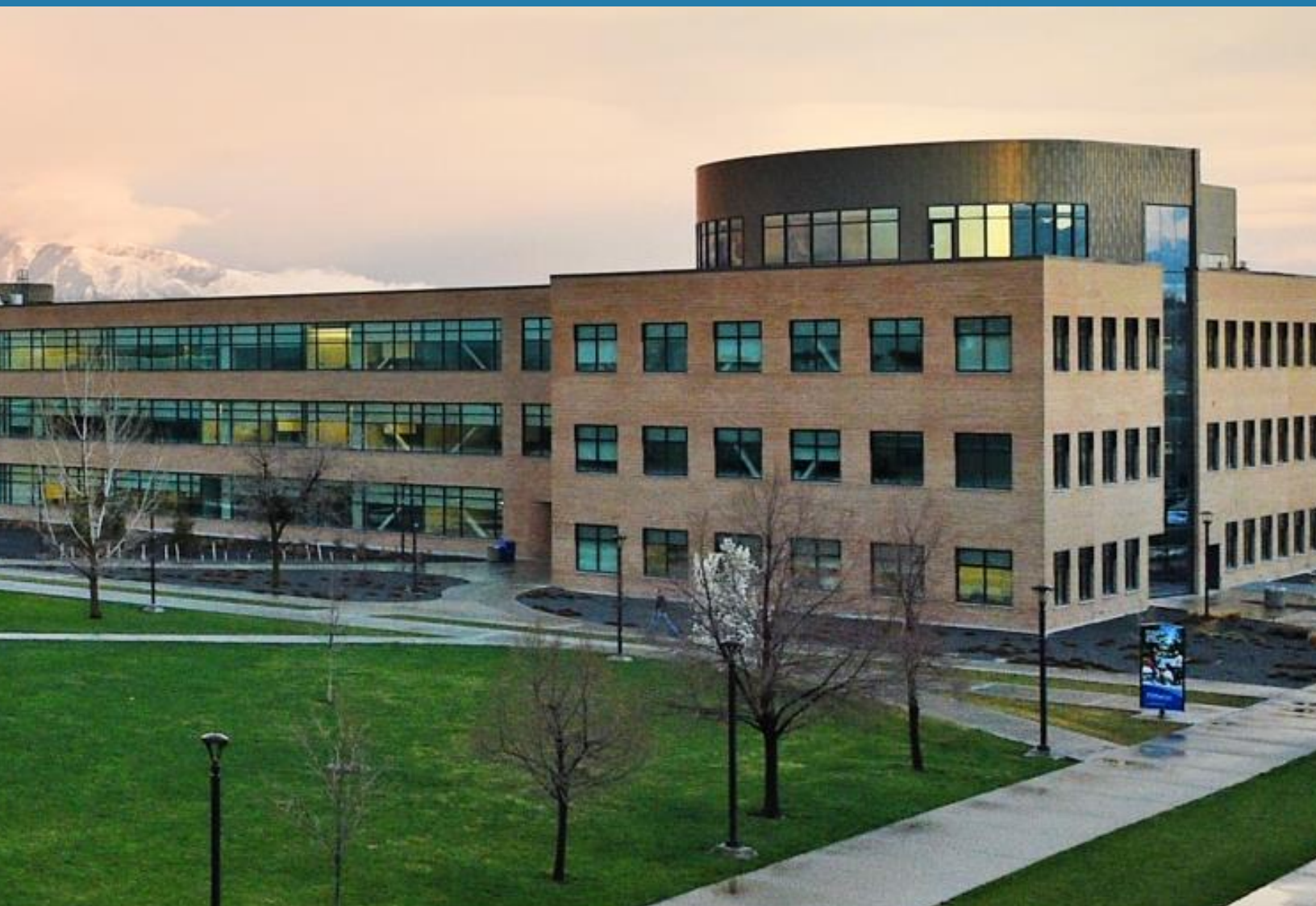


MEDIA REPORT

—
October 2020



News Coverage

Summary

290 stories in national and local media. An estimated 2,250,033 people had subscriber access (reach) to these articles with an estimated earned media value of \$204,215.47.

Media Advisory

September 9, 2020

Ed Yong, science journalist for “The Atlantic” magazine, will break down what it’s been like to report on the COVID-19 pandemic during Salt Lake Community College’s featured annual Tanner Forum on Social Ethics. (Press Calls, Media Advisory)

Top Stories

October 1, 2020

[What is the “Everyday Entrepreneur” Program?](#) *ABC4.COM*

The Mill at Salt Lake Community College has focused on a program in the pandemic for those who want to be a successful entrepreneur. The Everyday Entrepreneur Program at the college is specifically designed for those who are ready to launch their passion as an entrepreneur.

October 5, 2020

[Why I'm Glad I Started at Community College](#) *HERCAMPUS.COM*

I am a transfer student, meaning that I did not start my college experience at the University of Utah, and to be honest I am really glad that I didn't start my college experience here.

October 7, 2020

[Salt Lake Community College focuses on Everyday Entrepreneur Program](#) *KUTV.COM*

The Mill at Salt Lake Community College has focused on a program in the pandemic for those who want to be a successful entrepreneur.

October 8, 2020

[Half of Utah's public colleges see lower enrollment, including major drop at Salt Lake Community College](#) *SLTRIB.COM*

Half of Utah's public colleges saw a decline in student enrollment this fall — and, alarmingly, the biggest drops were at the most affordable and accessible schools in the state.

October 13, 2020

[6 takeaways from Utah's 4th congressional debate](#) *KSL.COM*

Since its inception nearly a decade ago, Utah's 4th congressional district is consistently the closest race among the state's four seats.

October 21, 2020

[SLCC Board of Trustees Welcomes New Members Silvia Castro and Emily Hernandez Alzamora](#) *FINANCE.YAHOO.COM*

Salt Lake Community College is pleased to welcome Silvia Castro and Emily Hernandez Alzamora to the SLCC Board of Trustees.

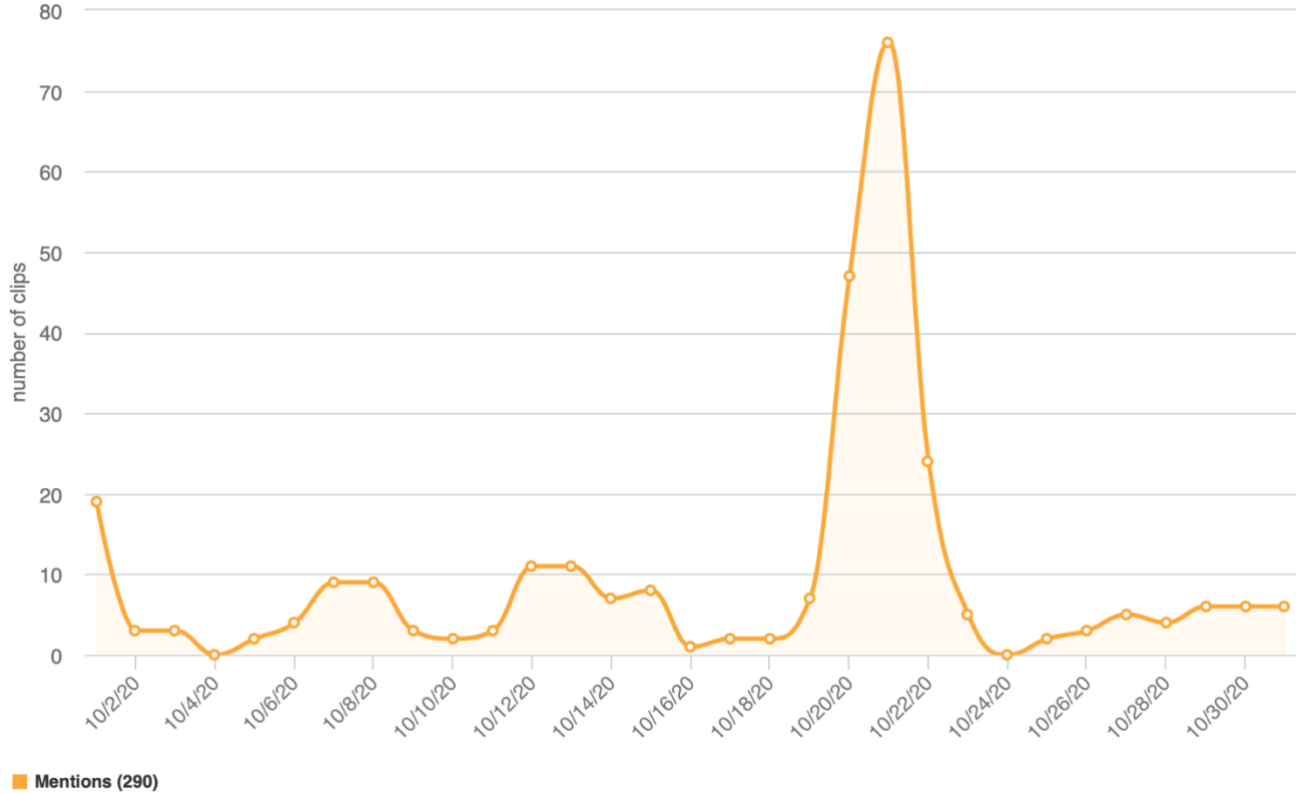
October 31, 2020

[Tribune Editorial: Gail Miller is a champion](#) *SLTRIB.COM*

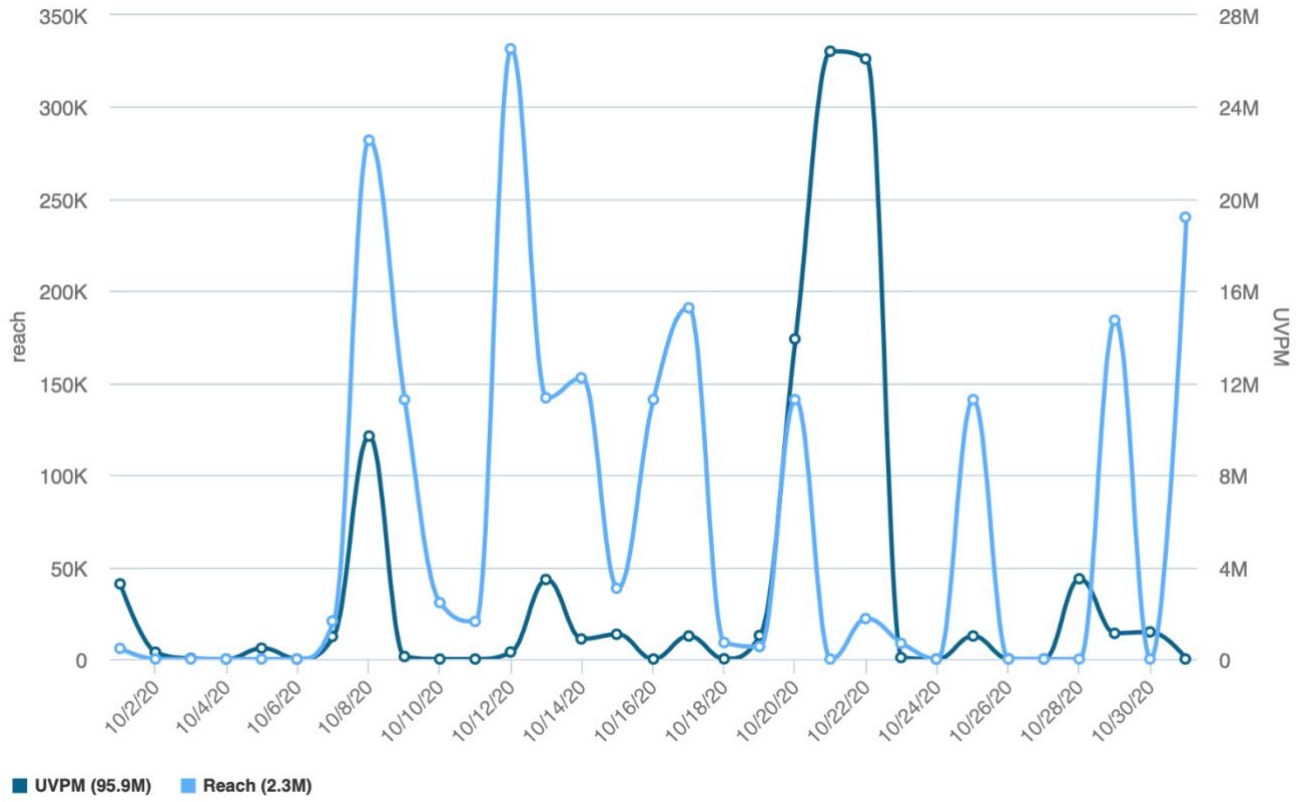
The Utah Jazz and associated properties are being sold for a reported \$1.66 billion. That sounds like a lot of money, even for an NBA team being sold to a Silicon Slopes whiz kid.

Media Coverage Analytics

Total Mentions

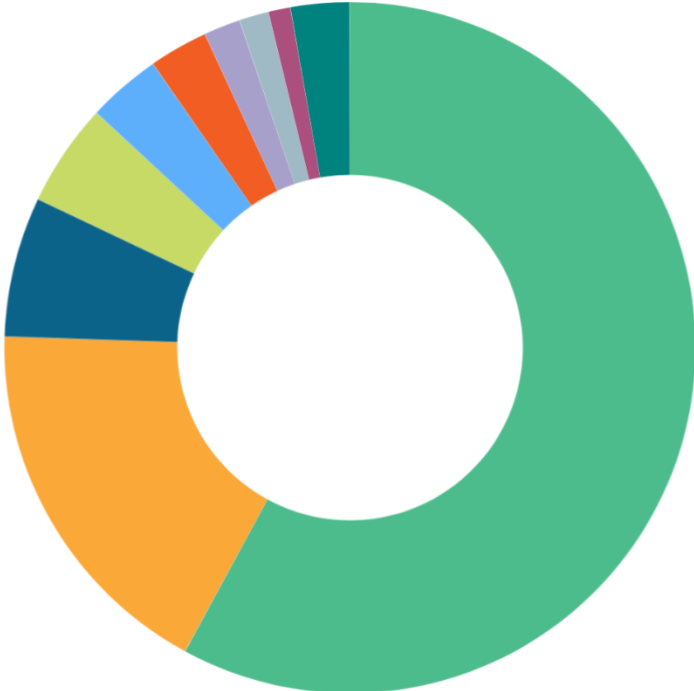


Reach



Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 57.9% Online, news and business: 17.6% Television station: 6.6% Newspaper: 4.8%
Online, trade/industry: 3.4% Cable/satellite - network/station: 2.8% Social Networking Site: 1.7% Blog, consumer: 1.4%
Radio station: 1% Other: 2.8%

Social Media

SLCC Blog

A total of 19 blog posts were created and placed on the SLCC News and Events Page.

10.5 [Want to Work Out at the LAC? Reserve a Time Online](#)

Promoted on SLCC Today, Facebook

10.7 [Alumna Spotlight: Diana Weber’s Trek to Becoming a Surgical Tech](#)

Promoted on SLCC Today, Twitter, LinkedIn

10.7 [Staff Development Opportunities — October 7–14, 2020](#)

Promoted on SLCC Today

10.7 [Faculty Development Opportunities — October 7–14, 2020](#)

Promoted on SLCC Today

10.8 [Black Box Pulls Off Production of The Seagull](#)

Promoted on SLCC Today, Twitter

10.8 [Meet Our Faculty: Meredith Wismer](#)

Promoted on SLCC Today, Twitter, Facebook, LinkedIn

10.14 [Tanner Speaker Ed Yong to Audience: ‘Behave’ As if There Is a Pandemic](#)

Promoted on SLCC Today, Twitter, Facebook, LinkedIn

10.14 [Faculty Development Opportunities 10/14–10/21/2020](#)

Promoted on SLCC Today

10.14 [Jason’s Mulled Cider Recipe](#)

Promoted on SLCC Today

10.14 [Staff Development Opportunities: 10/14–10/21/2020](#)

Promoted on SLCC Today

10.21 [Board of Trustees Welcomes New Members Silvia Castro and Emily Hernandez Alzamora](#)

Promoted on SLCC Today, Twitter

10.21 [Staff Development Opportunities — 10/21/2020](#)

Promoted on SLCC Today

10.21 [Faculty Development Opportunities — 10/21/2020](#)

Promoted on SLCC Today

10.21 [Plan to Give Blood November 17](#)

Promoted on SLCC Today, Facebook

10.22 [Plans Set for Virtual or In-Person President's Art Show Viewing](#)

Promoted on SLCC Today, Twitter

10.26 [From Humble Beginnings, President's Art Show and Permanent Collection Going Strong](#)

Promoted on SLCC Today, Twitter

10.27 [Three Artists Reflect on Their Work, President's Art Show](#)

Promoted on SLCC Today

10.28 [Staff Development Opportunities — 10/28/2020](#)

Promoted on SLCC Today

10.28 [Faculty Development Opportunities — 10/28/2020](#)

Promoted on SLCC Today

Twitter

Number of tweets: 41

Tweet impressions: 53.4K

Number of mentions: 139

Follower Count: 4541 (+9)

Top Tweet:

Top Tweet earned 4,319 impressions

@DJJazzyJody Our power rankings:
1. SLCC Redwood Road Scholar
2. Road Redwood Scholar ("Our degrees are only two years, and our haircuts are only two dollars!")
3. Rhodes Dinner Rolls Scholar
pic.twitter.com/vfVPCHAfrQ



1 retweet 15 likes

Top Mention:

Top mention earned 263 engagements



Jody Genessy
@DJJazzyJody · Oct 1

For the record, I'm a Redwood Road Scholar. That's even better than a Rhodes Scholar. Right, @SaltLakeCC?

4 retweets 55 likes

Top Media Tweet:

Top media Tweet earned 3,317 impressions

SLCC student, Austin Fashimpaur, asking 4th Congressional Candidates @BenMcAdams and @BurgessOwens about climate change at @UtahDebateCom #UTDebates on @KSL5TV. #utpol
pic.twitter.com/u6q4ppJT5i



2 retweets 15 likes

Facebook

Number of posts: 25

Post impressions: 55K

Page likes: 21,061 (-11)

Top post:



Salt Lake Community College

Published by Buffer  · October 30, 2020 · 



We've got a new mural up in the SLCC Dance studio. You've gotta check it out! (Mural art by SLCC's own Alex Martinez in coordination with SLCC Dance Company)



LinkedIn

Number of posts: 8

Page views: 1,118

Unique visitors: 638

Total followers: 63,123 (+402)

Reactions: 18

Comments: 7

Shares: 18

Top Post:



Salt Lake Community College

65,182 followers

7mo · 🌐



October Is LGBTQ+ History Month! We have almost 30 different ways for you to engage — both virtually and in person — at SLCC to celebrate! Here is a list of events: <https://bit.ly/3I4bjFd> #LGBTQHistoryMonth



👍❤️ 44 · 2 comments

Instagram

Number of posts: 3

Number of stories: 19

Post likes: 241

Total followers: 3,870 (+37)

Top post:



