

Right-Wing Media Data Impact: November, 2024

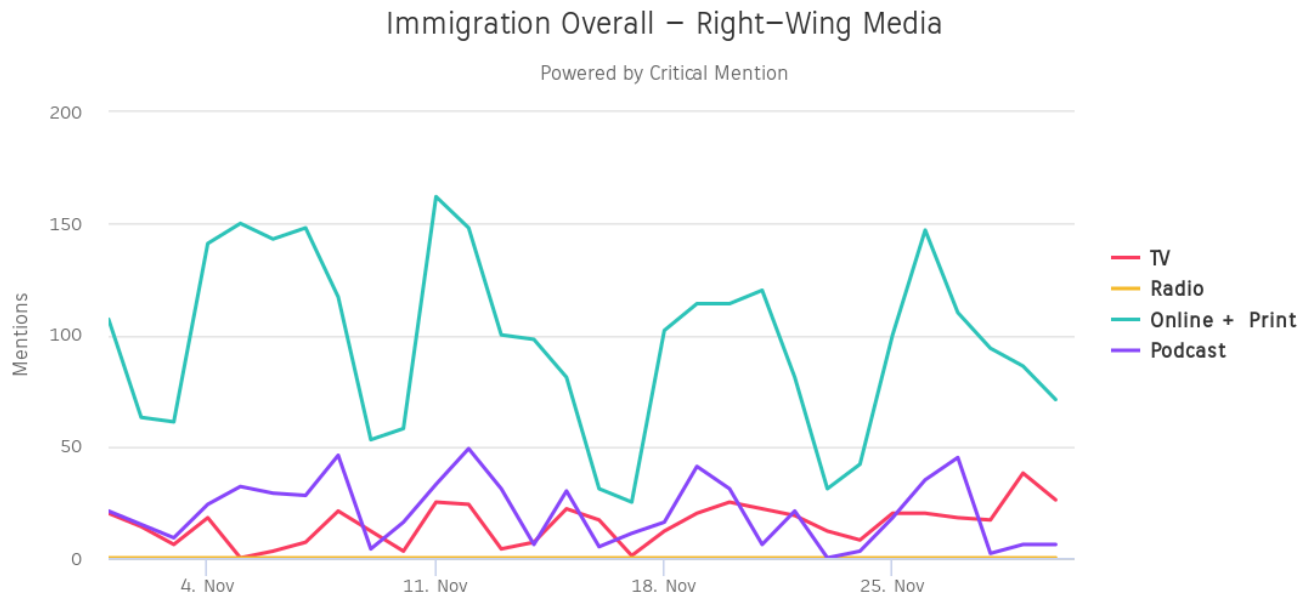
Summary:

During the November tracking period, there were **3,978 negative immigration mentions across right-wing media outlets** (-12% from October) to an **estimated audience of 14,091,427,147 new and repeat viewers** (-10% from October) **worth an estimated \$505,685,924 in publicity** (+10% from October).

Mainstream media:

During the November tracking period, there were **4,971 negative immigration mentions across mainstream media outlets** (-10% from October) to an estimated **audience of 19,515,181,705 new and repeat viewers**(-14% from October), worth an estimated **\$282,168,333 in publicity** (-12% from October).

Immigration Mentions Across Right-Wing Media in November 2024



Source: Critical Mention TV, radio, online, print, and podcasts 11/01/2024 - 11/30/2024

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

November Right-Wing Buzzwords

Right-wing media use of anti-immigrant buzzwords in November 2024:

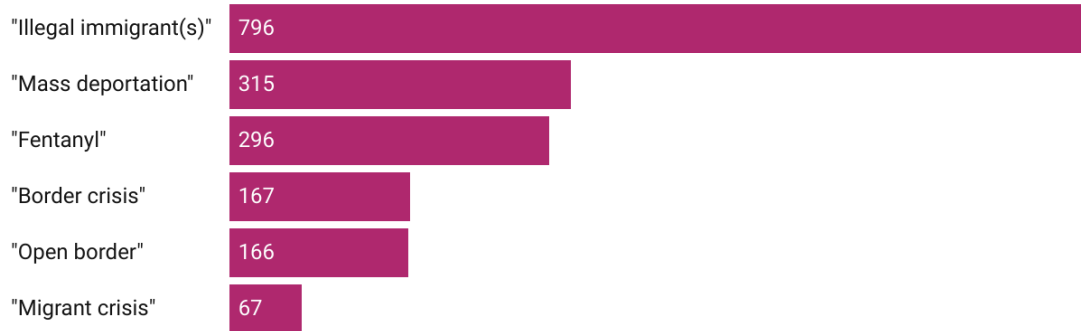


Chart: Immigration Hub • Source: Critical Mention • Created with Datawrapper

There were 315 mentions of “mass deportation” in November, an increase of 344% compared to just 71 mentions in October. This spike was driven by coverage of Trump’s agenda and an [announcement](#) from Texas that the state will provide the Trump administration land to build internment camps to detain immigrants.

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

Right-wing media focused coverage on Trump’s cabinet selections and their anticipated role in carrying out his anti-immigrant agenda.

- Ben Shapiro Show - [Team Of The Century: More Stellar Trump Picks](#)
- Daily Caller - [Trump Taps Kristi Noem As Next DHS Secretary](#)
- NewsMax - [Trump Names Stephen Miller to Be Deputy Chief of Policy](#)
- Fox News - [Trump's incoming border czar issues a warning sanctuary cities ignore at their own peril](#)

Sites in the right-wing media ecosystem pushed the narrative of a post-election “surge” of immigrants at the border.

- “Massive group of illegal immigrants nabbed at border” ([Fox News](#))
- “Surge of migrant children” ([Fox News](#))
- “Border Patrol prepares for ‘onslaught’ of illegal immigrants” ([Washington Examiner](#))

Right-wing media continued to criminalize immigrants, pushing their usual narrative framing immigration as an existential threat to the security and health of America.

- Fox News - [America's become a sanctuary nation for criminal illegal immigrants](#)
- News Max - [We Can't Afford 2 More Months of Terrorists Entering our Nation](#)
- News Max - [TB: The Silent Killer Crossing Our Borders](#)