



# MEDIA REPORT

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# NEWS COVERAGE

## Summary

283 stories in national and local media. An estimated 3,061,497 people had subscriber access (reach) to these articles with an estimated earned media value of \$732,372.20.

## Press Releases

4.12 [\*Crowdfunding Summit \(local\)\*](#)

4.17 [SLCC Names Honorary Doctorate Recipients for Commencement](#)

## Top Stories

**April 3, 2019**

### [\*\*SLCC HELPS IN-STATE OLYMPIC ATHLETES TRAIN AND PURSUE ACADEMICS FULL-TIME\*\*](#) *ABC4.COM*

Salt Lake Community College has joined with US Speed Skating to provide special, customized academic and training programs for Olympic athletes. Most athletes coming out of high school can choose to do both athletics and academics in college. In the case of students pursuing Olympic sports, it can be hard to study and train at the same time.

**April 4, 2019**

### [\*\*Why aerospace industry might be the next economic powerhouse in SLC\*\*](#)

*ABC4.COM*

Local leaders say that Utah's aerospace industry could be the next big economic powerhouse for in Salt Lake City. Lara Fritts, director for the Salt Lake City Department of Economic Development, visited Good Morning Utah to talk about it.

**April 8, 2019**

### [\*\*SLCC women's basketball coach retires with 545 wins, ranking No. 2 at one school in Utah college history\*\*](#) *SLTRIB.COM*

Salt Lake Community College's Betsy Specketer, one of two coaches in the state's history with 500 wins in one college basketball program, announced her retirement Monday.

**[Betsy Specketer, the women's basketball coach at Salt Lake Community College, retires after 25 years](#)** *DESERETNEWS.COM*

The long and highly decorated career of Betsy Specketer, the women's basketball coach at Salt Lake Community College, has come to an end. Specketer announced her retirement Monday, bringing an end to her 25-year stint at SLCC, nearly all of which was spent as head coach of the Bruins.

**April 15, 2019**

**[Student's college application mistake goes viral, brings her to SLCC](#)** *KSL.COM*

A student from Louisiana accidentally applied for the wrong college. Her story went viral and her mistake brought her all the way to Utah. Kaitlynn Lovelady, at 21 years old, was trying to apply to South Louisiana Community College. Instead, she applied to Salt Lake Community College – the wrong SLCC.

**April 15, 2019**

**[Woman who applied to wrong SLCC finishes free trip to Utah](#)** *FOX13.COM*

The Louisiana student who mistakenly applied to the wrong SLCC finished her long weekend in Utah. It was mistake no one would have known if not for a tweet Kaitlynn Lovelady composed went viral. It turned into a free trip to Utah and college tour of Salt Lake Community College.

**April 15, 2019**

**[She accidentally applied to Utah's SLCC instead of one in Louisiana. School officials gave her a tour to convince her it wasn't a mistake.](#)** *SLTRIB.COM*

*SLTRIB.COM*

Kaitlynn Lovelady didn't realize she had applied to the wrong college until she opened her email and saw the acceptance letter. It said: "Welcome to Salt Lake Community College." She said: "Where's that?"

**April 16, 2019**

**[Student who applied to wrong college gets free trip to visit Utah campus](#)** *ABCNEWS.GO.COM*

*ABCNEWS.GO.COM*

A college senior who applied to the wrong college was gifted a free trip to visit the campus due to her fateful mistake -- and the power of Twitter.

## April 18, 2019

### [SLCC names honorary doctorate recipients for commencement](#)

*UTAHPOLICY.COM*

Salt Lake Community College has named Jay K. Francis and Patricia R. Richards as 2019 Honorary Doctorate recipients. They will receive their degrees at SLCC's May 3 Commencement at the Maverik Center, 3200 S. Decker Lake Drive, West Valley City. Francis is the executive vice president over Corporate Affairs and Miller Family Philanthropy. Richards is president and CEO of SelectHealth.

## April 19, 2019

### [SLCC or SLCC? The college application mix-up that put the spotlight on a Utah school....](#)

*KSL.COM*

A Louisiana student looking to apply to Southern Louisiana Community College accidentally applied to Salt Lake Community College. Salote Halatoa shares how this story ended, and what out-of-state students can expect from SLCC.

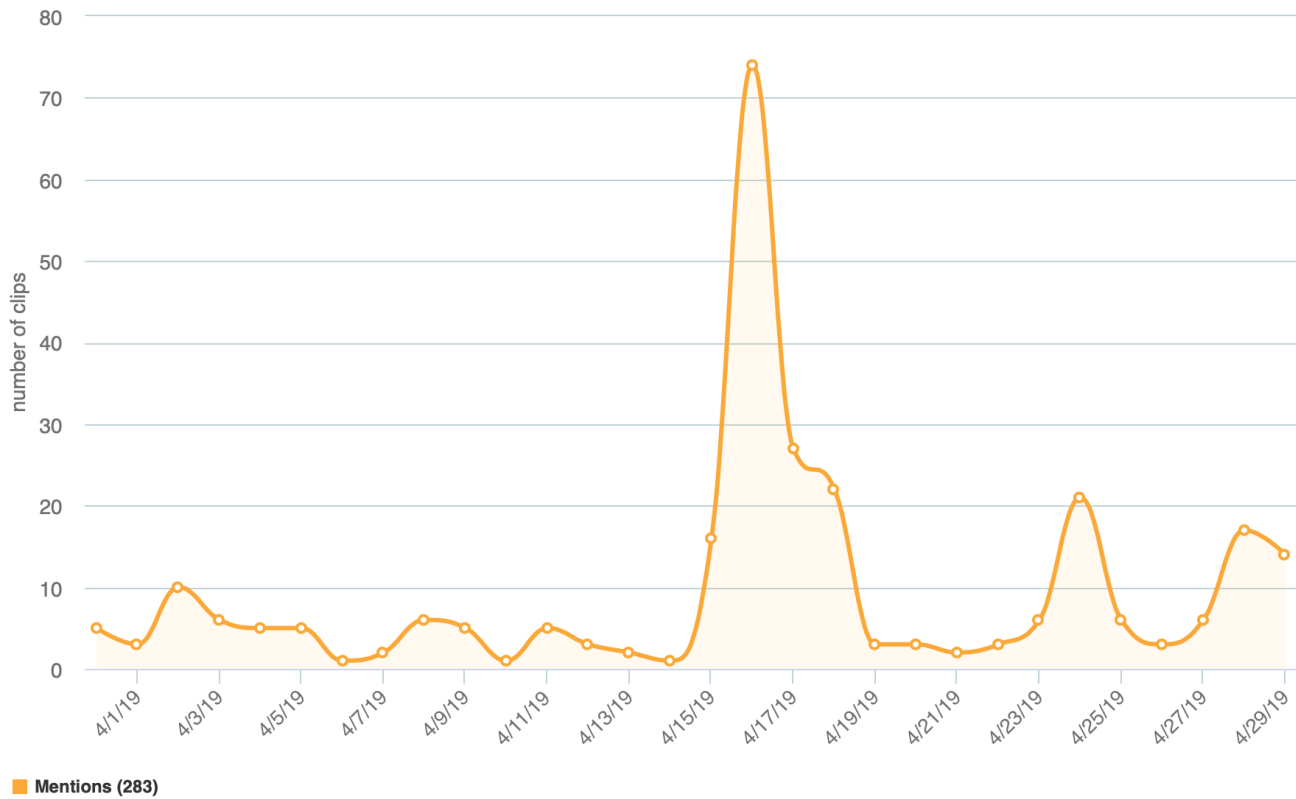
## April 22, 2019

### [Commencement Speakers Announced: Fisher, Fresno Pacific, Knox, Lesley, Lincoln, Midwestern State, Morehouse, Pace, Salt Lake CC, Simmons, Soka, U Hartford, UMass, U Montevallo, Westmont, Yeshiva](#)

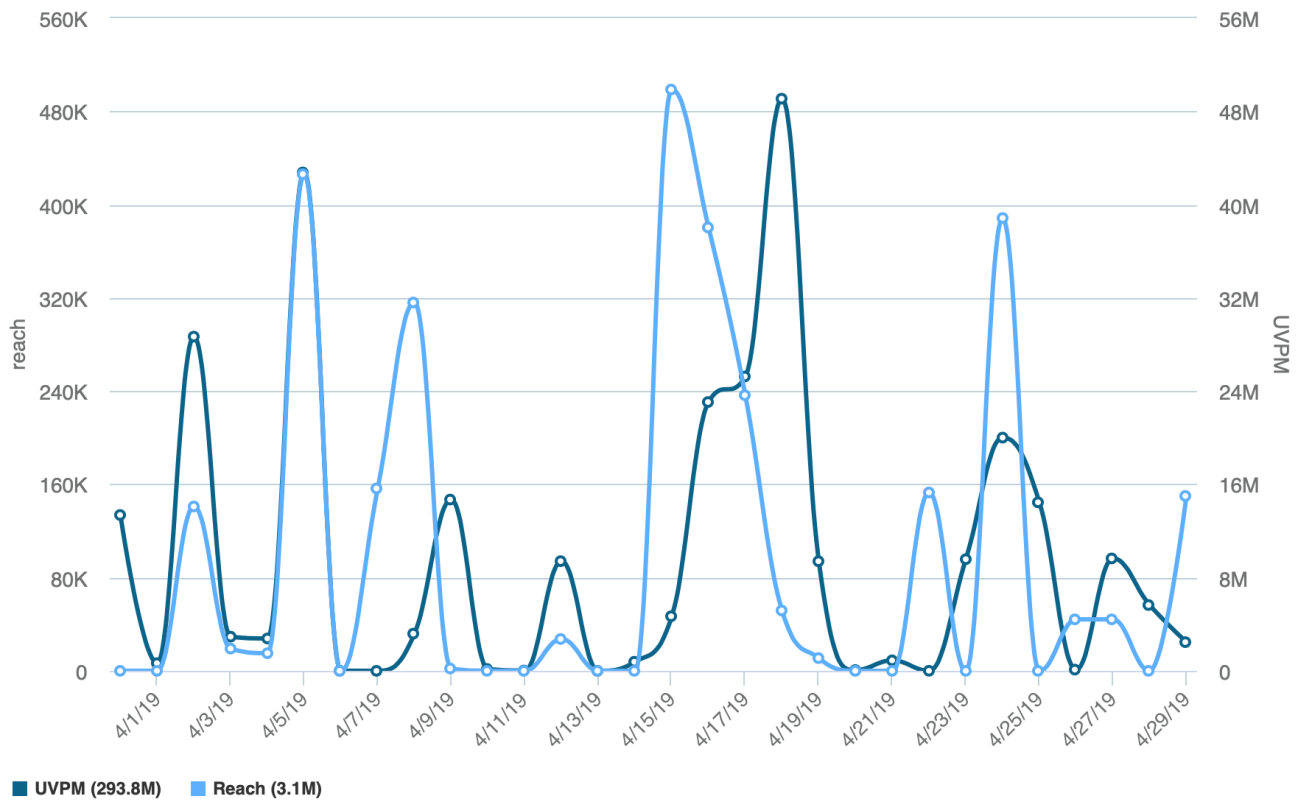
*INSIDEHIGHERED.COM*

Lincoln University, in Pennsylvania: U.S. representative John R. Lewis.  
Morehouse College: Robert F. Smith, founder, chairman and CEO of Vista Equity Partners.  
Pace University: Richard Plepler, former chairman and CEO of HBO.  
Salt Lake Community College: Luke Williams, a consultant and expert on innovation.  
Simmons University: Tiffany Dufu, founder and CEO of the Cru, a peer coaching platform for women; and others.

Total Mentions



Reach

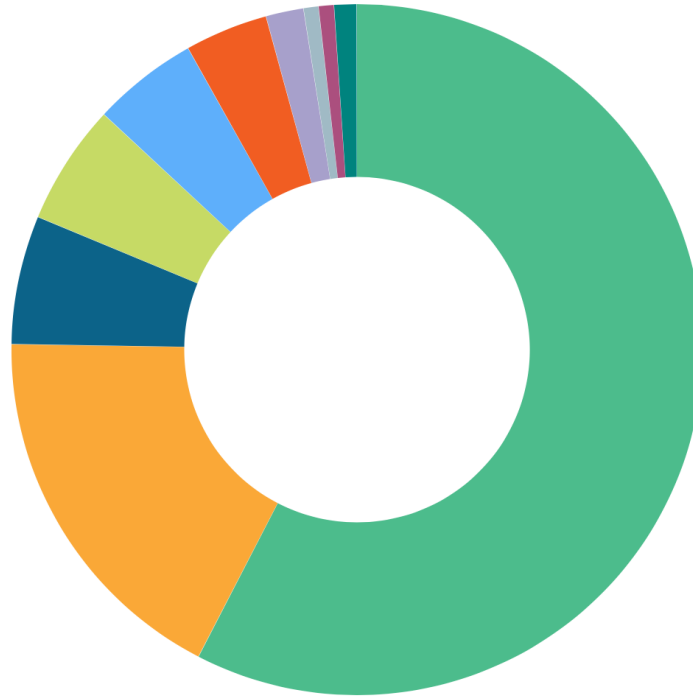


# Media Report – April 2019

Reach is the Total Number of Unique Viewers/Readers

UVPM is the Number of Unique Viewers/Readers Per Month Across All Social Platforms

## Share of Coverage by Media Type



■ Online, consumer: 57.6%   ■ Television program: 17.7%   ■ Online, news and business: 6%   ■ Online, technical/scientific/academic: 5.7%  
■ Newspaper: 4.9%   ■ Online, trade/industry: 3.9%   ■ Blog, consumer: 1.8%   ■ Radio program: 0.7%  
■ Publication, college/alumni: 0.7%   ■ Other: 1.1%

# Social Media

## SLCC Blog

A total of 22 blogs were published on slcc.edu.

### [4.3 \*\*Meet Our Faculty: Tim Beagley\*\*](#)

*Promoted on SLCC News & Events Page*

### [4.4 \*\*Scott Willie: Serving His Native American Community\*\*](#)

*Promoted on Facebook, Twitter, LinkedIn, SLCC News & Events Page*

### [4.5 \*\*Three Oranges Delights Young and Old\(er\) at Black Box\*\*](#)

*Promoted on Facebook, SLCC Today, SLCC News & Events Page*

### [4.8 \*\*Two-time Olympian Reaching New Academic Heights at SLCC\*\*](#)

*Promoted on Facebook, Twitter, SLCC Today, SLCC News & Events Page*

### [4.8 \*\*Celebrated, Beloved Coach Specketer Announces Retirement\*\*](#)

*Promoted on Facebook, Twitter, SLCC News & Events Page*

### [4.11 \*\*Student Body President Inspires With Speech About His Academic Journey\*\*](#)

*Promoted on Facebook, Twitter, SLCC News & Events Page, SLCC Today*

### [4.11 \*\*Evolving a “Student-Centric” Culture at SLCC\*\*](#)

### [4.11 \*\*Salt Lake SBDC To Hold 5<sup>th</sup> Annual Utah Crowdfunding Summit\*\*](#)

*Promoted on SLCC News & Events Page*

### [4.12 \*\*Goldman Sachs, SLCC Talk Small Business in Utah\*\*](#)

*Promoted on Twitter*

### [4.15 \*\*Mandi Taylor: Focusing on School, Family and Her Future\*\*](#)

*Promoted on Facebook, SLCC News & Events Page*

### [4.17 \*\*College Names Honorary Doctorate Recipients for Commencement\*\*](#)

*Promoted on Facebook, LinkedIn, SLCC News & Events Page*

### [4.18 \*\*Dance Company Performs ‘Pure Gold’ Spring Concert\*\*](#)

*Promoted on Facebook, SLCC Today*

### [4.22 \*\*Students Impress Faculty at 8<sup>th</sup> Annual Symposium\*\*](#)

### [4.22 \*\*Multicultural Students Gather to Celebrate Success\*\*](#)

*Promoted in SLCC Today*

### [4.22 \*\*A Glimpse Into a 40-year Career at the College\*\*](#)

*Promoted on SLCC Today*

### [4.22 \*\*College Celebrates Earth Day With Fair, Upcycle Art Contest\*\*](#)

### [4.24 \*\*Fashion Institute Rolls Out Two Days of Shows, Workshops\*\*](#)

*Promoted on Facebook, SLCC Today*



4.26 [Summer Site Closures/Hours of Operation Changes](#)

*Promoted in SLCC Today, SLCC News & Events Page*

4.26 [Birth of a Flute: More than a Class for Making Instruments By Hand](#)

*Promoted on Facebook, SLCC News & Events Page*

4.29 [Thayne Center Recognizes Honorees](#)

4.30 [Jordan Campus Opens New Healing Arts Lab](#)

*Promoted on Facebook, Twitter, LinkedIn, SLCC Today, SLCC News & Events Page*

4.30 [College Holds Employee Recognition, Marks 70<sup>th</sup> Year](#)

*Promoted on Facebook, SLCC Today*

## Twitter

- Number of tweets: 32
- Tweet Impressions: 73.9K
- Number of mentions: 7
- Follower count: +134
- Top Tweet:

**Top Tweet** earned 9,722 impressions

Thanks for visiting SLCC,  
**@KaitlynnLovelad!** Safe travels back to  
Louisiana. Know you are always welcome  
back to campus, no matter where you  
geaux! [pic.twitter.com/9WZKrzBMOh](https://pic.twitter.com/9WZKrzBMOh)



↩ 1   ↻ 7   ❤ 76

- Top Mention:

**Top mention** earned 1,298 engagements



**Ashley Kewish**

@ashleykewish · Apr 25

Such a wonderful time with our **#WednesdaysChild**, Miguel at **@SaltLakeCC** today. A special thank you to **@SpencerJCox** for supporting Utah children living in foster care. **@adoptex** **@KSL5TV** **#ksltv**  
[pic.twitter.com/h0wpfZZdh0](https://pic.twitter.com/h0wpfZZdh0)



↩ 3 ↻ 3 ❤ 27

- Top Media Tweet:

**Top media Tweet** earned 3,158 impressions

Welcoming, **@KaitlynnLovelad** to campus today! She'll be meeting with **@slccsa** student leaders, admissions, and going on a campus tour. [pic.twitter.com/lz93Jtmsdf](https://pic.twitter.com/lz93Jtmsdf)



↩ 1 ↻ 4 ❤ 15

- Number of posts: 17
- Post Impressions: 46,085
- Page Likes: +92
- Top post:

 Salt Lake Community College is with Wyatt Bringhurst. ...  
Published by saltlakecc [?] · April 16 at 2:19 PM · 

Bruins, meet your new SLCCSA Executive Council for 2019-2020!



 **Get More Likes, Comments and Shares**  
Boost this post for \$30 to reach up to 7,600 people.

<b>3,350</b> People Reached	<b>393</b> Engagements	<a href="#">Boost Post</a>
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  Holly Steffler-Hooples, Thy Vu Mims and 94 others · 2 Comments · 3 Shares

 Like     Comment     Share    

- Page Views: 1,148
- Unique Visitors: 710
- Total Followers: 57,826 (+476)
- Likes: 193, Comments: 13, Shares: 1
- Top Post:

The screenshot shows a Facebook post from Salt Lake Community College. The post title is "Louisiana college student to visit Utah after applying to wrong SLCC". The post content features a tweet from Kaitlynn A. Lovelady (@KaitlynnLovelad) dated 10:06 AM - 27 Feb 2019. The tweet text reads: "I just applied to SLCC for summer class only to realize it's Salt Lake Community College in SALT LAKE CITY, UTAH instead of SOUTH LOUISIANA COMMUNITY COLLEGE. GOODBYE \$40!!!!!!!!!!!!!!!!!!!!". The tweet has 113 Retweets and 1,337 Likes. Below the tweet, there is a comment from Kaitlynn A. Lovelady dated Mar 1: "If anyone from Utah wants to pay my flight there and back, I'll consider it." The Facebook post shows 82 likes and 4 comments. The bottom of the post displays a "Reactions" section with several profile pictures and a "+74" indicator.

- Number of posts: 6
- Number of stories: 55
- Post Likes: 555
- Total Followers: 2,461
- Top Posts:



saltlakecc • Following

saltlakecc Bruins, meet your new SLCCSA Executive Council for 2019-2020!

4w

lonschiffbauer I knew them when...!

3w 1 like Reply

janarlacoleman Congrats student leaders!

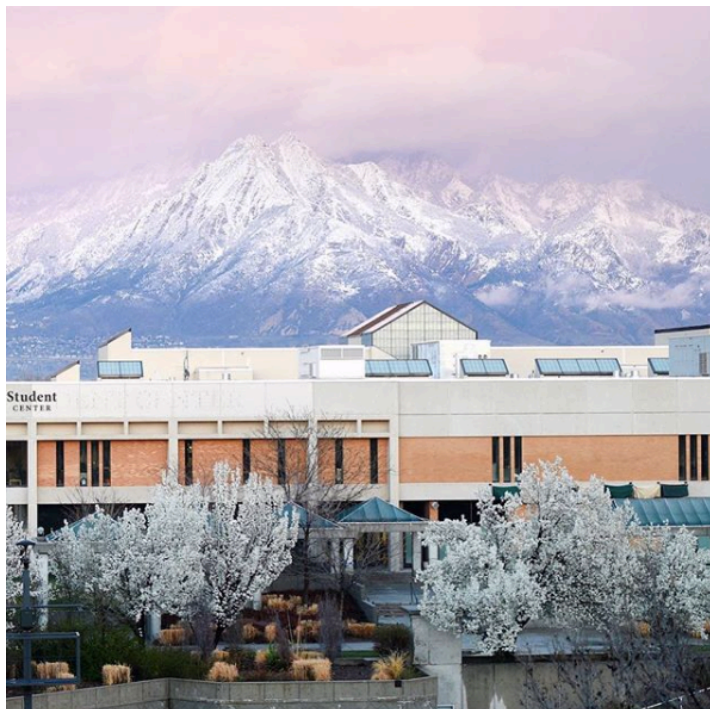
3w Reply

alexakayallen Mary 😍 @maryeflanagan

Liked by photographybystephen and 164 others

APRIL 16

Add a comment... Post



saltlakecc • Following

saltlakecc Snow on the mountains, snow on the trees.

4w

priscymar\_ 😍 it should be snow on the mountains, flowers on the trees 😍

4w Reply

Liked by photographybystephen and 131 others

APRIL 12

Add a comment... Post