

MEDIA REPORT

June 2022



News Coverage

Summary

346 stories in national and local media. An estimated 13,429,728 people had subscriber access (reach) to these articles with an estimated earned media value of \$1,143,406.

Media Advisories

June 21, 2022

Slick STEM Science Camp

Middle school students from Salt Lake County schools will be test driving their self-programmed autonomous cars/rovers after a week-long Salt Lake Community STEM camp (Slick Science Camp). Throughout the week, students work with SLCC faculty to learn various engineering and scientific topics related to developing a self-driving car.

June 17, 2022

SLCC Juneteenth Celebration

Salt Lake Community College will be holding a Juneteenth celebration for the community recognizing this new federal holiday (2021). June 19 marks the day when federal troops arrived in Galveston, Texas, in 1865 to ensure that all enslaved people be freed. The troops' arrival to Texas came two and a half years after signing the Emancipation Proclamation—up until the troops arrival many enslaved people did not know they had been freed.

Top Stories

May 30, 2022

[The Shops At South Town set the tone for the SLCC Fashion](#) *TAYLORSVILLECITYJOURNAL.COM*

After a COVID hiatus, the Salt Lake Community College Fashion Institute Fashion Show has returned.

June 3, 2022

[Taylorsville man says two pride flags vandalized outside home](#) *FOX13NOW.COM*

Anthony Nocella's pride is on full display outside of his Taylorsville home.

June 8, 2022

[Madrigal Named to NJCAA All-America Team](#) *ETVNEWS.COM*

Former Lady Dino Lyndsey Madrigal had an incredible softball season playing for Salt Lake Community College.

June 9, 2022

[What is Juneteenth? Important history about this upcoming holiday](#) *STUDIO5.KSL.COM*

Jeri Harwell, Department Chair of English, Linguistics, and Writing Studies at Salt Lake Community College, helps us understand the history of Juneteenth.

June 10, 2022

[Low-income students in Utah face a barrage of challenges on the path to college](#)
KUER.ORG

Money might not buy happiness, but it does seem to lead to better student outcomes.

June 13, 2022

[Salt Lake Community College to hold Juneteenth event](#) *ABC4L.COM*

The Salt Lake City Community College (SLCC) will be having several events to celebrate Juneteenth this year.

June 14, 2022

[Salt Lake Community College cited for discrimination against pregnant student](#)

FOX13NEWS.COM

Salt Lake Community College violated the rights of a pregnant student in violation of Title IX, according to the U.S. Department of Education's Office for Civil Rights.

June 14, 2022

[U.S. Department of Education's Office for Civil Rights Announces Resolution of Pregnancy Discrimination Investigation of Salt Lake Community College](#) *EINPRESSWIRE*

Today, the U.S. Department of Education's Office for Civil Rights (OCR) announced the resolution of a student's complaint of pregnancy discrimination against Salt Lake Community College, in Utah.

June 16, 2022

[How students can request accommodations](#) *KTVX-ABC4.COM*

An investigation by the U.S. Department of Education determined that Salt Lake Community College (SLCC) discriminated against a pregnant student, which may make some students wonder how they can apply for accommodations.

June 17, 2022

[What will happen to Dreamers? Court decision looms over DACA anniversary](#)

USAONLINEJOURNAL.COM

Cristina Guerrero, admissions adviser for Salt Lake Community College and a DACA recipient, is photographed in the college's dream center in West Valley on Thursday, June 16, 2022.

June 21, 2022

[It's the 10th Anniversary of DACA](#) *CITY CAST NEWSLETTER*

The U of U Dream Center and SLCC Dream Center are teaming up to cover the \$495 DACA Renewal Application Fee for Salt Lakers until the funding runs out.

June 21, 2022

[About 250,000 plant species rely on insects to pollinate them.](#) *KSTU-TV.COM*

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About 250,000 plant species rely on insects to pollinate plants for fruit, vegetables and much of the food we consume.

June 21, 2022

[What is Juneteenth?](#) *KSLNEWSRADIO.COM*

Juneteenth is a new federal holiday in the United States commemorating the emancipation of enslaved African Americans, many of us may not know much of the history behind it.

June 22, 2022

[AR Increases Engagement with Salt Lake Community College Recycling Program](#) *ZIPE-EDUCATION.COM*

Think augmented reality is just for brand building and entertainment? think again It is now being used to drive real, practical results for businesses, educational institutions, and nonprofits.

June 24, 2022

[Salt Lake Community Stem Camp](#) *FOX13.COM*

Science was the reason many Utah middle school students enjoyed some fun in the sun today. they were testing their self-programmed a Thomas cars as part of a weeklong Salt Lake Community Stem Camp.

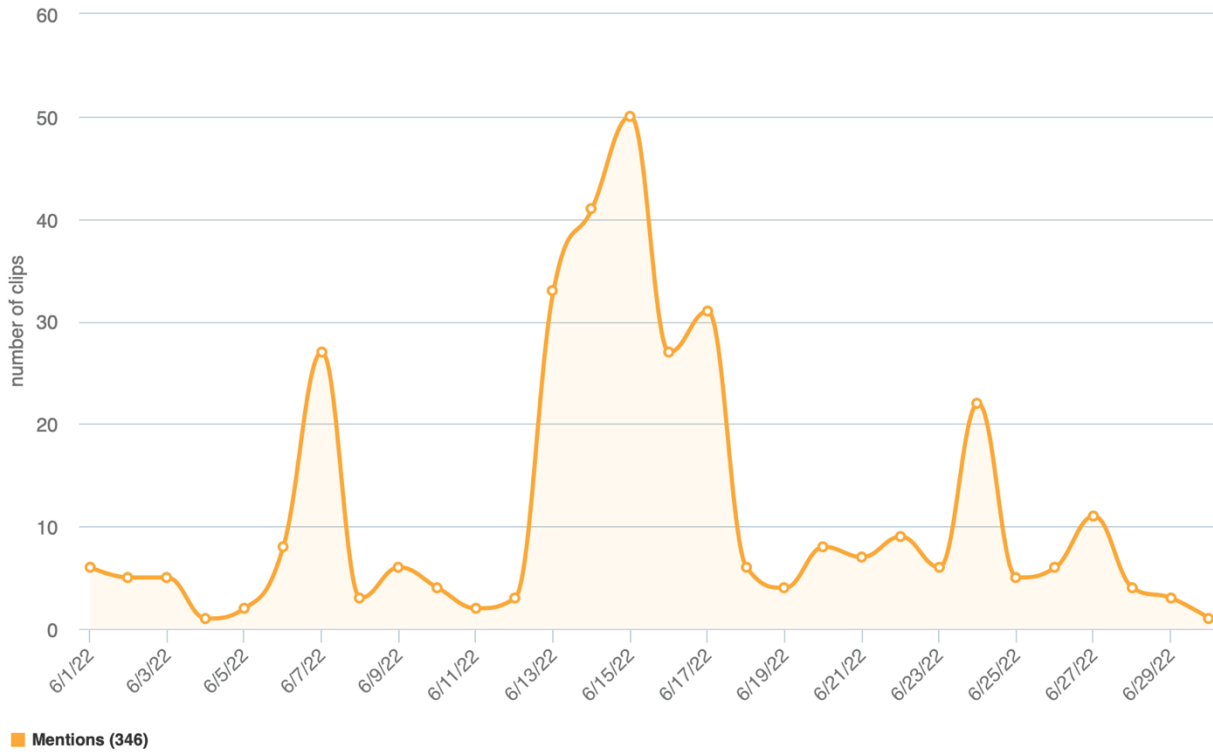
June 28, 2022

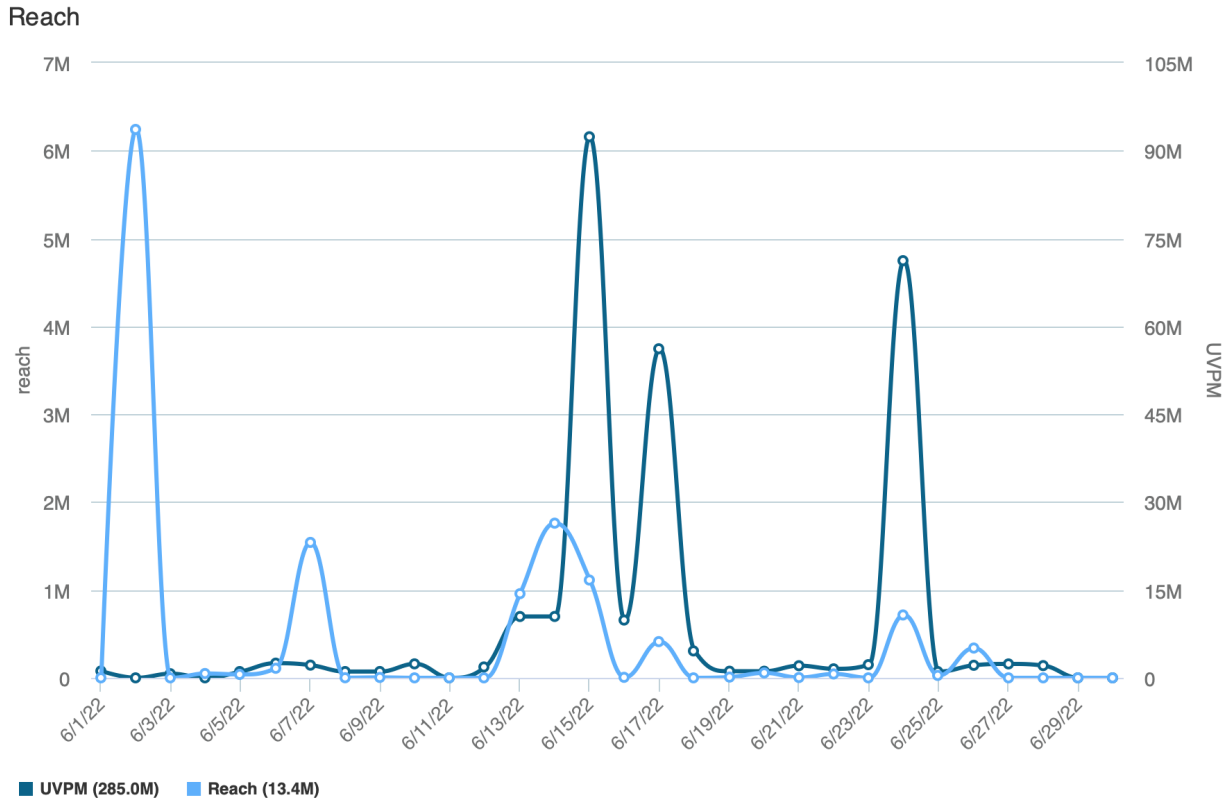
[Why Salt Lake City wants residents to ‘adopt’ a storm drain](#) *DAILYADVENT.COM*

The Great Salt Lake Collaborative is a group of news, education and media organizations – including The Globe and student journalists at Salt Lake Community College – that have come together to better inform and engage the public about the crisis facing the Great Salt Lake.

Media Coverage Analytics

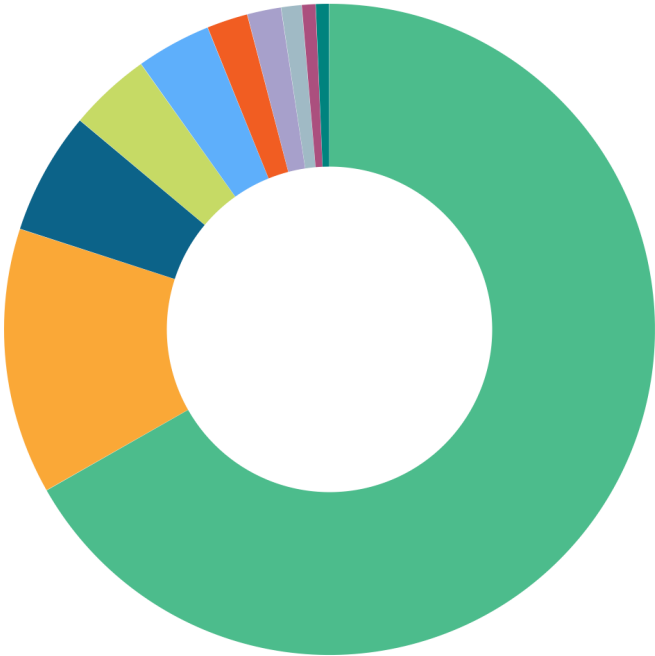
Total Mentions





Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 66.8% Television station: 13.2% Blog, consumer: 6.1% Radio station: 4.1% Online, trade/industry: 3.7%
Online, news and business: 2% Microblog: 1.7% Cable/satellite - network/station: 1% Social Networking Site: 0.7%
Other: 0.7%

Social Media

SLCC Blog

A total of seven blog posts were created and placed on the SLCC News and Events Page. The following five had the most engagement:

06/29 [Two-Spirit Powwow: Indigenous LGBTQ+ Pride Celebration](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 581

06/08 [Why We Marched in the Pride Parade](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 466

06/06 [Meet Our Staff: Lucy Smith](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 433

06/03 [America's Newest Holiday: Understanding and Celebrating Juneteenth](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 433

06/02 [Incoming TRIO ETS, PACE Students Celebrated for Their Successes](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 263

Twitter

Number of tweets: 14

Tweet impressions: 7,336

Number of mentions: 69

Follower Count: 4,734

Top Tweet:



12:57 PM · Jun 19, 2022 · Twitter Web App

Top Mention:



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Top Media Tweet:



Salt Lake CC
@SaltLakeCC

As part of SLCC's #Juneteenth celebration, renowned baritone Robert Sims will present a masterclass, "The Traditional Negro Spiritual", on Tuesday, June 21, from 1-3 p.m. This wonderful event is open to students, employees and the public.
calendar.slcc.edu/event/robert_s...



4:03 PM - Jun 16, 2022 - Twitter Web App

Facebook

Number of posts: 17

Post impressions: 66,351

Page likes: 21,661

Top post:

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Salt Lake Community College

Published by Melissa Leilani Larson · June 29 at 3:27 PM ·

Several SLCC groups collaborated recently on the presentation of an exciting event: the Two-Spirit Powwow. <https://saltlakecommunitycollege.blogspot.com/.../two...>



4,095
People reached

379
Engagements

-
Distribution score

Boost post

37

7 Comments 10 Shares

LinkedIn

Number of posts: 9

Page views: 1,269

Unique visitors: 787

Total followers: 70,164

Reactions: 143

Comments: 0

Shares: 12

Top Post:



Salt Lake Community College

70,233 followers

1w · 🌐



Several SLCC groups collaborated recently on the presentation of an exciting event: the Two-Spirit Powwow. <https://lnkd.in/g-2K3CSe>



John Fackler and 71 others

3 shares

Instagram

Number of posts: 4

Post likes: 295

Total followers: 4,856

Top post:



saltlakeecc • Following ...

saltlakeecc HUGE thank you to everyone that came to out support and march with SLCC in the Pride Parade!
We are committed to you, we support you and we're so excited to have you. Happy Pride! 🏳️‍🌈
#youbelonghere #iamSLCC

4w

metropolis.management Happy ...

👍 🗨️ 📍 📌

Liked by 4reale and others

JUNE 6

Add a comment... Post