

[View this email in your browser](#)



## Right-Wing Media Data Impact: October

Hi team,

Below you will find the October recap of right-wing media's impact on shaping the narrative on immigration. Please let me know if you have any questions or feedback!

Best,

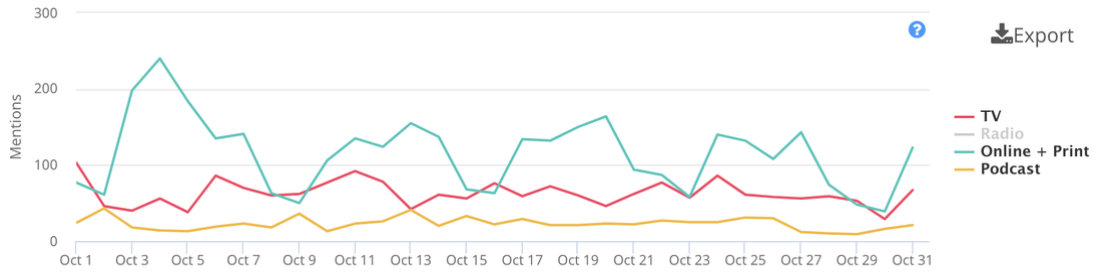
Taslim

### October Summary:

During the October 1-31 tracking period, there **were 6,216 negative immigration mentions across right-wing media outlets to an estimated audience of over 59 million people and over 148,000 Twitter mentions**. There were three significant spikes in media mentions in October. The volume of immigration media mentions revolved around fentanyl seizures at the border and criticism of NYC Mayor Adams's handling of the influx of migrant buses.

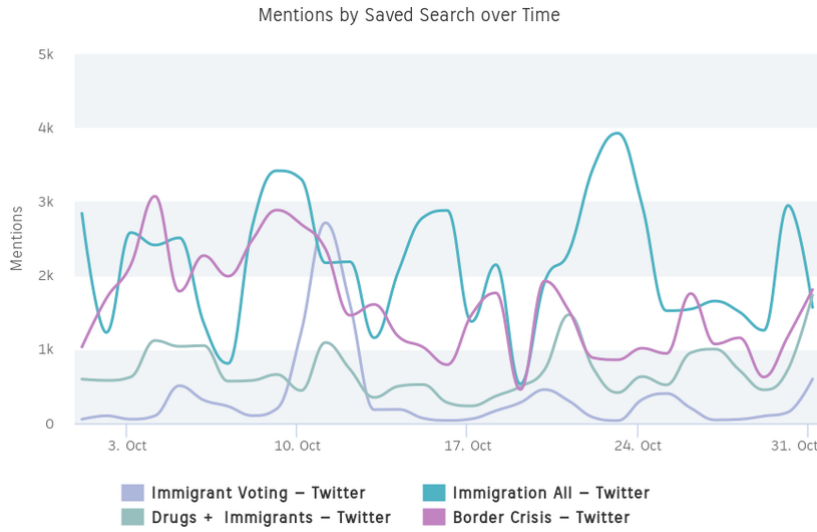
- The first significant spike occurred on October 4th, after the widespread circulation of [Fox News](#) reports about one of the largest seizures of “rainbow fentanyl” in New York. Republicans took to [Twitter](#) to highlight that [over 12,000 pounds of fentanyl](#) have been seized this year.
- The next spike in mentions developed on October 11th after New York City’s Mayor Adams issued an [emergency executive order](#) due to the influx of migrant buses. [Newsmax](#) critiqued Mayor Adams for conducting “safety checks” on recently arrived buses.
- The final spike was on October 20th after [Fox News](#), [Newsmax](#), and [Republicans on Twitter](#) praised Arizona for refusing to dismantle a makeshift border wall made of double-stacked containers. The state placed them to fill in the gaps along the U.S.-Mexico border, saying it won't remove them until "the Biden administration finishes the barrier."
- The [top performing Facebook post](#) was also the [Newsmax article](#) about Arizona's rejection of the federal government's demands to remove their container border wall. This post garnered over 18,000 emoticons and close to 1,000 shares.

**(10/1-10/31) Immigration Mentions Across Right-Wing Media**



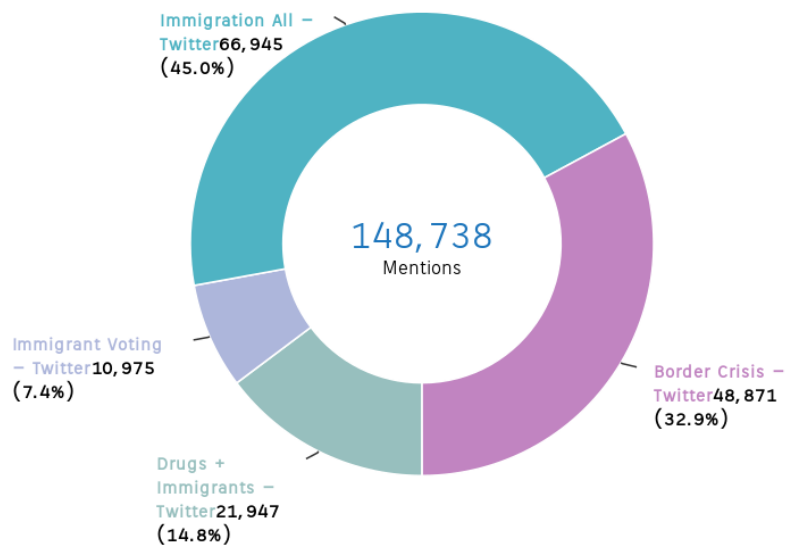
Mentions 6,216 Audience 15,953,146,400 Publicity \$421,595,631

(10/1-10/31) Twitter Mentions by Saved Search over Time



(10/1-10/31) Twitter Mentions

Mention Meter



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

*Copyright (C) 2022 Immigration Hub. All rights reserved.*  
You are receiving this email because you opted in via our website.

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#)

Grow your business with  **mailchimp**