

# IMMIGRATION HUB

## Right-Wing Media Data Impact: August, 2024

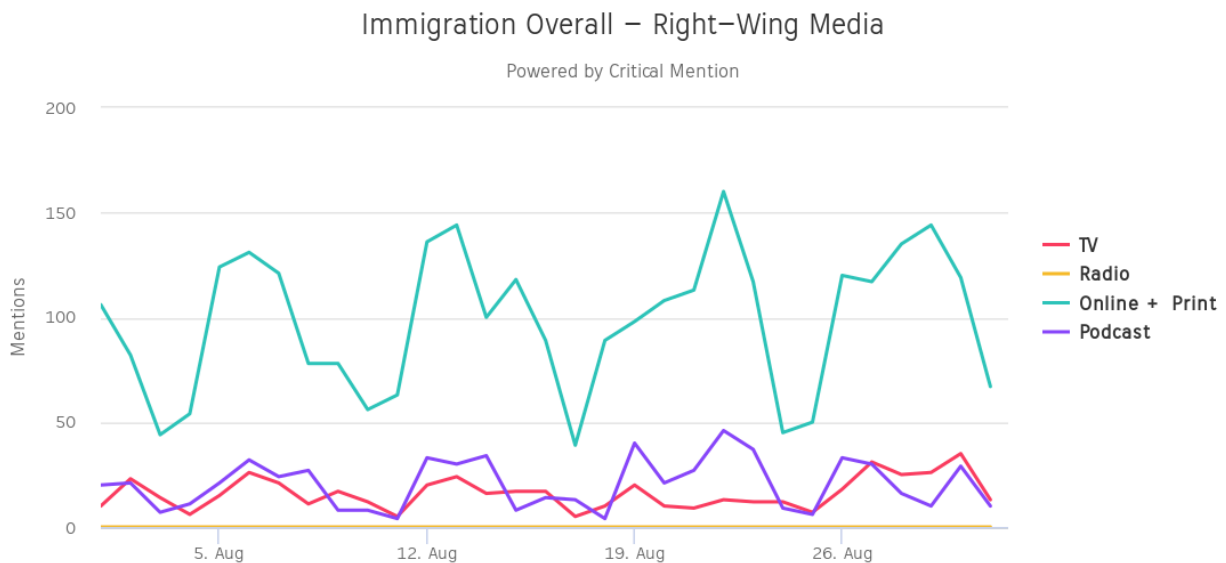
### Summary:

During the August tracking period, there were **4,178 negative immigration mentions across right-wing media outlets** (+22% from July) to an estimated **audience of 14,958,386,723 people** (-12% from July) worth an estimated **\$482,305,587 in publicity** (+17% from July).

### Mainstream media:

During the August tracking period, there were **4,701 negative immigration mentions across mainstream media outlets** (-7% from July) to an estimated **audience of 17,189,923,870 people** (+2% from July), worth an estimated **\$210,082,688 in publicity** (+3% from July).

## Immigration Mentions Across Right-Wing Media in August 2024



Source: Critical Mention TV, radio, online, print, and podcasts 08/01/2024 - 08/31/2024

In August, right-wing sites infused anti-immigrant buzzwords throughout their media:

## August Right-Wing Buzzwords

Right-wing media use of anti-immigrant buzzwords during August 2024:

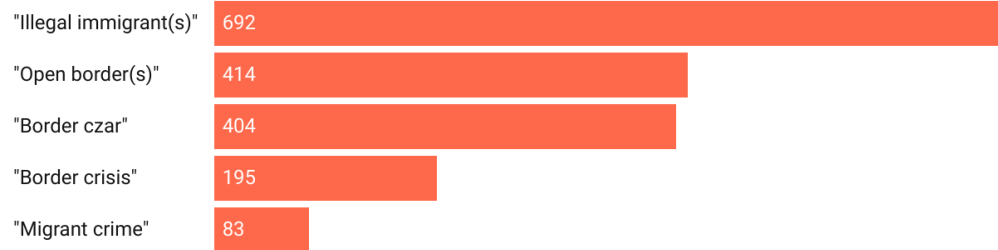


Chart: Immigration Hub • Source: Critical Mention • Created with Datawrapper

After Harris announced Walz as her running mate on the 6th, right-wing sites began describing him as standing for “open borders” and attempting to discredit his record:

- [Fox News](#) - Uplifts GOP reactions to Walz.
- [Fox News](#) - Claims Walz backed “sanctuary policies” and represents a “win for open borders.”
- [Newsmax](#) - Cites Mike Johnson’s statement on Walz: “... supports sanctuary cities, and wants to give driver’s licenses to the millions of illegal aliens [Harris] has allowed into our country.”

Sites continued to label Harris as “border czar” and pushed lies about her record and noncitizen voting:

- [Fox News](#)
- [Newsmax](#)
- [Washington Examiner](#)

During the DNC, right-wing sites amplified their anti-immigrant sentiment and GOP voices:

- [Fox News](#) - Highlights Trump’s visit to the AZ border and uplifts his claims about crime and a border invasion.
- [Greg Abbott](#) - Claims that Harris “facilitated border crime.”
- [Fox News](#) - “Windy City rocked by violence even with migrant gangs on good behavior”
- [Fox News](#) - Discusses a pro-Trump group launching a \$500k campaign called “#say their names,” that will target battleground states with ads about murders supposedly committed by undocumented immigrants.

Right-wing sites continued to make false claims of high border crossings and amplified Trump supporters in border states. Sites also discussed crimes they claim were committed by immigrants:

- [Fox News](#) - “They’re playing the numbers game on illegal border crossings”
- [Fox News](#) - “Against open borders: Border town residents pick between Trump and Harris on immigration”
- [Fox News](#) - “El Paso on high alert as dangerous Venezuelan gang described as ‘MS-13 on steroids’ surges into US”

Mainstream comparison:

### August Buzzwords

Media use of negative immigration buzzwords during August 2024:

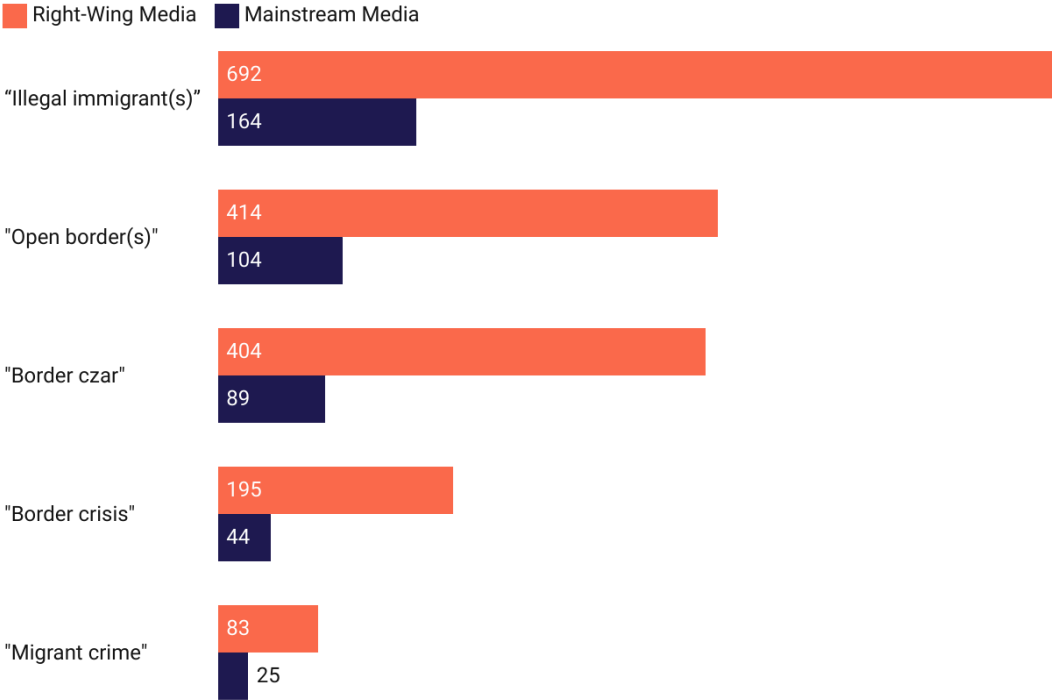


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