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Right-Wing Media Data Impact: July and August

Hi team,

Below you will find the July and August recap of right-wing media's impact on shaping the narrative on immigration. Over the last two months, we have seen the exaggeration of an "invasion" at the southern border and the continued bussing of migrants.

Please let me know if you have any questions or feedback!

Best,

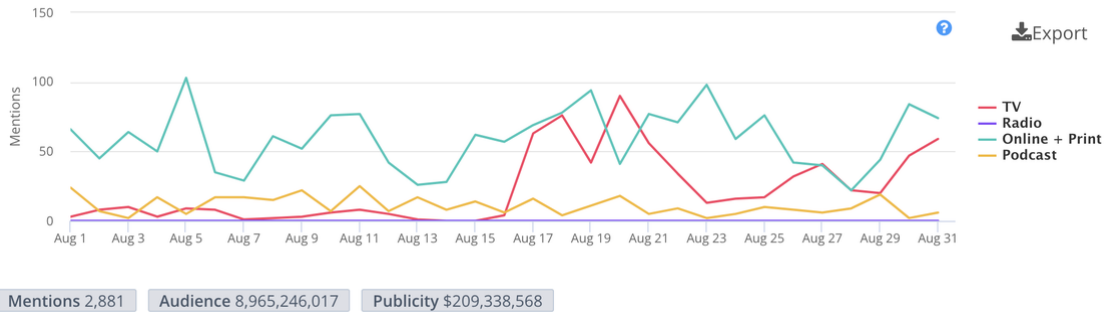
Taslim

August Summary:

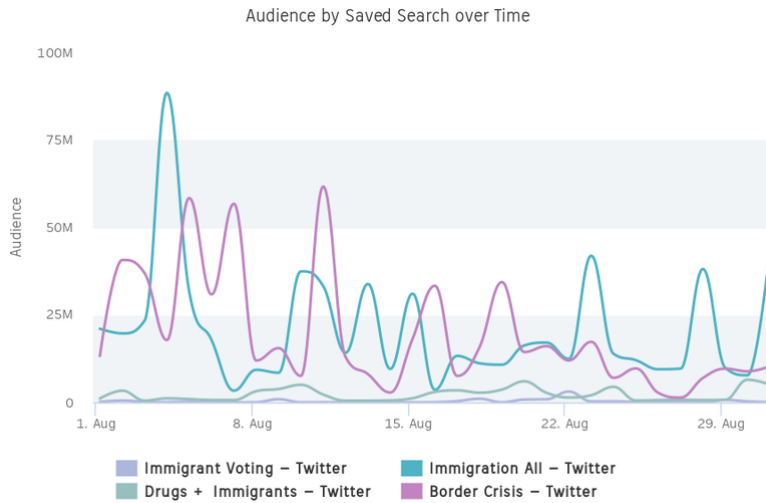
During the August 1-31 tracking period, there **were 2,881 negative immigration mentions across right-wing media outlets to an estimated audience of over 59 million people and over 180,000 Twitter mentions**. There were three major spikes and one minor peak in media mentions in August.

- The first peak in media mentions was on August 5th, following reports from [Newsmax](#) and [Breitbart](#) that the first bus of migrants arrived in New York City, a Sanctuary City.
- The second spike occurred on August 20th because of a [Breitbart](#) article claiming that "nearly 5 million immigrants have crossed our border" since Biden took office. This stat stemmed from a [FAIR report](#) analysis on border crossing during the Biden Administration.
- The third spike was on August 23rd after reports from [conservative](#) and [mainstream](#) media outlets that New York City received an influx of over 4,000 migrants because of Texas Governor [Greg Abbot's bussing stunt](#). Notably, there are critiques over [the burden on New York City's public school system](#) and that [migrants are being housed in hotels](#) since shelters are full.
- On August 30th, [Newsmax](#) and [Fox News](#) reported that Border Patrol Chief Raul Ortiz said under oath that President Biden's border policies are fueling "the unprecedented surge at the border." This added fuel to the "[Biden border crisis](#)" narrative on Twitter.
- The [top Facebook](#) post was a [Fox News video](#) about Virginia Lt. Gov. Winsome Earle-Sears's remarks that President Biden built a wall around his vacation home while "migrants flood the southern border." This post garnered 32,000 emoticons and over 5,000 shares.

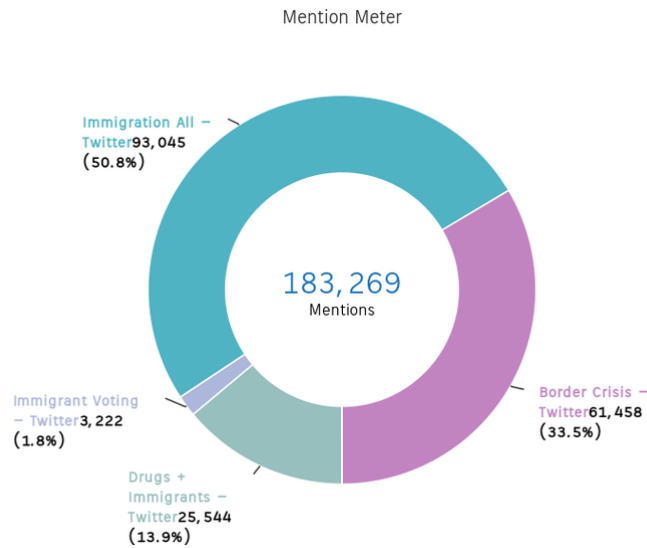
(8/1-8/31) Immigration Mentions Across Right-Wing Media



(8/1-8/31) Twitter Mentions by Saved Search over Time



(8/1-8/31) Twitter Mentions



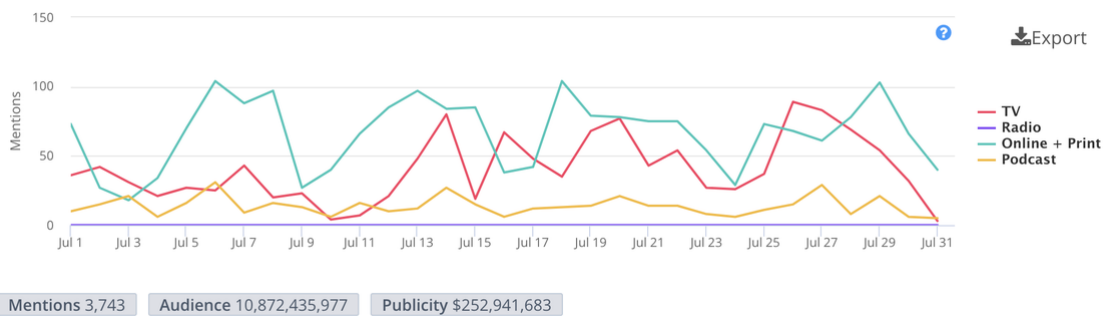
July Summary:

During the July 1-31 tracking period, there were **3,743 negative immigration mentions across right-wing media outlets to an estimated audience of over 59 million people and over 180,000 Twitter mentions.** There were three significant spikes in mentions in July.

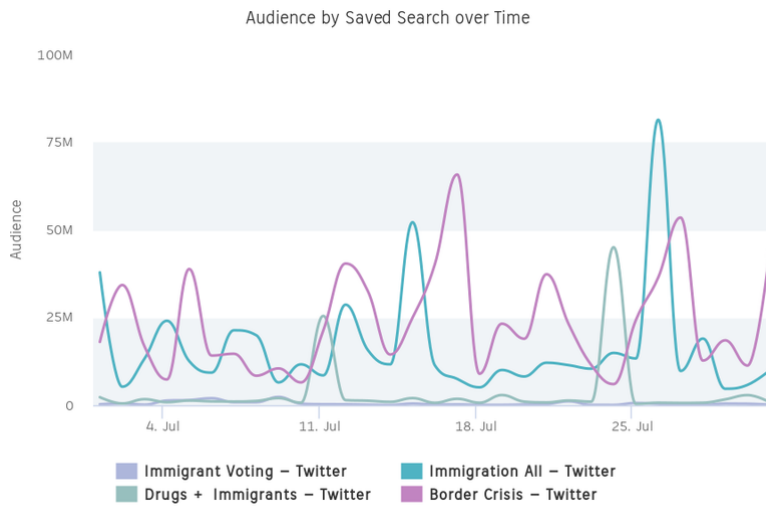
- On July 6th, there was a spike because the Texas counties of Kinney, Goliad, Terrell, Jeff Davis, Edwards, Presidio, and the City of Uvalde declared an "invasion" and urged Governor Greg Abbott to release a similar declaration.

- The second peak in media mentions was on July 18th, following [Fox News](#) and [Newsmax](#) reports that Democratic members of Washington D.C.'s city council sent a letter to Mayor Muriel Bowser regarding the influx of migrants. The letter requests assistance from the federal government to handle the approximately 100 people arriving daily. Since April, [more than 150 buses](#) from Texas and Arizona have brought almost 6,000 migrants to D.C.
- The final spike occurred on July 29th after [Fox News](#), [Newsmax](#), and [Newsweek](#), among other outlets, announced that "more than 500,000 immigrant getaways" may have been released into the United States since the beginning of 2022. Republicans took this to [Twitter](#) to push their "invasion" narrative.
- The [top performing Facebook post](#) was a [Fox News article](#) about an executive order signed by Governor Greg Abbott that allows Texas law enforcement to return undocumented immigrants apprehended in the state back to the U.S. border. This post garnered over 25,000 emoticons and almost 1,000 shares.

(7/1-7/31) Immigration Mentions Across Right-Wing Media

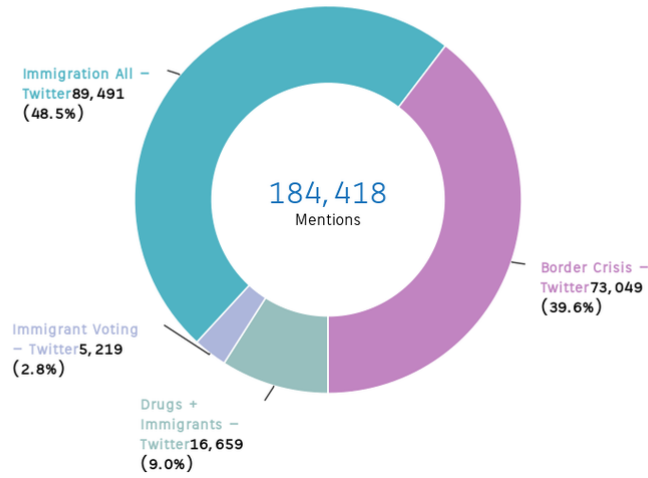


(7/1-7/31) Twitter Mentions by Saved Search over Time



(7/1-7/31) Twitter Mentions

Mention Meter



Sources: Critical Mention data, Feedly, Daily GOP Chatter by America's Voice, and manual research pulled from Twitter and Facebook.

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