

NBC's *Today*

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7:01:28 a.m. [TEASE]

23 seconds

[ON-SCREEN HEADLINE: Rough Rollout]

HODA KOTB: Rough rollout. A chaotic start to the Ron DeSantis presidential campaign, marred by technical glitches on Twitter.

DAVID SACK: We are — we are kind of melting the servers.

KOTB: His take on the troubled launch overnight.

GOVERNOR RON DESANTIS (R-FL) [on *Fox News Tonight*, 05/24/23]: It did break the Twitter space and so we're really excited with the enthusiasm.

KOTB: And the reaction from rival Donald Trump.

(...)

7:13:00 a.m.

3 minutes and 13 seconds

[ON-SCREEN HEADLINE: Rough Rollout for DeSantis Launch]

KOTB: Let's turn now to the 2024 presidential race and Florida Governor Ron DeSantis, making his highly anticipated run official. But, that long-awaited announcement on Twitter, did not go off without a hitch crashing the site and leaving the campaign scrambling on day one. NBC national correspondent Gabe Gutierrez joins us from Miami. Hey, Gabe, good morning.

GABE GUTIERREZ: Hoda, good morning. Governor DeSantis's team trying to brush this off, saying the candidate broke the internet, but other campaign launches on other platforms like YouTube and more traditional outlets typically have millions of eyeballs. This launch had several hundred thousand listeners. And so, former President Trump, Governor DeSantis's main political rival, is having a field day, blasting the unusual campaign launch and calling it a disaster.

DESANTIS: I'm Ron DeSantis, and I'm running for president.

GUTIERREZ: This morning a very rocky rollout. Governor Ron DeSantis's team trying to recover after a glitchy start to his campaign.

SACK: Alright, sorry about that. We — we've got so many people here that I think we are — we are kind of melting the servers.

GUTIERREZ: DeSantis claiming he, “broke the internet.” but the audio only chat with billionaire Elon Musk plagued with technical troubles.

ELON MUSK: There’s so many people. It’s unfortunate. I’ve never seen this before.

GUTIERREZ: Frustration heard on hot mics.

SACK: It keeps crashing.

GUTIERREZ: The livestream cutting out and the event delayed for nearly a half hour before finally —

DESANTIS: I am running for president of the United States to lead our great American comeback.

GUTIERREZ: Overnight, DeSantis brushing it off —

DESANTIS [on *Fox News Tonight*, 05/24/23]: It did break the Twitter space and so we’re really excited with the enthusiasm.

GUTIERREZ: — arguing he’s the best choice to take on President Biden.

DESANTIS [on *Fox News Tonight*, 05/24/23]: You got to be able to win and then when you get in office, you’ve got to be able to deliver results.

GUTIERREZ: But his critics could hardly contain their delight, especially former President Trump slamming the Twitter announcement as a “disaster.” Even President Biden tweeting a fundraising page, dryly pointing out, “this link works.” With the race in its infancy, Governor DeSantis trails Mr. Trump, the GOP front-runner, by more than 25 points in many polls, but DeSantis is well ahead of any other potential challengers for now.

NIKKI HALEY: He’s just an echo of Trump. I mean, I think that’s not what — that’s not what the American people want to see.

PROTESTERS: This is what democracy looks like!

GUTIERREZ: In Miami, a group of protesters gathered outside a DeSantis fundraising meeting in an upscale hotel. We spoke with one of his donors, who was in the room with other supporters as the glitches unfolded. [TO EBERHART] Because of the glitches in hindsight should he have stuck with a traditional announcement?

DAN EBERHART: I don’t think so. I think it’s who Governor DeSantis is. Look, he’s a bold leader willing to try new things and not going to do the cookie-cutter approach.

KOTB: Alright, so, I guess Governor DeSantis needs to bounce back. What’s his plan?

GUTIERREZ: Well, Hoda, Governor DeSantis is set to meet with donors and fundraisers here in Miami later today. And, despite the glitches, his campaign says it raised more than a million dollars in that first hour and Governor DeSantis is now planning to head to campaign events across the country next week, beginning Tuesday in Iowa, Hoda.

KOTB: Alright, Gabe Gutierrez for us on that story. Gabe, thank you.

(...)

8:05:03 a.m.

1 minute and 36 seconds

[ON-SCREEN HEADLINE: Rough Rollout for DeSantis Launch]

SAVANNAH GUTHRIE: Alright, let's talk politics now. After months of anticipation, Florida Governor DeSantis got off to a bumpy start yesterday when he officially entered the 2024 race. NBC national correspondent Gabe Gutierrez tells us how DeSantis is trying to portray the rough rollout. So, is it working, Gabe?

GUTIERREZ: Hey there, Savannah. Well, Governor DeSantis's team is defending the decision to announce his candidacy on Twitter Spaces in an audio-only chat with billionaire Elon Musk. It was plagued by technical glitches, but DeSantis's team says that the interest in his campaign broke the internet, but it was tough to listen to at times. There was frustration heard on hot mics, the livestream cut out, and it — even though it only had several hundred listeners, the event was delayed — several hundred thousand listeners the event was delayed by nearly a half hour. His main political rival, former President Trump, blasting the unconventional rollout as a disaster and Governor DeSantis, in his first television interview since announcing his candidacy overnight, he brushed off the glitches, and he made his pitch to voters.

DESANTIS [on *Fox News Tonight*, 05/24/23]: What I will do is help restore normalcy to our communities, integrity to our institutions, and sanity to our society. And the pledge I'll make for people is simply this, we need to win again as Republicans. We got to dispense with this culture of losing.

GUTIERREZ: Governor DeSantis now expected to meet with donors and fundraisers here in Miami later today before heading to campaign events in early primary and caucus states next week. Savannah?

GUTHRIE: Alright, Gabe Gutierrez, thank you.