

# MEDIA REPORT

—

## March 2022



# News Coverage

## Summary

312 stories in national and local media. An estimated 6,540,890 people had subscriber access (reach) to these articles with an estimated earned media value of \$949,501.

## Top Stories

March 4, 2022

[Salt Lake Community College Selected by Amazon as an Education Partner for Career Choice Program](#) *FINANCE.YAHOO.COM*

Today, Salt Lake Community College (SLCC) announced they have been selected as an education partner for Amazon's Career Choice program.

March 7, 2022

[Tribune joins 17 Utah organizations to elevate solutions for Great Salt Lake](#) *SLTRIB.COM*

Over the past year, Salt Lake Tribune reporters and photographers have written about the economic and environmental impacts of our shrinking Great Salt Lake.

March 9, 2022

[A big hospital complex is coming to West Valley City. See what it will have.](#) *SLTRIB.COM*

The U. partnered with Salt Lake Community College to train people who will work there when it opens.

March 10, 2022

[The Grand Theatre is opening curtains for its newest show – Noises Off!](#) *ABC4.COM*

Salt Lake Community College enriches our community in so many ways. Now in its 33rd year, the Grand Theatre is opening curtains for its newest show, and today on the show we have Artistic and Executive Director Seth Miller to tell us the details.

March 14, 2022

[This is how Salt Lake Community College became the No. 1 JUCO basketball team in the country](#) *SLTRIB.COM*

Among basketball feats, winning the national junior college championship is a sorely underrated one.

March 14, 2022

[Meet Luz Gamarra, champion of Salt Lake-area immigrants and Women of the Year honoree](#) *THESPECTRUM.COM*

Luz Gamarra is one of USA TODAY's Women of the Year, a recognition of women across the country who have made a significant impact.

March 15, 2022

[COVID-19 pandemic exposes staffing problems at Utah's college libraries](#) *SLTRIB.COM*

At University of Utah and SLCC, reliance on part-time student help has meant higher turnover and sometimes a shortage of workers.

March 15, 2022

[Dust from the Great Salt Lake is causing early snowmelt. Here's what we can do about it.](#) *SLTRIB.COM*

There are some clear consequences to Great Salt Lake drying up.

March 16, 2022

[Students face a tough hurdle during the winter: Seasonal affective disorder](#) *SLTRIB.COM*

As the weather fluctuates between warm and cold heading into spring, many college students attending class in January, February and March — Utah's coldest, darkest and cloudiest months — are faced with the obstacle of seasonal affective disorder.

March 19, 2022

[SLCC basketball will play for a national championship](#) *DESERETNEWS.COM*

SLCC basketball will play for a national championship.

March 22, 2022

[3 way's to hijack your Nervous System as stressors in America rise](#) *ABC4.COM*

Polls say Americans are experiencing unprecedented stress levels and we have Lanai Greenhalgh, Director of Center for Health and Counseling with Salt Lake Community College.

March 24, 2022

[New University of Utah president has these 5 ambitious goals](#) *SLTRIB.COM*

New University of Utah president has these 5 ambitious goals.



March 25, 2022

[Utah college tuitions to rise next fall amid rising labor costs](#) *DESERETNEWS.COM*

Utah college tuitions to rise next fall amid rising labor costs.

March 30, 2022

[All-gender multi-stall restrooms will not be in the new Applied Technology Building. Here's why](#) *EINNEWS.COM*

All-gender multi-stall restrooms will not be in the new Applied Technology Building. Here's why.

March 30, 2022

[Utah's young Muslims learn about finding their identity, improving the community](#) *KSLTV.COM*

Utah's young Muslims learn about finding their identity, improving the community.

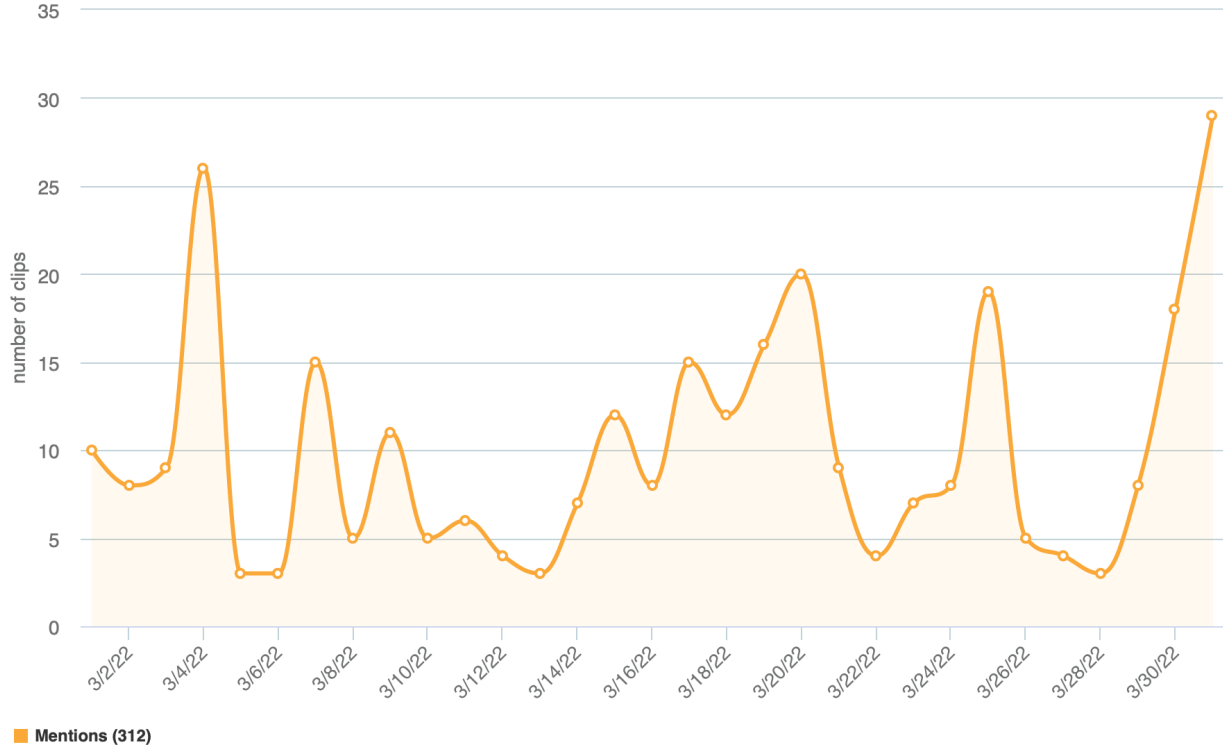
March 31, 2022

[SLCC hopes improved campus jobs will help it hold onto students](#) *KUER-FM.COM*

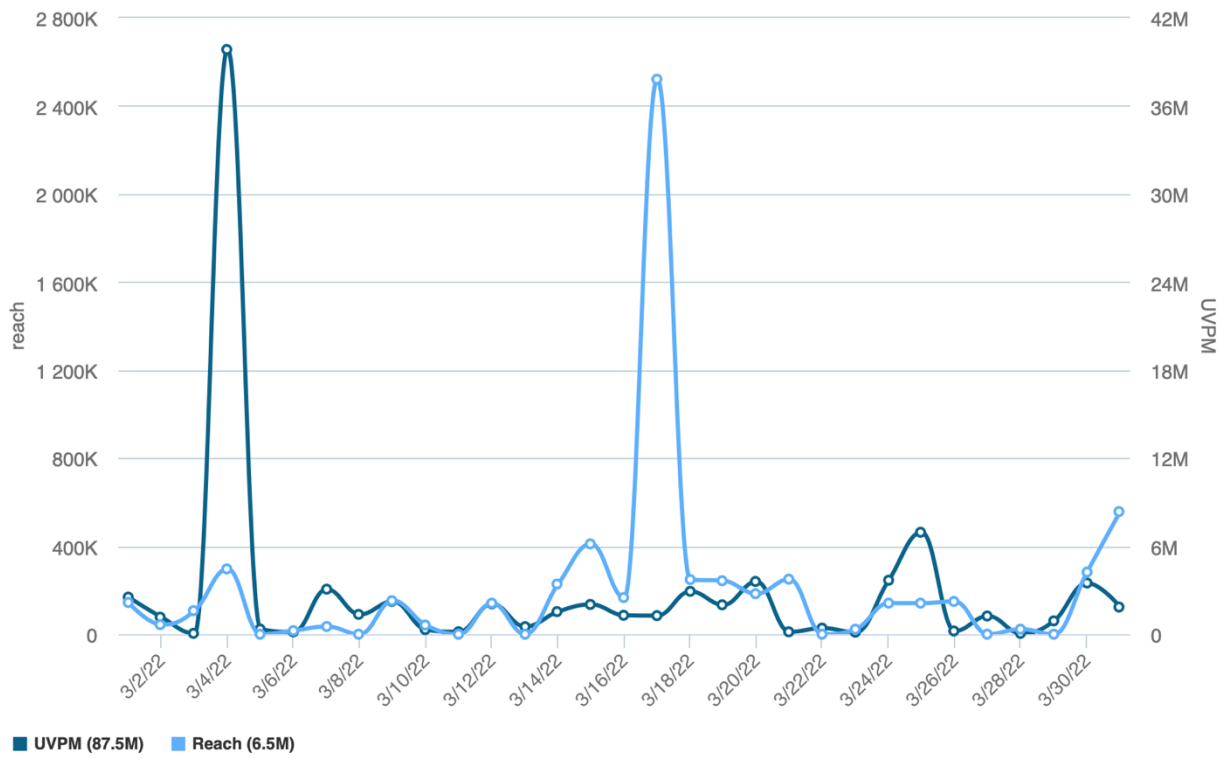
Salt Lake Community College has been working on a new strategy to retain students — increasing on-campus jobs.

# Media Coverage Analytics

Total Mentions

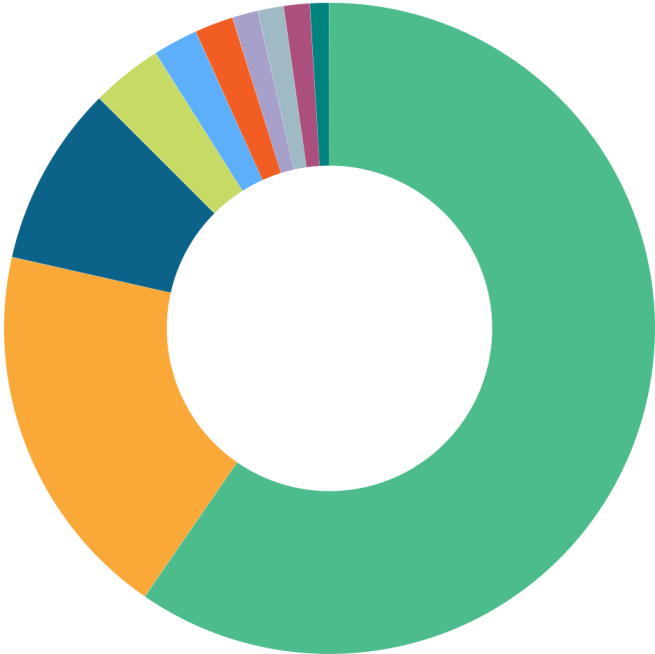


Reach



Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 59.6%   Television station: 18.9%   Newspaper: 9%   Online, news and business: 3.5%  
Online, trade/industry: 2.2%   Radio station: 1.9%   Publication, college/alumni: 1.3%   Magazine, consumer: 1.3%  
Cable/satellite - network/station: 1.3%   Other: 1%

# Social Media

## SLCC Blog

A total of 14 blog posts were created and placed on the SLCC News and Events Page.

03.03 [College Selected by Amazon as an Education Partner for Career Choice Program](#)

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

03.04 [Annual Luncheon Brings Together Scholarship Recipients, Donors](#)

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

03.07 [Met Our Staff: Samantha Wood](#)

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

03.08 [College Offers New Program to Aspiring Sales Professionals](#)

*Promoted on Twitter, LinkedIn*

03.09 [Students Called to Participate in Short Film Contest “Healing Out Loud”](#)

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

03.09 [“Noises Off” Marks Reopening of Grand Theatre](#)

*Promoted on SLCC Today, Facebook, Twitter*

03.10 [Ideas, Ambition Become Small Businesses for Entrepreneurs](#)

*Promoted on Twitter, LinkedIn*

03.11 [World Plumbing Day: College Plumbing Program Highlights](#)

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

03.11 [Bruin Pantry Impacts Felt Far Beyond Addressing Food Insecurities](#)

*Promoted on Facebook, Twitter, LinkedIn*

03.14 [Meet Our Faculty: Dr. Emmanuel Santa-Martinez](#)

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

03.14 [Students Exemplify Innovation in Culinary Arts](#)

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

03.21 [Meet Our Students: Maria Moea’i](#)

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



03.29 [Stories of Transformation: SLCC Symposium on Equity and Inclusion](#)

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

03.29 [Leader in Higher Education Will Deliver Salt Lake Community College's 2022 Commencement Address](#)

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

# Twitter

Number of tweets: 24

Tweet impressions: 11,246 (organic)

Paid/promotional: 110,246

Number of mentions: 161

Follower Count: 4,729

Top Tweet:

**Top Tweet** earned 807 impressions

Congrats on a phenomenal season, Bruins!  
You made us proud. And thanks to Northwest Florida State for a great game.  
[#BruinBasketball](#) [#BruinFam](#) [#saltlakecc](#)  
[#njcaa](#) [#marchmadness](#)  
[pic.twitter.com/m1p0dgFLSy](https://pic.twitter.com/m1p0dgFLSy)



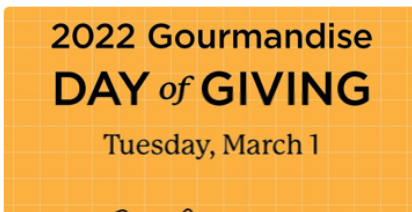
1 retweet 14 likes

Top Media Tweet:

**Top media Tweet** earned 496 impressions

March 1 is Giving Day at Gourmandise Bakery! Visit their bakeries downtown or in Draper and order something tasty – either dine-in or carry-out. 100% of all sales today will go to an SLCC scholarship fund. Thank you, Gourmandise, for helping students achieve their goals!

[pic.twitter.com/d2fUsKqUsx](https://pic.twitter.com/d2fUsKqUsx)



4 retweets 8 likes

Top Mention:

**Top mention** earned 862 engagements



**Salt Lake City Police**

@slcpd · Mar 31

After stealing an SUV, fleeing from officers, crashing in a parking lot at @SaltLakeCC, and then refusing to get off the vehicle, officers safely took a man into custody. Media staging is in the parking lot of 200 East. A PIO is on scene. [#slc](#) [#slcpd](#) [#saltlakecity](#) [pic.twitter.com/K7zXjghoAm](https://pic.twitter.com/K7zXjghoAm)



4 retweets 2 replies 42 likes


# Facebook

Number of posts: 18

Post impressions: 93,420

Page likes: 23,116

Top post:

 **Salt Lake Community College**  
Posted by Instagram  
Mar 18 · 🌐

Guess who's playing in the national championship...  
[#GoBruins](#) [#njcaa](#) [#SaltLakeCC](#) [#MarchMadness](#)  
[#bruinbasketball](#) 🏀🐻💛💙



## LinkedIn

Number of posts: 9

Page views: 1,427

Unique visitors: 860

Total followers: 69,073

Reactions: 279


Comments: 6

Shares: 14

Top Post:



**Salt Lake Community College**

69,431 followers  
1mo • 

Salt Lake Community College is thrilled to welcome back alum Samuel Ortiz as the keynote speaker at our Commencement Ceremony May 6. [https://lnkd.in/gb9H\\_yya](https://lnkd.in/gb9H_yya)

[#saltlakecc](#) [#slccgrad](#) [#classof2022](#)



 267

28 comments • 3 shares

# Instagram

Number of posts: 5

Post likes: 516

Total followers: 4,709

Top post:



saltlakeecc



Liked by cassiewhite\_21 and 192 others

saltlakeecc Gotta love those SLCC block letters. 🥰

View 1 comment

March 11