AD: Is it worth the sacrifice? America has been worth it every single time.

COSTA: But DeSantis is now playing catchup. Former President Donald Trump is firmly atop the polls. Despite several legal challenges looming over his candidacy, Trump has charged ahead after a CNN town hall earlier this month.

DONALD TRUMP [on 05/11/23]: Our country has gone to hell.

COSTA: And is forcing DeSantis to fend off repeated attacks.

DONALD TRUMP [on 05/13/23]: Ron DeSanctus. Did anyone hear of DeSanctus? Ron DeSanctimonious.

COSTA: But the Florida governor is standing his ground, taking veiled swipes at Trump, too.

DESANTIS [on 05/15/23]: I think the party has developed a culture of losing.

COSTA: DeSantis, popular with many Republicans for his conservative policies, has come under criticism even from some in his own party over a six-week abortion ban he signed into law, and the NAACP has issued a travel advisory for Florida, warning recent legislation is openly hostile toward African Americans.

DESANTIS [on 05/23/23]: We're proud of what we've accomplished in Florida, but I can tell you this — I have only begun to fight.

COSTA: DeSantis's team is confident that he can build momentum in the coming weeks. He will be meeting with his donors in Miami in the coming days before a formal campaign launch sometime in the coming weeks and then a trip to those early voting states.

(...)

8:01:07 a.m.

14 seconds

[ON-SCREEN HEADLINE: DeSantis 2024]

DOKOUPIL: Governor Ron DeSantis will announce his 2024 White House bid tonight on Twitter with billionaire Elon Musk.

COSTA: Our latest polling shows Governor DeSantis trailing former President Trump by more than 30 points.