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| March 2020 |
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media Report

News Coverage

### **Summary**

342 stories in national and local media. An estimated 3,353,664 people had subscriber access (reach) to these articles with an estimated earned media value of $340,786.46.

**Media Advisory**

**March 18, 2020**

**SLCC Earthquake Closure (Press Calls, Media Advisory)**

**March 11-18, 2020**

**SLCC Transition to Online Classes (Press Calls, Media Advisory and USHE Support)**

### **Top Stories**

### **March 2, 2020**

## [Welding is becoming a career for women](https://www.fox13now.com/shows/the-place/welding-is-becoming-a-career-for-women?mc_cid=32e796c3f8&mc_eid=9f70a4ba0d) *FOX13NOW.COM*

## More women are choosing careers that are typically male dominated. One of those fields is welding. Salt Lake Community College has seen an increase in women enrolling in their welding program.

# March 8, 2020

# [South Jordan teen plans career as diesel mechanic](https://www.ksl.com/article/46727610/south-jordan-teen-plans-career-as-diesel-mechanic?mc_cid=32e796c3f8&mc_eid=9f70a4ba0d) *KSL.COM*

A Salt Lake County teen is taking a career path that may seem unexpected for many young girls. She’s an aspiring diesel mechanic. The decision has helped her earn a couple of scholarships. Put your mind to it and you can do anything. You’ve heard the saying before. Hailey Brohamer took that “can do” attitude straight to the diesel shop.

**March 8, 2020**

[SLCC head coach Kyle Taylor joins Real Sports Live](https://www.abc4.com/sports/slcc-head-coach-kyle-taylor-joins-real-sports-live/) *ABC4.COM*

In his first year at the helm, Kyle Taylor has led the Salt Lake Community College men’s basketball team to an already outstanding season. Taylor has led the Bruins to a #5 national ranking, a 29-4 record and into the NJCAA playoffs, which begin next week in Hutchinson, Kansas.

## March 9, 2020

## [SLCC basketball teams selected to NJCAA National Tournament](https://www.ksl.com/article/46728077/slcc-basketball-teams-selected-to-njcaa-national-tournament) *KSL.com*

The men’s and women’s basketball teams at Salt Lake Community College both received selections into the NJCAA National Tournament Monday, with both team’s head coaches leading the Bruins to continued success in their first years on the job.

## March 10, 2020

# [Will Utah colleges shift to online instruction in the wake of COVID-19 outbreak?](https://www.deseret.com/utah/2020/3/10/21173538/utah-covid-19-outbreak-colleges-universities-online-classes-instruction-coronavirus) *DESERET.com*

At Salt Lake Community College, the COVID-19 outbreak is adding new dimensions to Claire Peterson’s role as an assistant professor of humanities. She’s prepared to shift to online instruction for the remainder of spring semester if it becomes necessary due to the novel coronavirus outbreak.

**March 18, 2020**

# [Utah’s 8 public colleges cancel or postpone their graduation ceremonies due to coronavirus](https://www.sltrib.com/news/2020/03/19/utahs-public-colleges/) *SLTRIB.COM*

Graduation ceremonies have been canceled or postponed at all of Utah’s public colleges and universities as the coronavirus pandemic worsens and restrictions on large gatherings tighten even more in response.

**March 19, 2020**

# [Utah universities cancel, postpone graduation ceremonies amid pandemic](https://www.deseret.com/utah/2020/3/19/21185951/utah-covid-19-colleges-universities-graduation) *DESERETNEWS.COM*

All Utah public colleges and universities will either postpone or cancel their spring 2020 commencement ceremonies, according to an announcement Wednesday by the Utah System of Higher Education.

**March 26, 2020**

[**Utah’s public colleges will see tuition increases this year — despite coronavirus concerns**](https://www.sltrib.com/news/education/2020/03/26/here-are-approved-tuition/) *SLTRIB.COM*

Despite concerns over the appropriateness of raising tuition during the coronavirus pandemic, the state’s higher education board moved forward Thursday in approving hikes at seven of the eight public colleges in Utah.

**Media Coverage Analytics**

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#### A screenshot of a cell phone Description automatically generated

Reach is the Total Number of Unique Viewers/Readers, UVPM is the Total Number of Viewers Across All Social Platforms

#### A close up of graphics Description automatically generated

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**Social Media**

**SLCC Blog**

A total of 10 blog posts were created and placed on the SLCC News and Events Page.

3.1 [**SLCC Womxn’s History Month Events**](https://saltlakecommunitycollege.blogspot.com/2020/03/slcc-womxns-history-month-events.html)

*Promoted on Twitter, Facebook, Instagram, SLCC Today*

3.5 [**Students Inspire Donors at Annual Scholarship Gathering**](https://saltlakecommunitycollege.blogspot.com/2020/03/student-stories-inspire-donors-at.html)

*Promoted on Twitter, Facebook, SLCC Today*

3.6 [**SLCC President Crowns Student, New Miss Wheelchair Utah**](https://saltlakecommunitycollege.blogspot.com/2020/04/former-athletic-director-awarded.html)

*Promoted on Twitter, Facebook, SLCC Today*

3.9 [**Strategic Alignment Award**](https://saltlakecommunitycollege.blogspot.com/2020/03/strategic-alignment-award.html)

*Promoted on LinkedIn, SLCC Today*

3.12 [**Student Resource: Somos Mas – Together We Are More**](https://saltlakecommunitycollege.blogspot.com/2020/03/student-resource-somos-mas-together-we.html)

*Promoted on Facebook, SLCC Today*

3.16 [**SLCC Student Lands Coveted Scholarship**](https://saltlakecommunitycollege.blogspot.com/2020/03/slcc-student-lands-coveted-scholarship.html)

*Promoted on Twitter, Facebook, SLCC Today*

3.23 [**Campus Status and Available Student Services (as of 3/23/20)**](https://saltlakecommunitycollege.blogspot.com/2020/03/campus-status-and-available-student_21.html)

*Promoted on Twitter, Facebook, SLCC Today*

3.30 [**Current Building Closures**](https://saltlakecommunitycollege.blogspot.com/2020/03/current-building-closures.html)

*Promoted on Facebook, SLCC Today*

3.30 [**Tips for the Student**](https://saltlakecommunitycollege.blogspot.com/2020/03/tips-for-student.html)

*Promoted on Facebook, SLCC Today*

3.30 [**People & Workplace Culture (PWC) Virtual Office Hours**](https://saltlakecommunitycollege.blogspot.com/2020/03/people-workplace-culture-pwc-virtual.html)

*Promoted on SLCC Today*

**Twitter**

Number of tweets: 49

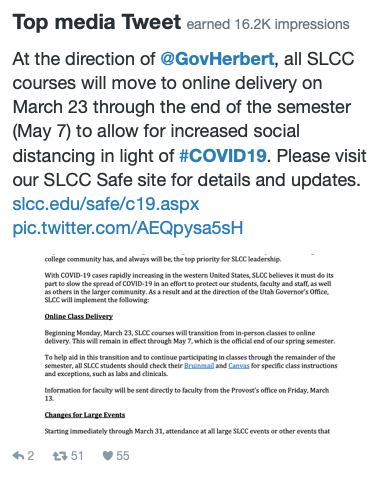
Tweet impressions: 159K

Number of mentions: 112

Follower Count: 4330 (+99)

Top Tweet: Top Mention:

Top Media Tweet:  


**Facebook**

Number of posts: 20

Post impressions: 135K

Page likes: 20,668 (+137)

Top post:



**LinkedIn**

Number of posts: 8

Page views: 988

Unique visitors: 563

Total followers: 60,693 (-37)

Likes: 178

Comments: 8

Shares: 9

Top Post:



**Instagram**

Number of posts: 1

Number of stories: 28

Post likes: 56

Total followers: 3392 (+156)

Top post:

