

MEDIA REPORT

—
November 2021



News Coverage

Summary

297 stories in national and local media. An estimated 1,281,070 people had subscriber access (reach) to these articles with an estimated earned media value of \$468,079.

Top Stories

November 4, 2021

[Pulitzer Prize winner Isabel Wilkerson set to visit Salt Lake Community College for the 22nd annual Tanner Forum](#) *ABC4.COM*

Salt Lake Community College is hosting Pulitzer Prize winner Isabel Wilkerson at their annual Tanner Forum on November 4th.

November 6, 2021

[How a 21-day challenge encouraged Utahns to create new social justice habits](#) *SLTRIB.COM*

Social researchers say it takes 21 days to build a habit. Salt Lake Community College and the YWCA have created a digital challenge, giving students, faculty and staff an opportunity to learn more about racial equity and social justice and the role they play.

November 10, 2021

[Program celebrates 10 years of helping kids go to college](#) *KUTV-TV*

Salt Lake Community College is celebrating the 10th anniversary of PACE, a program that helps high school students enter college.

November 11, 2021

[Laurel pitcher Ella Crookston signs to play softball at Salt Lake Community College](#)
BILLINGSGAZETTE.COM

Ella Crookston of Laurel has signed to play softball at Salt Lake Community College.

November 12, 2021

[Get your teen college experience early! This program sets them up for success](#) *KSL-TV*

Executive Director of Development for Salt Lake Community College, Nancy Michalko, shares details about the PACE program.

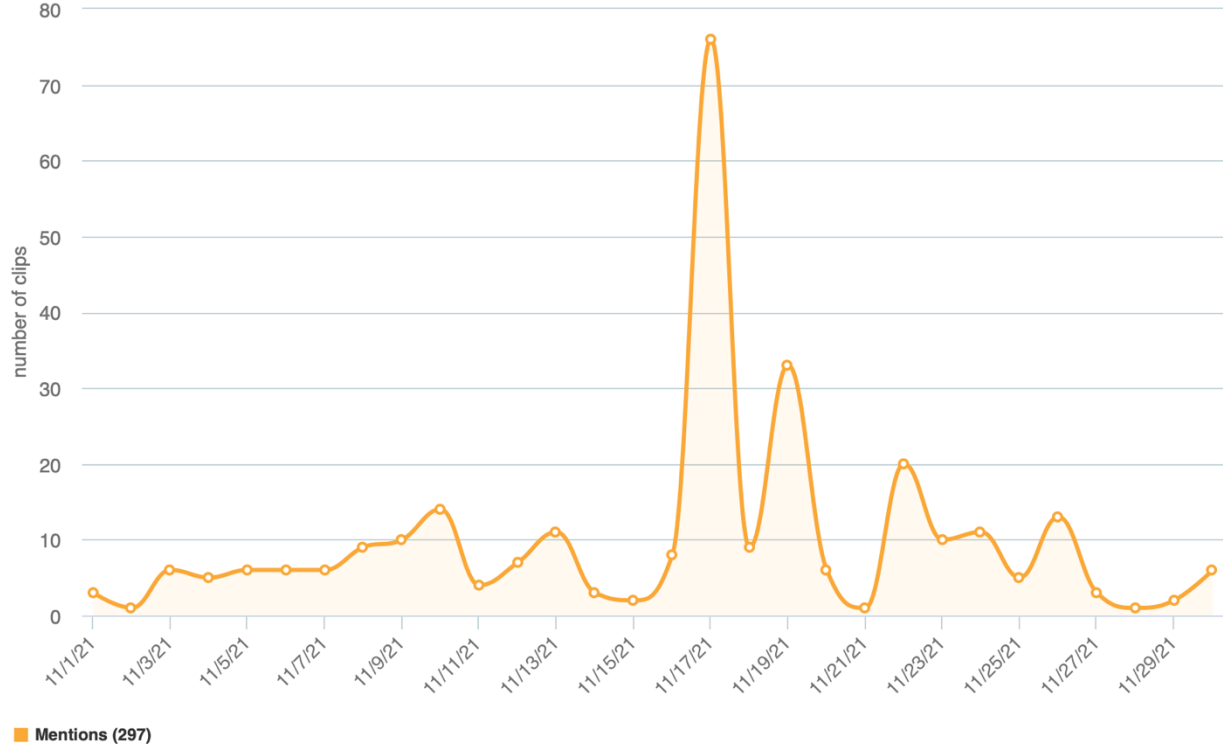
November 23, 2021

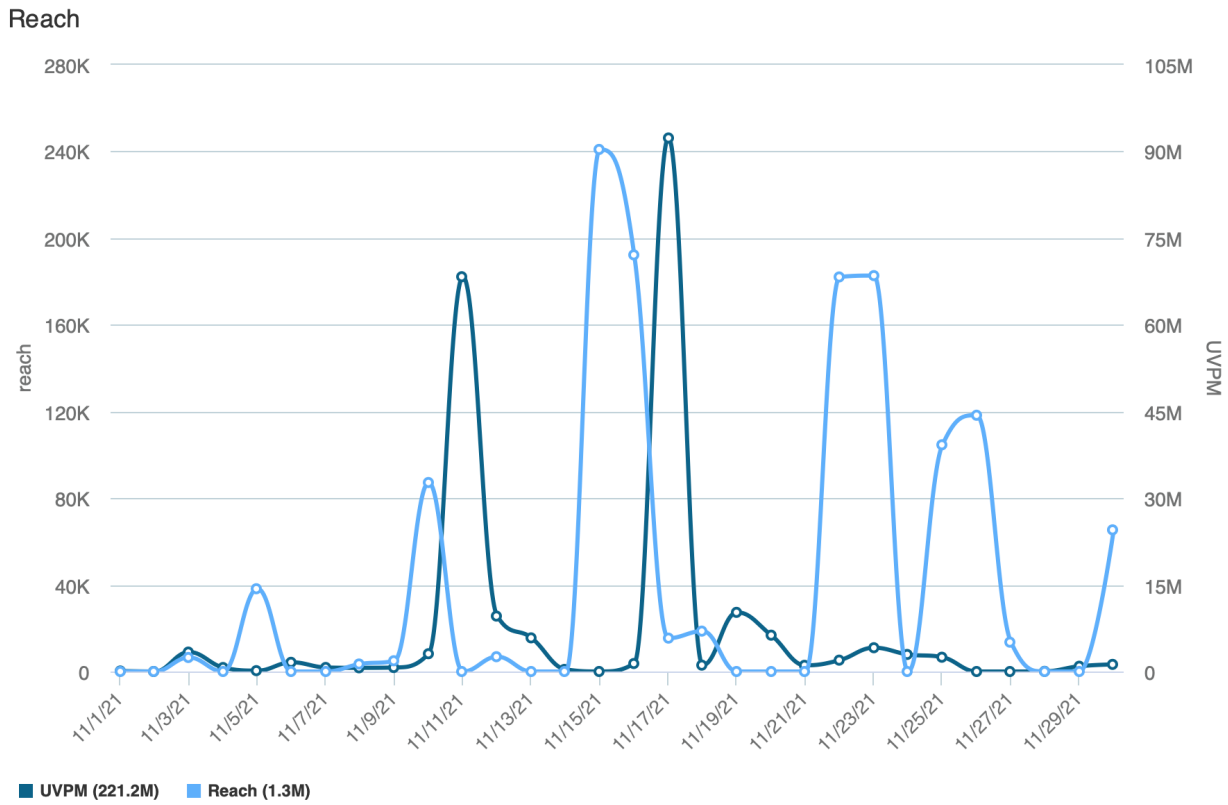
[Navajo poet touches on identity, history and tragedy at Native American Heritage Month event at SLCC](#) *SLTRIB.COM*

Navajo poet touches on identity, history and tragedy at Native American Heritage Month event at SLCC.

Media Coverage Analytics

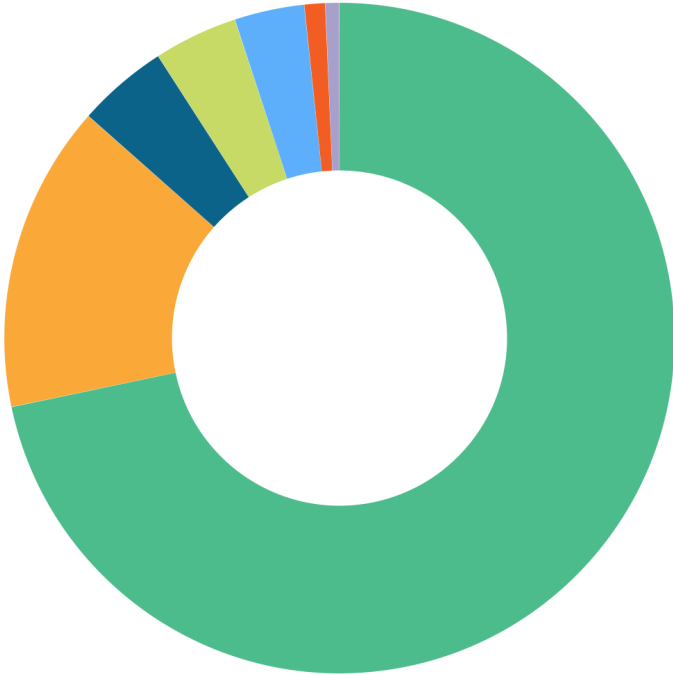
Total Mentions





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

Share of Coverage by Media Type



Online, consumer: 71.7% Television station: 14.8% Online, trade/industry: 4.4% Cable/satellite - network/station: 4%
Online, news and business: 3.4% Blog, consumer: 1% Radio station: 0.7%

Social Media

SLCC Blog

A total of 16 blog posts were created and placed on the SLCC News and Events Page.

11.04 ['Curious Incident of the Dog in the Night Time' Playing at Black Box Theatre](#)

Promoted on SLCC Today, Facebook, Twitter

11.08 [Meet Our Faculty: Craig Ferrin](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

11.10 [COVID-19 Vaccination Exemptions](#)

Promoted on SLCC Today, Facebook, Twitter

11.10 [PACE Celebrates a Decade of High School Successes](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

11.16 [Ashley "AC" Cox honored with PGA award](#)

Promoted on SLCC Today, Twitter, LinkedIn

11.17 [Common Registration Questions Related to SLCC's Vaccine Requirement](#)

Promoted on SLCC Today, Facebook, Twitter

11.18 [Award Winning Author Isabel Wilkerson Speaks about Social Ethics of Caste and Hierarchy at Tanner Forum](#)

Promoted on SLCC Today, Twitter, LinkedIn

11.18 [Meet Our Students: Sierra K. Schmidt](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

11.19 [Gratitude - Part 1](#)

Promoted on SLCC Today, Facebook, Twitter

11.22 [Gratitude - Part 2](#)

Promoted on SLCC Today, Facebook, Twitter

11.23 [Gratitude: Part 3](#)

Promoted on SLCC Today, Facebook, Twitter

11.23 [Gratitude: Part 4](#)

Promoted on SLCC Today, Facebook, Twitter

11.23 [Gratitude: Part 5](#)

Promoted on SLCC Today, Facebook, Twitter

11.23 [Gratitude: Part 6](#)

Promoted on SLCC Today, Facebook, Twitter

Twitter

Number of tweets: 29

Tweet impressions: 22.7K

Number of mentions: 98

Followers: 4,659

Top Tweet:

Salt Lake CC @SaltLakeCC · Nov 12

Great story today on the front page of @sitrib by SLCC alumni Carlos Mejia via @AmplifyUtah. #FirstGen #DACA #Dreamers



sitrib.com
How this Utah Dreamer responds to the ongoing legal challenges to th...
Ongoing legal fights over the Deferred Action for Childhood Arrivals program is stressful for those who are here legally under that status, ...

1 10 31

Top Mention:

UU Prison Ed Project
@Utah_PrisonEd · Nov 12

Look at this FABULOUS group from #utah representing at #NCHEP this year! We are so proud to have folks from @UUtah @BYU @UofUELP @SaltLakeCC coming together to support & learn about quality #higheredinprison. 🙌
pic.twitter.com/wy3vUyvfUm



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Top Media Tweet:

Top media Tweet earned 2,105 impressions

This weekend, SLCC student Beto Conejo unveiled a mural he created, now on display near the corner of North Temple and 800 West. Congrats, Beto! Your artwork is awesome! #saltlakecc #slcc #BruinsInTheWild
pic.twitter.com/TEXyUsb7c9



6 28

Facebook

Number of posts: 32

Post impressions: 80,893

Followers: 21,319

Top post:



Salt Lake Community College

Published by Sprout Social · November 29 at 3:24 PM · 



Hear special guest Dani Bates discuss the importance of mental health on Tuesday, November 30 from 11 a.m.–12:30 p.m. in the Oak Room on the Taylorsville Campus. Join in person or via Zoom: <https://bit.ly/30WpfMI> (Passcode: 713521).



LinkedIn

Number of posts: 12

Page views: 1,100

Unique visitors: 691

Followers: 67,754

Reactions: 359

Comments: 14


Shares: 12

Top Post:



Salt Lake Community College

68,015 followers

1mo • 

This weekend, SLCC student Beto Conejo unveiled a mural he created, now on display near the corner of North Temple and 800 West. Congrats, Beto! Your artwork is awesome! [#saltlakecc](#) [#slcc](#) [#BruinsInTheWild](#)



Leilani Clegg, MA and 157 others

5 comments

Instagram

Number of posts: 16

Post likes: 763

Followers: 4,470

Top post:



saltlakecc · Following
Salt Lake Community College

saltlakecc We are so thankful for the contributions of the veterans in our local and college communities. Thank you for your service.

And thank you to everyone who was a part of this morning's #VeteransDay flag ceremony, shown in these photos. It was a moving event, and we will remember it for a long, long time. #saltlakecc #slcc

5w

Liked by erikashubin and 119 others

NOVEMBER 11