

TWEETY'S ANGST

This is something I've been meaning to raise, what with all the discussion of the Tweety effect.

One of the reasons Tweety is being such a blowhard this campaign season (aside from the fact that it prominently features someone named Clinton), one of the reasons he's saying such godforsakenly stupid things is that he's crying for attention. Watch Tweety's body language during the next primary night coverage: particularly as Olbermann plays ringmaster to MSNBC's circus. From time to time you'll see Tweety wince, and that's usually right before he opens his mouth and a bunch of crap starts bubbling out, just as Olbermann is trying to cut away to someone who has actual news to report.

This election appears to be the moment when Olbermann takes on the position of lead within the NBC news staff: ahead of Brokaw, ahead of Russert (whose credibility has taken some hits of late), and ahead of Tweety. He's the anchorman of the campaign news coverage. And that appears to be driving Tweety nuts.

Which is why this tidbit makes so much sense to me (h/t TP):

[Olbermann] seems to be doing well for himself in the office now. Tullis cites a senior executive at MSNBC, who says, "Keith runs MSNBC. It's been an amazing turnaround, because two years ago they were going to cancel him. Because of his success, he's in charge. **Chris Matthews** is infuriated by it."

I can't decide who threatens Tweety's sense of his own self-worth more: Keith Olbermann or Hillary Clinton. But the combination of the two of them together in election coverage is driving the man absolutely nuts.