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Right-Wing Media Data Impact: September

Hi team,

Below you will find the September 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,

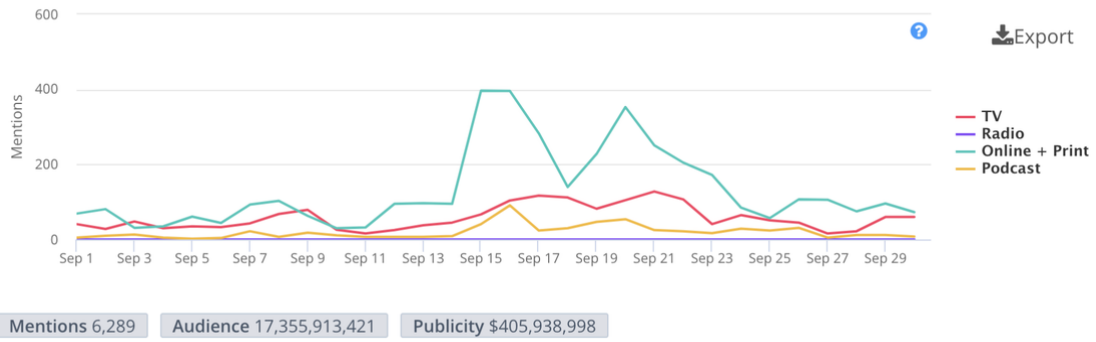
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September Summary:

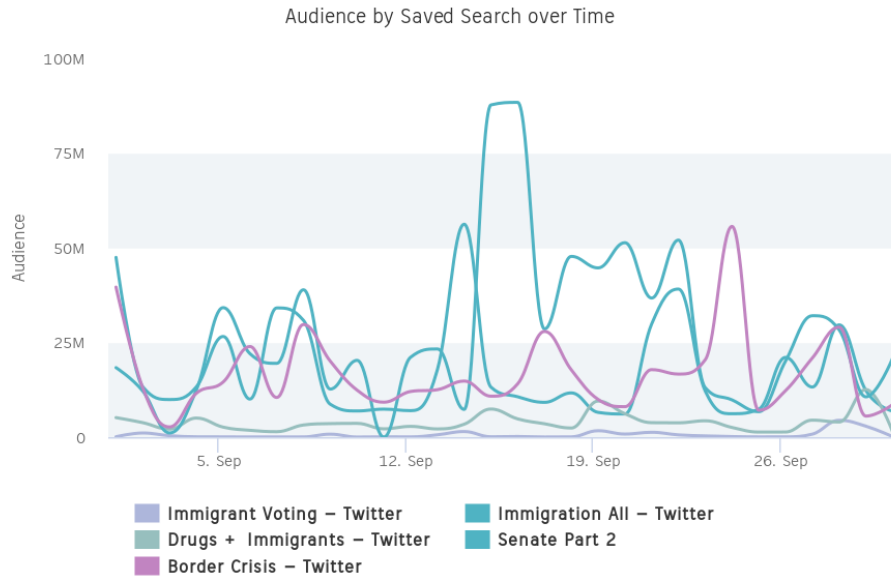
During the September 1-30 tracking period, there **were 6,289 negative immigration mentions across right-wing media outlets to an estimated audience of over 59 million people and over 196,000 Twitter mentions**. There were three significant spikes in media mentions in September. The volume of immigration media mentions revolved around Governor Ron DeSantis's relocation of migrants.

- The first highest peak occurred on September 15th, after Florida Gov. Ron DeSantis [flew 50 migrants to Martha's Vineyard unannounced](#). Republicans used [Twitter](#) to applaud this political stunt and blamed President Biden's "reckless" southern border policies.
- The spike in mentions continued into September 16th following Gov. DeSantis's [press conference](#), where he stated "there will be more" flights and buses of migrants to sanctuary cities across the country to "protect" the residents of Florida from President Biden's "reckless" southern border policies.
- [Fox News](#) and [Newsmax](#) reported that the number of migrant apprehensions along the border for the first time exceeded 2 million in one year, leading to the third spike on September 20th. The other reason for this peak was several [reports](#) that Gov. DeSantis may fly more migrants to President Biden's home.
- The [top performing Facebook post](#) was a [Fox News](#) article about the arrival of 50 migrants bussed from Texas to the Washington, DC, residence of Vice-President Kamala Harris. This post garnered over 41,000 emoticons and almost 4,000 shares.

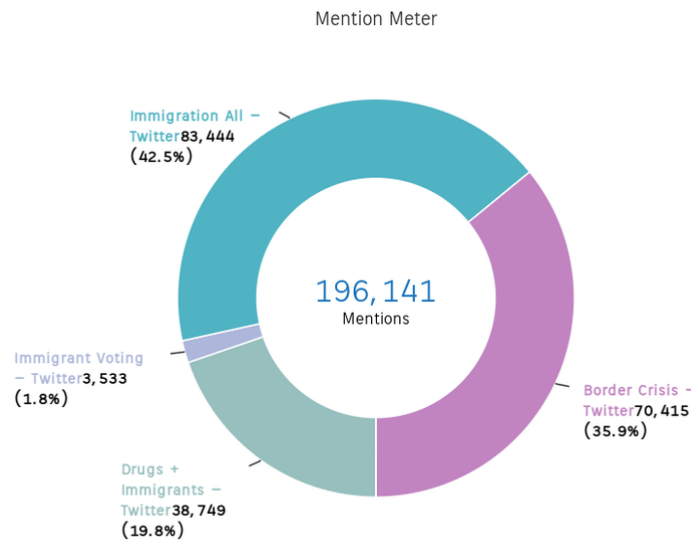
(9/1-9/30) Immigration Mentions Across Right-Wing Media



(9/1-9/30) Twitter Mentions by Saved Search over Time



(9/1-9/30) Twitter Mentions



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

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