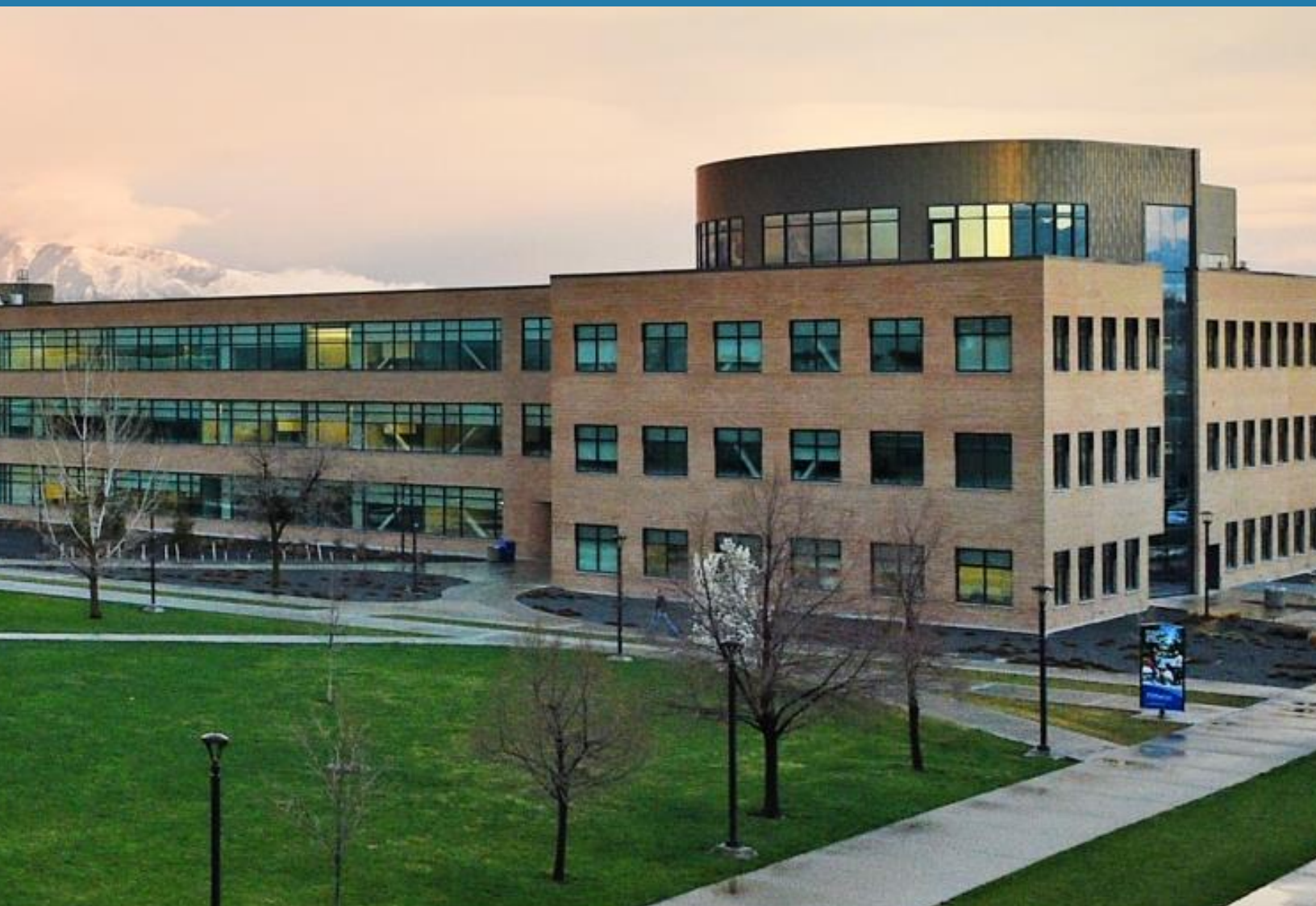


MEDIA REPORT

January 2021



News Coverage

Summary

144 stories in national and local media. An estimated 1,086,909 people had subscriber access (reach) to these articles with an estimated earned media value of \$123,081.35.

Media Advisory

January 19, 2021

Salt Lake Community College Presents Racial Inequality, Economic Injustice, and Reparations January 19, 2021 - 6-8 p.m.. (Press Calls, Media Advisory)

Top Stories

January 2, 2021

[A historian of Utah, Latter-day Saints and the American West who knows his roots](#)

DESERET.COM

When he was writing his dissertation for his doctorate in history, Paul Reeve sat down with a faculty member to go over his first draft. This was the conversation:

January 13, 2021

[The Mill at Miller Campus](#) *KUTV.COM*

Jon Beuter, the Director of "The Mill" discusses this small business development program at Salt Lake Community College.

January 15, 2021

[Are you an entrepreneur or small business owner seeking professional help?](#) *ABC4.COM*

Entrepreneurs run into a lot of roadblocks, but they often don't know where to go for advice or know they can ask for help.

January 16, 2021

[Student housing at SLCC? Higher ed officials greenlight plan](#) *DESERET.COM*

Salt Lake Community College plans to develop its first on-campus student housing, likely entering a public-private partnership to make it happen.

January 17, 2021

[Founders of Mims SLC bakery believe changing the world begins with breaking bread](#)

SLTRIB.COM

At the outset of the coronavirus pandemic, many home cooks began a baking adventure — either to feed their families or simply make good use of their time at home.

January 22, 2021

[‘Stackable Credentials’ Aren’t Enough](#) *INSIDEHIGHERED.COM*

As the pandemic has wreaked economic upheaval and displaced millions of American workers, policy makers and the public have shown growing interest in short-term training and nondegree credentials as solutions to help people get back to work.

January 23, 2021

[SLCC can help you get ready for what lies ahead](#) *KSL.COM*

In today's world, education and training are key elements for achieving success. For almost 75 years, Salt Lake Community College has positively impacted hundreds of thousands of lives through the transformative power of education.

January 25, 2021

[Salt Lake County partners with Westminster College to offer free tax assistance](#) *KUTV.COM*

Salt Lake County announced Monday on Twitter that it has partnered with Westminster College to offer free tax assistance.

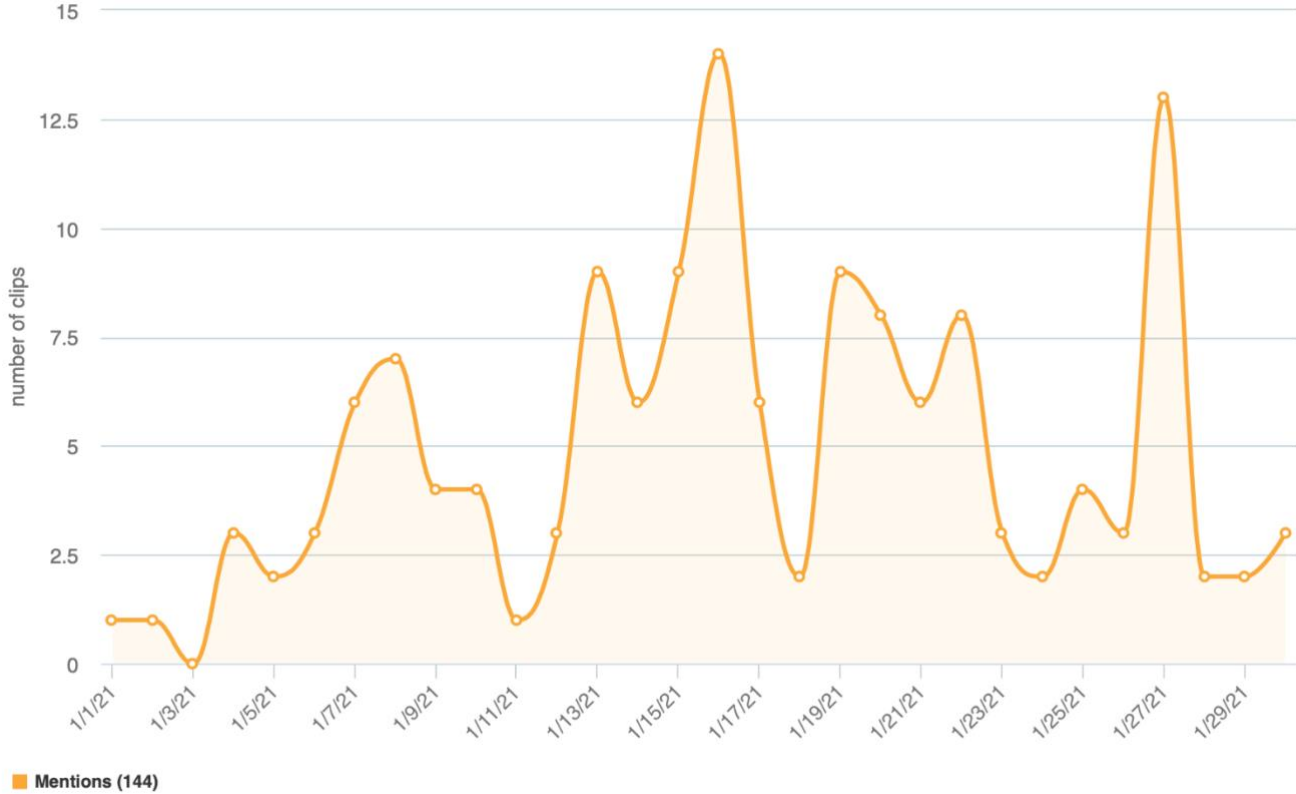
January 25, 2021

[This Training Program Can Take Your Small Businesses to the Next Level](#) *KSL.COM*

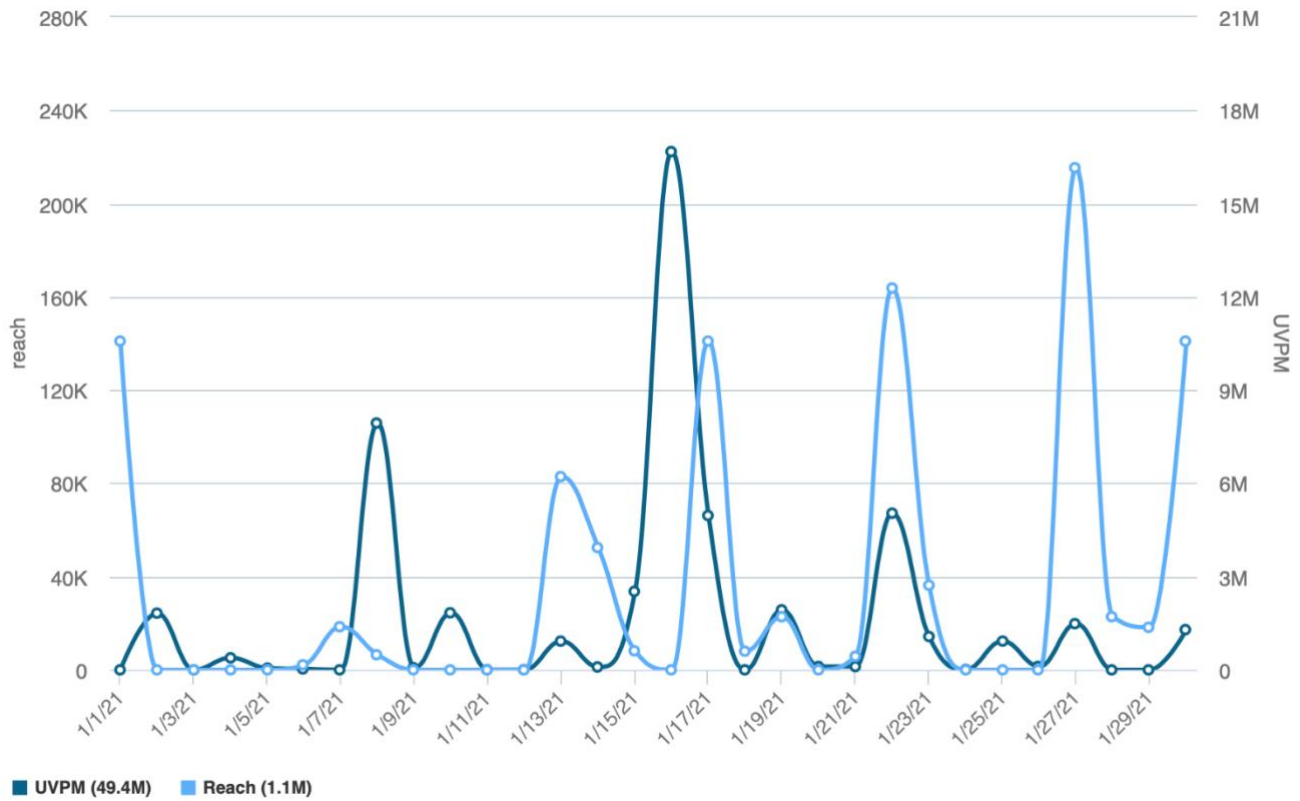
Small businesses were hit hard by the pandemic. Even with things open again, it’s still an uphill battle to try to regain footing. A new program aims to help small business owners grow.

Media Coverage Analytics

Total Mentions

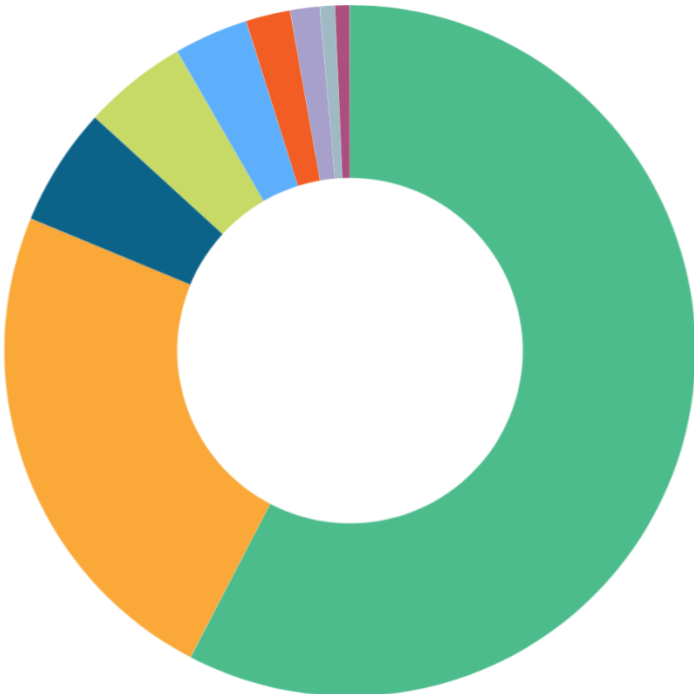


Reach



Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



- Online, consumer: 57.6%
- Television station: 23.6%
- Online, news and business: 5.6%
- Newspaper: 4.9%
- Online, trade/industry: 3.5%
- Publication, college/alumni: 2.1%
- Blog, consumer: 1.4%
- Social Networking Site: 0.7%
- Newspaper, community: 0.7%

Social Media

SLCC Blog

A total of 8 blog posts were created and placed on the SLCC News and Events Page.

1.5 [Attending an On-Campus Class? Get Tested for COVID by Jan. 22](#)

Promoted on SLCC Today, Facebook

1.6 [Faculty Development Opportunities — 01/06/2021–01/13/2021](#)

Promoted on SLCC Today

1.6 [Staff Development Opportunities — 01/06/2021–01/13/2021](#)

Promoted on SLCC Today

1.13 [Faculty Development Opportunities — 01/13/2021](#)

Promoted on SLCC Today

1.13 [Staff Development Opportunities — 01/13/2021](#)

Promoted on SLCC Today

1.20 [We Need Your Help in Defeating COVID-19!](#)

Promoted on SLCC Today, Twitter, Facebook

1.21 [Randomized COVID-19 Testing of Students Begins](#)

Promoted on SLCC Today, Twitter, Facebook

1.27 [Plans for ATC Starting to Take Shape](#)

Promoted on SLCC Today, Twitter

Twitter

Number of tweets: 31

Tweet impressions: 36.7K

Number of mentions: 94

Follower Count: 4527 (-1)

Top Tweet:

Top Tweet earned 5,728 impressions

You can still get tickets for SLCC's MLK2021 livestream panel TONIGHT at 6 p.m. featuring special guests @andreperryedu, @IAMKRSONe, A. Kirsten Mullen and William Darity Jr. Register for your FREE ticket: buff.ly/35fWxG5.

👤 1 🔄 9 ❤️ 17

Top Mention:

Top mention earned 264 engagements



Alonso

@areynarivarola · Jan 2

I just registered for my first class at @SaltLakeCC and I'm quite stoked 🙌

👤 1 ❤️ 71

Top Media Tweet:

Top media Tweet earned 3,123 impressions

Are you attending SLCC's FREE Martin Luther King, Jr. commemorative panel on Jan. 19? Don't miss this timely conversation on race and injustice featuring special guests William Darity Jr., A. Kirsten Mullen, Andre Perry and KRS One. Register: buff.ly/35fWxG5. pic.twitter.com/ukuAGjqPR7



🔄 7 ❤️ 11

Facebook

Number of posts: 15

Post impressions: 68K

Page likes: 21,100 (+39)

Top post:



Salt Lake Community College

Published by Buffer · January 7 ·



Attending an on-campus class this spring? Make sure you make an appt to get tested for COVID by Jan. 22. We're providing students with FREE, quick testing you can schedule today:



SALTLAKECOMMUNITYCOLLEGE.BLOGSPOT.COM

Attending an On-Campus Class? Get Tested for COVID by Jan. 22

The year 2021 is finally here! SLCC is excited to have students back on campu...

1,953
People Reached

144
Engagements

Boost Post

 22

3 Comments 4 Shares

LinkedIn

Number of posts: 2

Page views: 1,212

Unique visitors: 638

Total followers: 64,144 (+352)

Reactions: 109

Comments: 4

Shares: 12

Top Post:



Salt Lake Community College


65,166 followers

3mo · 🌐



This year's Martin Luther King, Jr. commemorative event will be livestreamed. Reserve your virtual ticket so that you can be part of this timely and important conversation on January 19, 6–8 p.m.

The livestream panel will feature special guests William Darity Jr., A. Kirsten Mullen, Andre Perry and KRS One in a discussion of racial equality, economic injustice and reparations. Register to attend today: <https://lnkd.in/dhzhgvV4>.



MLK2021
Racial Inequality, Economic Injustice and Reparations

A. Kirsten Mullen William A. Darity Jr. Andre Perry KRS One

January 19, 2021, 6-8 p.m.
slcc.edu/mlk



Instagram

Number of posts: 2

Number of stories: 13

Post likes: 111

Total followers: 3,949 (+38)

Top post:



The image shows a screenshot of an Instagram post from the account 'saltlakecc'. The post features a purple and white graphic for 'MLK2021' with the subtitle 'Racial Inequality, Economic Injustice and Reparations'. Below the text are four portrait photos of the panelists: A. Kirsten Mullen, William A. Darity Jr., Andre Perry, and KRS One. The event details are listed as 'January 19, 2021, 6-8 p.m.' with the website 'slcc.edu/mlk'. The SLCC logo is at the bottom of the graphic. The post text on the right says: 'saltlakecc This year's MLK livestream panel will be January 19 and will feature special guests William Darity Jr., A. Kirsten Mullen, Andre Perry and KRS One in an examination of the roots of racial inequality and ways to overcome these issues moving forward. Get more info and register to attend: <https://bit.ly/38mxGT4>'. The post is 15 weeks old and has 2 likes from 'g.o.d.801' with the comment 'That's amazing KRS-ONE will be there 🔥🔥🔥'. It is liked by 'mims_slc and 71 others' and was posted on 'JANUARY 7'.