

MEDIA REPORT

October 2021



News Coverage

Summary

357 stories in national and local media. An estimated 4,946,759 people had subscriber access (reach) to these articles with an estimated earned media value of \$236,328.

Top Stories

October 3, 2021

[One Utah college is projected to have lower enrollment this fall. What is it doing to reverse that trajectory?](#) *KSL.COM*

One Utah college is projected to have lower enrollment this fall. What is it doing to reverse that trajectory?

October 4, 2021

[Gender and Sexuality Resource Center Coordinator at Salt Lake Community College](#) *KSL-AM*

I recorded a phone interview late last week with Peter Moosman, the gender and sexuality student resource coordinator Salt Lake Community College.

October 6, 2021

[Tips to guard against cybercrime](#) *KTVX-TV*

We've probably all fallen victim at one point or another to cybercrime but today we are getting tips to guard yourself against it.

October 8, 2021

[Utah ranks as one of the worst states for identity theft and cybercrime!](#) *KSTU-TV*

We asked Rod Buhler, Associate Professor of Cybersecurity, Salt Lake Community College, to join us and educate us.

October 8, 2021

[How COVID-19 affected the reporting of sexual assaults at Utah colleges](#) *SLTRIB.COM*

How COVID-19 affected the reporting of sexual assaults at Utah colleges.

October 13, 2021

[Salt Lake Community College celebrates 10th anniversary of PACE program](#) *KUTV-TV*

Salt Lake Community College is always reaching out to improve our community, and now they are celebrating the 10th anniversary of PACE.

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[Salt Lake Community College celebrates 10th anniversary of PACE program](#) *KUTV-TV*

Salt Lake Community College is always reaching out to improve our community, and now they are celebrating the 10th anniversary of PACE.

October 16, 2021

[How some college students are finding mental health support as they return to school](#)
SLTRIB.COM

How some college students are finding mental health support as they return to school.

October 19, 2021

[Salt Lake City bakery co-founder struck, killed by DUI suspect during police pursuit](#)
SLTRIB.COM

Vu utilized her skills as a marketing manager at Salt Lake Community college to launch Mims SLC on Instagram.

October 19, 2021

[Rep. Curtis attends roundtable with small businesses on the "Road to Recovery"](#)

UTAHPOLICY.COM

Graduates of the Goldman Sachs 10,000 Small Businesses program delivered in partnership with Salt Lake Community College.

October 20, 2021

[Salt Lake Community College celebrating the 10th anniversary of PACE](#) *KUTV-TV*

Salt Lake Community College is reaching out to improve the community and they are celebrating the 10th anniversary of pace, a program that helps high school students at the college.

October 21, 2021

[Husband of woman killed in police chase speaks out](#) *KSL-TV*

The community is rallying around a widowed father and his two sons after a police chase ended in tragedy this weekend with the death of an innocent victim.

October 21, 2021

[Local baker Thy Vu's husband says crash that killed her shouldn't have happened](#)

SLTRIB.COM

Local baker Thy Vu's husband says crash that killed her shouldn't have happened.

October 21, 2021

[One Utah college is projected to have lower enrollment this fall. What is it doing to reverse that trajectory?](#) *KSL.COM*

Firm numbers for fall enrollment at Utah's public colleges and universities are not yet available, but projections by Utah's Commissioner for Higher Education suggest head counts at most state-supported colleges and universities will be flat or grow with the exception of Salt Lake Community College.

October 22, 2021

[How one school's chief diversity officer works to get students from prison to the classroom](#) *SLTRIB.COM*

It was a big moment for Salt Lake Community College when Dr. Lea Lani Kinikini stepped into the institution's first-ever chief diversity officer role.

October 24, 2021

[After 50 years, Genesis still offers the 'entire Black church experience' for Latter-day Saints](#) *SLTRIB.COM*

The Genesis experience was “different for every person,” said Jerri, who is chair of Salt Lake Community College’s English department. “Some use it as a springboard for getting active in the church, while to others, it’s just for the fellowship of other Blacks.”

October 24, 2021

[How to help girls stick with STEM? Utah teachers normalize science careers early](#) *SLTRIB.COM*

Amy Jenkins, a material science and engineering major at Salt Lake Community College, thinks girls would be less hesitant to pursue STEM studies if teachers and parents normalized the opportunities rather than prefacing them as being difficult or far-reaching.

October 25, 2021

[Free haircuts give 'renewing feeling' to people experiencing homelessness in Salt Lake City](#) *SLTRIB.COM*

When Cameron Dean was learning to become a barber, a friend took him on an excursion to Salt Lake City's streets.

October 25, 2021

[How one student journeyed from Colombia to SLCC](#) *SLTRIB.COM*

Pastrana Lopez applied to Salt Lake Community College two years ago and is majoring in pre-health sciences.

October 25, 2021

[Enrollment increases at Utah colleges, bucking national trends](#) *KUER.ORG*

Colleges saw a more than 2% increase this year. Attendance at Salt Lake Community College, however, dropped for the second year in a row.

October 25, 2021

[Utah colleges, universities report 2.24% enrollment increase](#) *DESERET.COM*

Utah's public colleges and universities saw a 2.24% increase this year over last year with a total of 211,954 students enrolled, the Utah System of Higher Education announced Monday.

October 25, 2021

[Join the conversation on social ethics. This free forum is hosting some amazing speakers](#) *KSL-TV*

A local college is opening its virtual doors to students and community members alike.

October 26, 2021

[Two colleges in Utah continue to lose students as others start to rebound from the pandemic](#) *SLTRIB.COM*

Two colleges in Utah continue to lose students as others start to rebound from the pandemic.

October 27, 2021

[Utah jumping on crypto currency](#) *KTVX-TV*

Bauer is a professor in the School of Business at Salt Lake Community College he has students asking him about crypto all the time.

October 27, 2021

[South Salt Lake may rename Columbus building. A student started the conversation](#)

SLTRIB.COM

France, now a student at Salt Lake Community College, moved from Haiti to the United States in 2016 when he was 13.

October 27, 2021

[Southwest Tech, Southern Utah University lead the state in higher education growth](#)

STGEORGEUTAH.COM

The only higher-education institutions that saw a decline in enrollment were Utah State University (-0.96%), Salt Lake Community College (-0.25%) and Davis Technical College (-5.16%).

October 27, 2021

[Out of sixteen colleges and universities three saw a drop in fall enrollment.](#) *KUTV-TV*

Only three saw a drop in fall enrollment this year. That includes Davis Tech, Salt Lake Community college, and Utah State.

October 29, 2021

[Utahns talk about their deadnames and what they think when they hear them now](#)

SLTRIB.COM

When someone transitions to the gender with which they identify, they usually pick a new name.

October 29, 2021

[Policing emerges as THE issue in Salt Lake City's Ballpark area and District 5 race](#)

SLTRIB.COM

Reale, who works in marketing for Salt Lake Community College, tries to put this debate into a larger context.

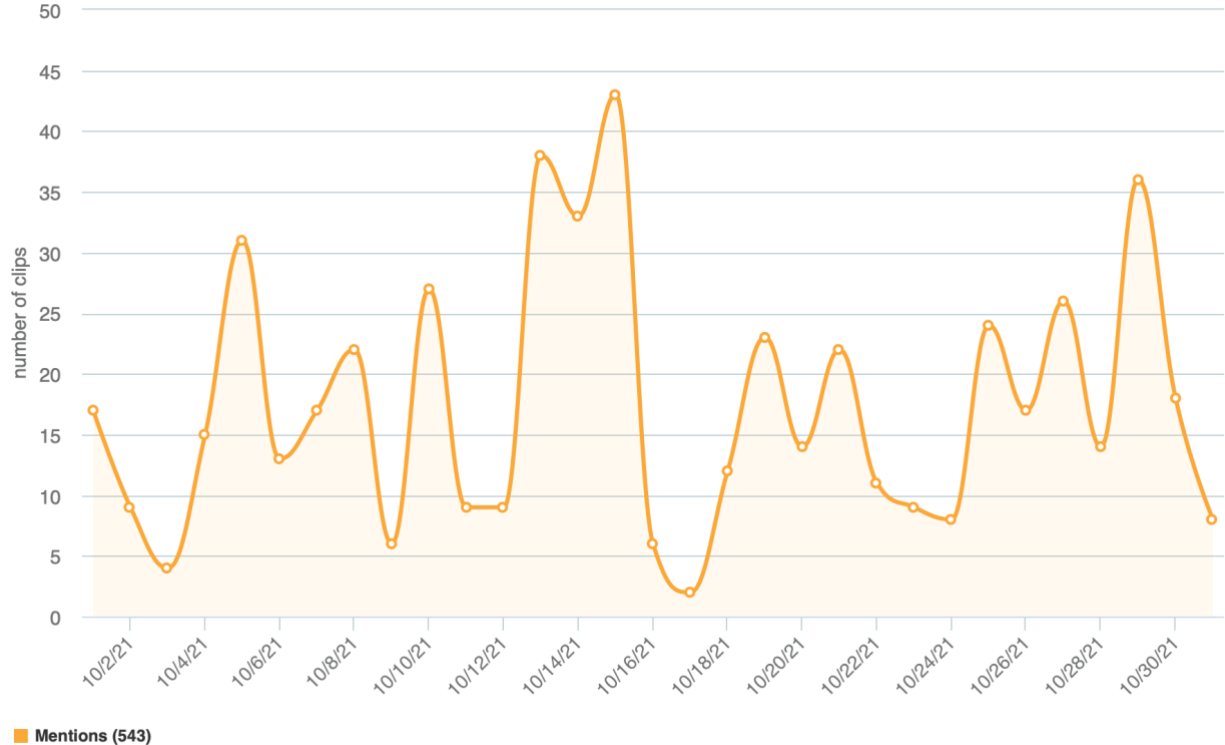
October 29, 2021

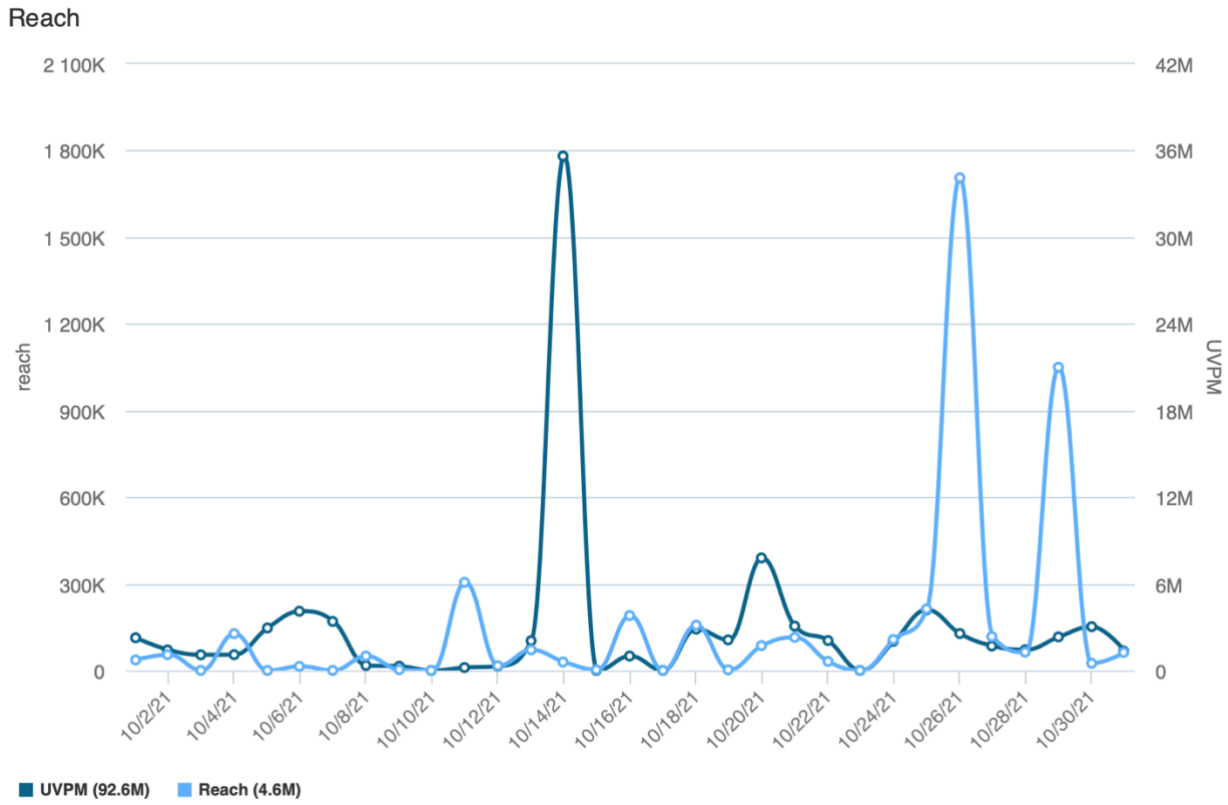
[Local experts say there aren't enough people becoming truck drivers](#) *KSTU-TV*

According to an associate professor at Salt Lake Community College it's not enough. People are getting into the field and a lot of the current drivers are retiring.

Media Coverage Analytics

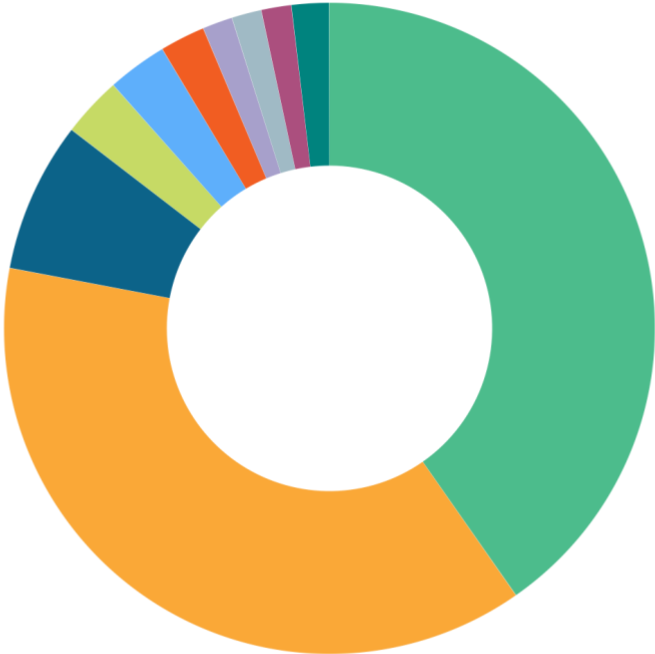
Total Mentions





Reach is the Total Number of Unique Viewers/Readers, UVPM is the Total Number of Unique Viewers over all social platforms.

Share of Coverage by Media Type



Microblog: 40.3% Online, consumer: 37.7% Television station: 7.5% Social Networking Site: 3% Radio station: 3%
Online, news and business: 2.2% Online, trade/industry: 1.5% Newspaper, community: 1.5%
Cable/satellite - network/station: 1.5% Other: 1.9%

Social Media

SLCC Blog

A total of 7 blog posts were created and placed on the SLCC News and Events Page.

10.01 [College's American Chemical Society chapter wins national award](#)

Promoted on SLCC Today, Facebook, Twitter

10.11 [No Space for Hate](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

10.13 [Registration tutorial guides students through vaccination requirement for Spring Semester](#)

Promoted on SLCC Today, Facebook, Twitter

10.14 [Tanner Forum: New York Times Bestselling Author Isabel Wilkerson to speak on Social Ethics of Caste and Hierarchy](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

10.20 [The Grand Theatre is back, starting with The Rocky Horror Show](#)

Promoted on SLCC Today, Facebook, Twitter

10.25 [Student Forum: Your COVID Vaccine Questions Answered](#)

Promoted on SLCC Today, Facebook

10.28 [Fashion Institute alumna earns place in Paris show](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

Twitter

Number of tweets: 21

Tweet impressions: 16.5K

Number of mentions: 127

Follower Count: 4664 (+25)

Top Tweet:

Top Tweet earned 5,013 impressions

SLCC welcomes Isabel Wilkerson, Pulitzer Prize & the National Humanities Medal winner and author of bestsellers *The Warmth of Other Suns* and *Caste: The Origins of Our Discontents*, to speak at the Tanner Forum on Social Ethics. Reserve your free tickets: slcc.edu/tanner/ pic.twitter.com/z2OR8VEYMS



1 reply 5 retweets 18 likes

Top Mention:

Top mention earned 343 engagements



Thenorthway

@TheNorthWay · Oct 10

Addison Pattison is back 🙄@SaltLakeCC basketball pic.twitter.com/3EE0zDeb3n



7 likes

Top Media Tweet:

Top media Tweet earned 1,036 impressions

Help students like Juan Perez, PACE Scholar and SLCC pre-engineering student, by giving to the Partnership for Accessing College Education (PACE). bit.ly/2WEiQnW [#slccpace](https://twitter.com/hashtag/slccpace) [#slcc](https://twitter.com/hashtag/slcc) [#scholarships](https://twitter.com/hashtag/scholarships) [#slccscholarships](https://twitter.com/hashtag/slccscholarships) [#slccpace10th](https://twitter.com/hashtag/slccpace10th) pic.twitter.com/epzXSp22g4



3 likes

Facebook

Number of posts: 21

Post impressions: 80.8K

Page likes: 21,380 (+56)

Top post:

The image shows a Facebook post from Salt Lake Community College. The main content is a promotional graphic for a virtual livestream event featuring Isabel Wilkerson. The graphic includes a portrait of Wilkerson on the left and text on the right: "Pulitzer Prize winner and New York Times Bestseller ISABEL WILKERSON Free virtual livestream event Thursday, November 4, 7 - 8:30 p.m. Registration is now open". At the bottom of the graphic are the logos for O.C. TANNER and SLCC. The Facebook interface shows the post was published by Sprout Social on October 27 at 7:36 AM. The text of the post reads: "SLCC is thrilled to welcome Pulitzer Prize and National Humanities Medal winner Isabel Wilkerson as our keynote speaker for the Tanner Forum on Social Ethics on November 4. In addition to her distinguished career as a journalist, Ms. Wilkerson is the author of the New York Times bestsellers 'The Warmth of Other Suns' and 'Caste: The Origins of Our Discontents'. She is an impassioned voice for harnessing history to help us understand ourselves, our country and our current era ... See more". The post has 31 likes, 2 comments, and 35 shares. Two comments are visible: "Marilee Coles-Ritchie Love her work. Great choice!!" and "Darlene McDonald This is WONDERFUL".

LinkedIn

Number of posts: 7

Page views: 1,190

Unique visitors: 732

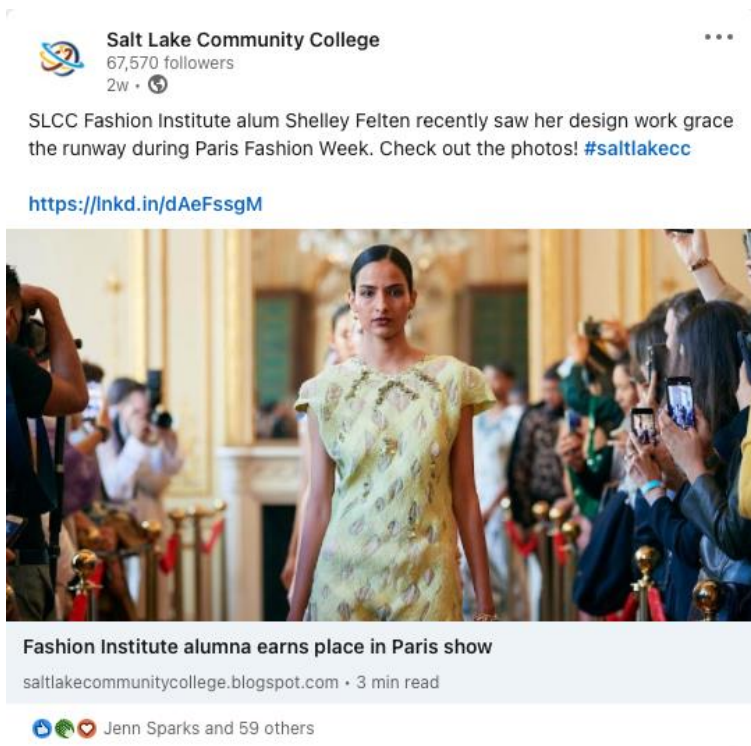
Total followers: 67,570

Reactions: 225

Comments: 4

Shares: 15


Top Post:



Salt Lake Community College
67,570 followers
2w • 🌐

SLCC Fashion Institute alum Shelley Felten recently saw her design work grace the runway during Paris Fashion Week. Check out the photos! [#saltlakecc](#)

<https://lnkd.in/dAeFsgM>



Fashion Institute alumna earns place in Paris show
saltlakecommunitycollege.blogspot.com • 3 min read

👍👏👤 Jenn Sparks and 59 others

Instagram

Number of posts: 7

Number of stories: 20

Post likes: 517

Total followers: 4,427 (+139)

Top post:

