

Not Drowning, Trending

Tug Dumbly

Syrian Child, Sept 2015

The dead spokesboy remained tight-lipped
stayed on-message, under blanket
coverage on the news

Tragedy's brilliant new brand ambassador
sponsors love him—the little red shirt, little shorts
and Oh, those little shoes!

Speak to his people, but don't crowd the kid
he tires easily, that golden child
and his picture's worth a billion views