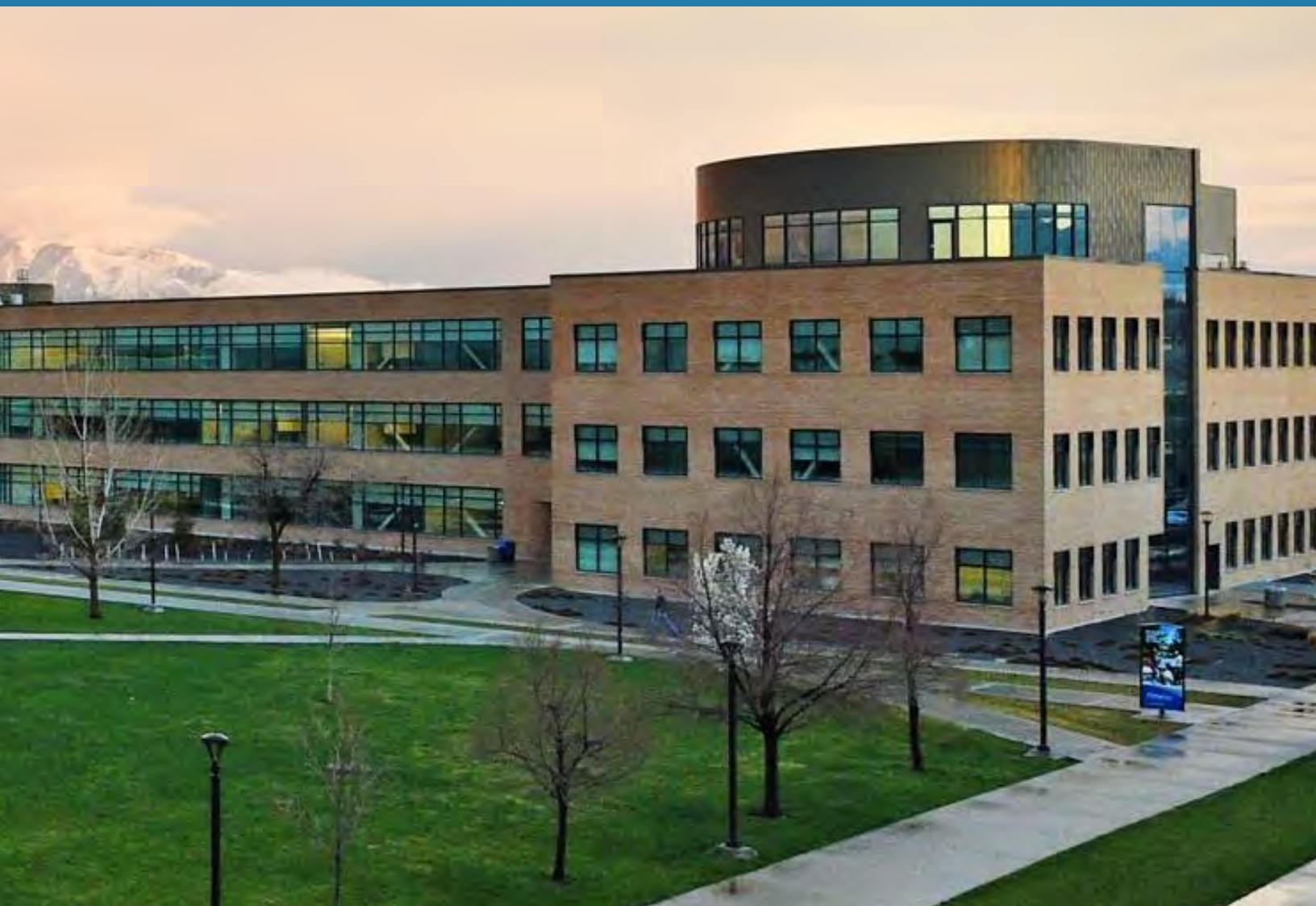


# MEDIA REPORT

---

## September 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

September 5, 2021

['Everything's in danger': Utah's first Afghan refugee's firsthand account of the chaos in Kabul](#) *DESERET.COM*

The chaos unfolded in 30 minutes. First they got a call saying the Taliban had entered downtown Kabul. The next call warned they were only 5 kilometers away from Hamid Karzai International Airport.

September 9, 2021

[Salt Lake Community College Receives National LGBTQ-Friendly College Awards](#)  
*FOX13NOW.COM*

Salt Lake Community College (SLCC) just earned two national awards for being the Best of the Best in LGBTQ-friendly colleges.

September 10, 2021

[Salt Lake Community College will require students to be vaccinated](#) *GEPHARDTDAILY.COM*

Salt Lake Community College is joining other Utah higher education institutes in requiring students to be vaccinated.

## September 10, 2021

### [SLCC joins several other Utah colleges in requiring COVID-19 vaccine for spring semester](#)

*KSL.COM*

Salt Lake Community College officials announced Friday the college will require students to receive the COVID-19 vaccination by the beginning of spring semester.

## September 13, 2021

### [With SLCC requiring students get vaccinated, more than half of Utah's public colleges now have a mandate](#) *SLTRIB.COM*

Add Salt Lake Community College to the growing list of universities in Utah that will require students get vaccinated against COVID-19.

## September 13, 2021

### [Tribune Innovation Lab sparks ideas for Salt Lake Valley's west side](#) *SLTRIB.COM*

Solutions to community problems and challenges need to come from within the community. That was one of many takeaways from the Solutions Summit hosted by The Salt Lake Tribune's Innovation Lab, held Monday in West Valley City.

## September 15, 2021

### [The program helping Utah teens enroll in college](#) *KUTV.COM*

Salt Lake Community College is celebrating 10 years of its PACE program!

## September 17, 2021

[Start your kids' college prep early! This unique program gives them real life experience](#)  
*KSL.COM*

When did you start thinking about college? As a sophomore, junior... senior? A Utah school has a program that gets kids thinking about higher education as early as ninth grade.

## September 18, 2021

[Salt Lake Community College sports subsidized by students, taxpayers](#) *KUTV.COM*

Sporting events at Salt Lake Community College are well attended, but they don't bring enough in ticket and concession sales to pay for the athletic programs.

## September 20, 2021

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

## September 22, 2021

[How three siblings brought this Czech breakfast pastry to Utah](#) *SLTRIB.COM*

Mornings come early for Zane Poss. The baker from Bountiful said he arrives at Hruska's Kolaches in West Jordan each day at 5 a.m., though sometimes he's there as early as 3:30 a.m. or 4 a.m.

## September 23, 2021

[Utah colleges launch 'esports' teams](#) *KUTV.COM*

Alec Parent, a junior at the University of Utah, had to convince his parents before joining varsity esports, the competitive leagues for video gaming at the collegiate level.

September 24, 2021

[Oktoberfest isn't just about the beer, but family, say Salt Lake City's brewers](#) *SLTRIB.COM*

...DeBoard then started taking biology and chemistry classes at Salt Lake Community College and working in different capacities...

September 24, 2021

[Constitution does not excuse anyone from public health mandates](#) *SLTRIB.COM*

Christian Soto, Taylorsville, is a humanities major at Salt Lake Community College and an aspiring writer.

September 24, 2021

[Advocates Hope Federal Relief Funding Meant For Foster Kids Won't Go To Waste](#)  
*KUER.ORG*

22-year-old Alexa Minson is on her way to becoming a social worker. After returning home last year from her mission with The Church of Jesus Christ of Latter-day Saints, she's been working and taking classes at Salt Lake Community College.

September 24, 2021

[Price woman shares warning after losing hundreds in cryptocurrency scam](#)  
*FOX13NOW.COM*

A Price woman is sharing her story after she was scammed out of hundreds of dollars in a cryptocurrency scheme.

September 27, 2021

[Utah sugar artists use their skills to create 'Storybook Adventures'](#) *KUTV.COM*

The Sugar Artists of Utah Show united professionals from across the state to display their unique skills. The event was held Saturday and sponsored by the Salt Lake Community College Culinary School in Sandy, where the event was held.

## September 27, 2021

[Salt Lake Community College promotes National Hispanic Heritage Month](#) *KUTV.COM*

It's National Hispanic Heritage Month, and the work continues at Salt Lake Community College to get more people involved with celebrations and awareness.

## September 29, 2021

[Amazon wish list created for Afghan refugees arriving in Utah in October](#) *FOX13NOW.COM*

The first wave of Afghan refugees could be arriving in Utah next week, and organizations are busy gathering donations and other items to help make that transition as seamless as possible.

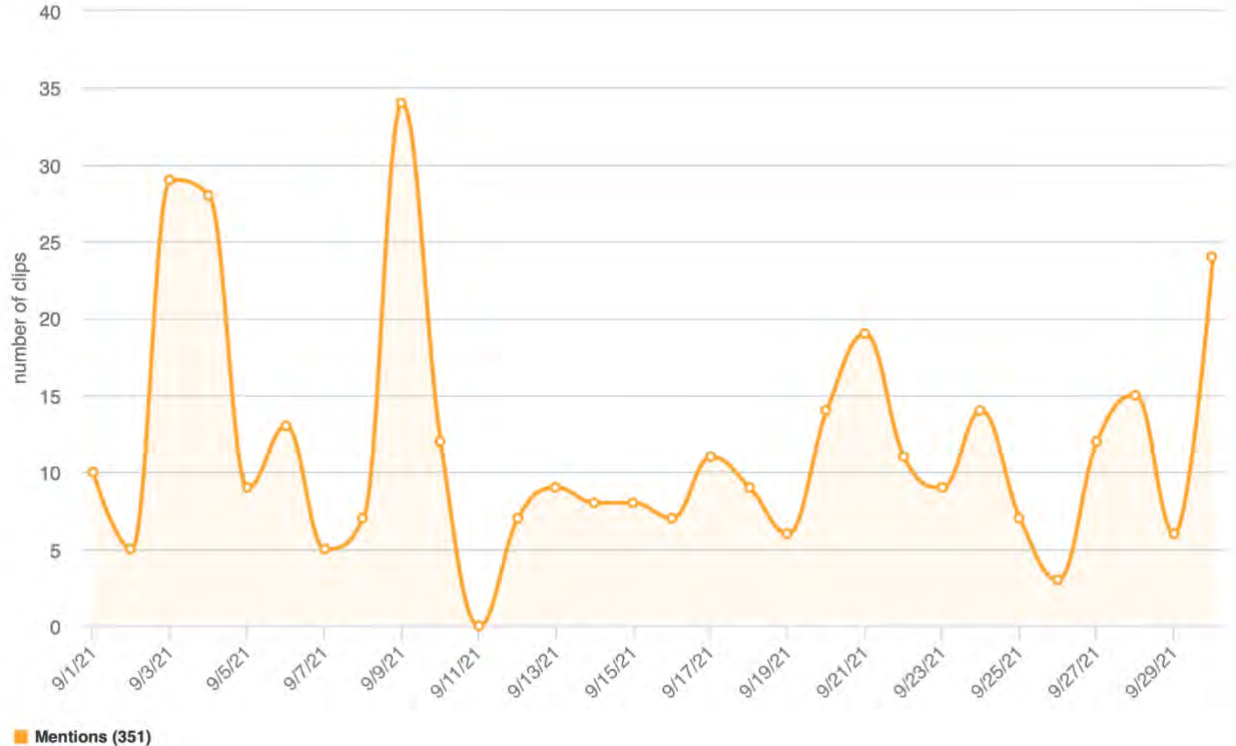
## September 30, 2021

[A family's basketball journey](#) *KSL.COM*

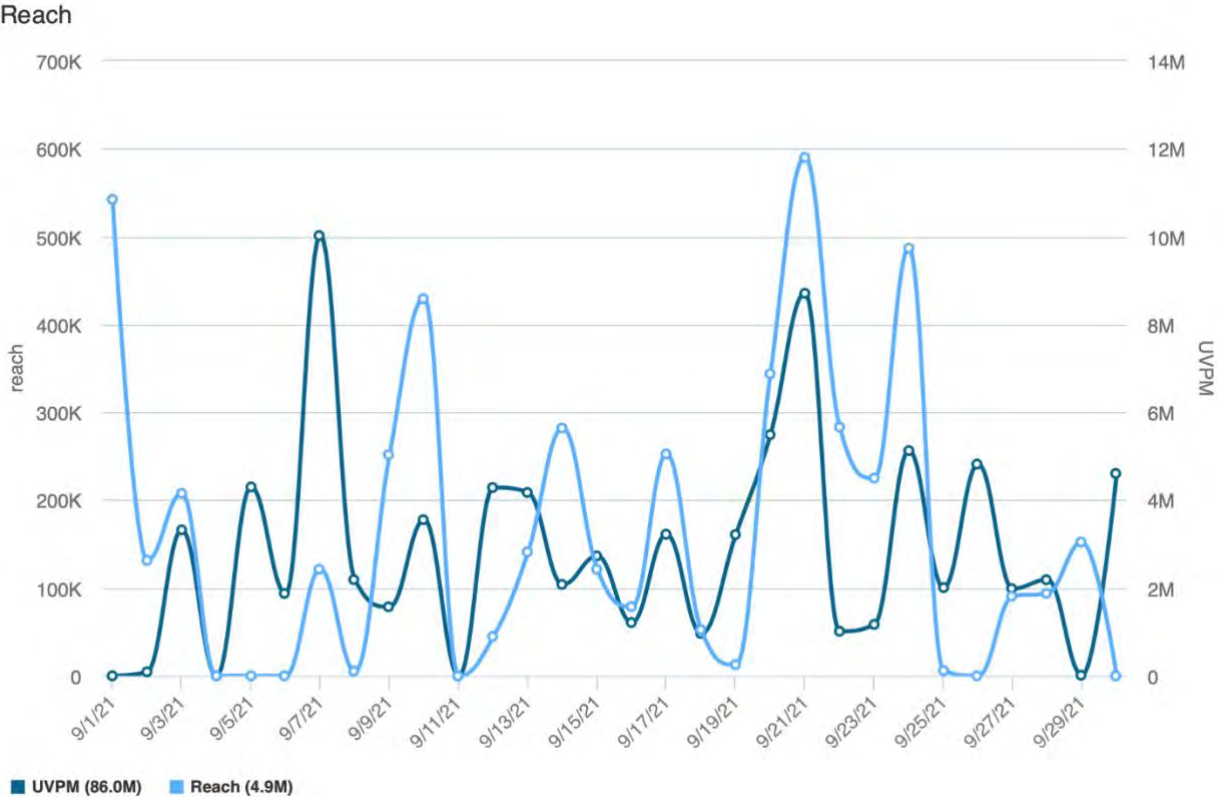
In 1995, a family relocated to Utah from Guam and settled into their new home just east of I-15 in Orem.

# Media Coverage Analytics

Total Mentions



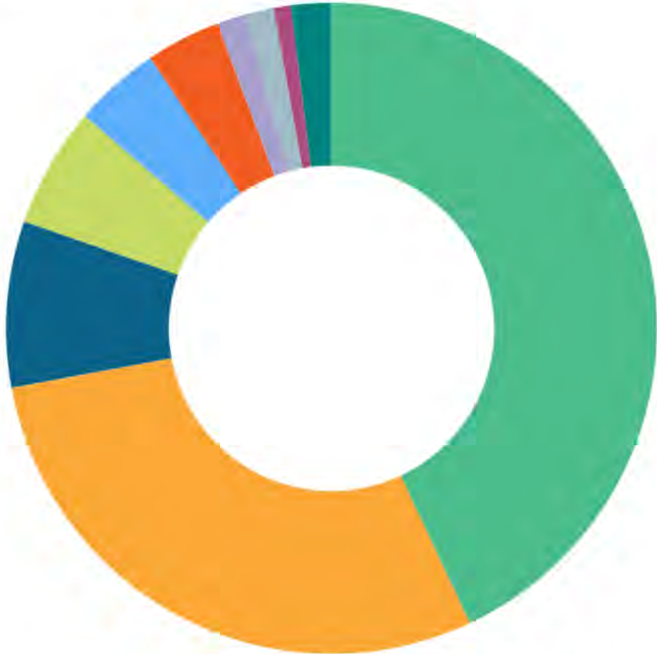




Reach is the Total Number of Unique Viewers/Readers



Share of Coverage by Media Type



Online, consumer: 43%    Microblog: 29.1%    Television station: 8.3%    Radio station: 6%    Publication, college/alumni: 4.3%  
Newspaper: 3.7%    Social Networking Site: 1.4%    Online, trade/industry: 1.4%    Cable/satellite - network/station: 0.9%  
Other: 2%

# Social Media

## SLCC Blog

A total of 6 blog posts were created and placed on the SLCC News and Events Page.

9.1 [College Lands Two National Awards from Campus Pride Index](#)

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

9.3 [Journalism Assistant Professor Receives National Recognition](#)

*Promoted on SLCC Today, Facebook, Twitter*

9.10 [President's Message: COVID-19 Vaccine Update](#)

*Promoted on SLCC Today, Facebook, Twitter*

9.22 [All Invited to 'Redefining Chicanidad' Event at West Valley Center](#)

*Promoted on SLCC Today, Facebook, Twitter*

9.28 [Associate Professor of Cyber Security Rod Buhler Shares 7 Tips to Guard Against Cybercrime](#)

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

9.29 [SLCC Student COVID-19 Vaccination Requirement – Frequently Asked Questions](#)

*Promoted on SLCC Today*

# Twitter

Number of tweets: 16

Tweet impressions: 11.3K

Number of mentions: 142

Follower Count: 4639 (+19)

## Top Tweet:

**Top Tweet** earned 938 impressions

As part of Latinx Heritage Celebration, the Center presents a family-friendly event for all to learn about and celebrate the expansion of the Chicanx community, culture and history. Details: [saltlakecommunitycollege.blogspot.com/2021/09/all-in...](http://saltlakecommunitycollege.blogspot.com/2021/09/all-in...)  
[pic.twitter.com/cOCppQM4VP](https://pic.twitter.com/cOCppQM4VP)



🔗 4 ❤️ 11

## Top Mention:

**Top mention** earned 575 engagements

**The Salt Lake Tribune**  
@sltrib · Sep 13

.@SaltLakeCC will require that students get vaccinated against COVID-19 by the start of spring semester. Now, more than half of Utah's public higher education institutions will mandate vaccines.  
[trib.al/ixusVZo](http://trib.al/ixusVZo)

🔗 8 🗨️ 34 ❤️ 229

## Top Media Tweet:

**Top media Tweet** earned 762 impressions

It's almost time to tee off for student scholarships at the Gail Miller Leadership Cup... [#saltlakecc](#) [#slcc](#)  
[pic.twitter.com/9Vxpk9e7WJ](https://pic.twitter.com/9Vxpk9e7WJ)



🔗 2 ❤️ 10

# Facebook

Number of posts: 15

Post impressions: 72.9K

Page likes: 21,324 (+41)

Top post:



**Salt Lake Community College**  
Published by Sprout Social · September 1 ·

Happy 10th Anniversary to SLCC's Partnership for Accessing College Education (PACE) program! Ten years ago, PACE began at West High School as a program to help ninth graders get their high school diploma and attend college. Now the program serves students at East, West, Highland, Cottonwood and Kearns High Schools. Help expand our program into more high schools and offer scholarship support to hardworking students by donating today to PACE. Every gift counts! <https://bit.ly/2WEiQnW>



7,002 People Reached    625 Engagements    - Distribution Score    **Boost Post**

90    12 Shares

## LinkedIn

Number of posts: 6

Page views: 1382

Unique visitors: 890

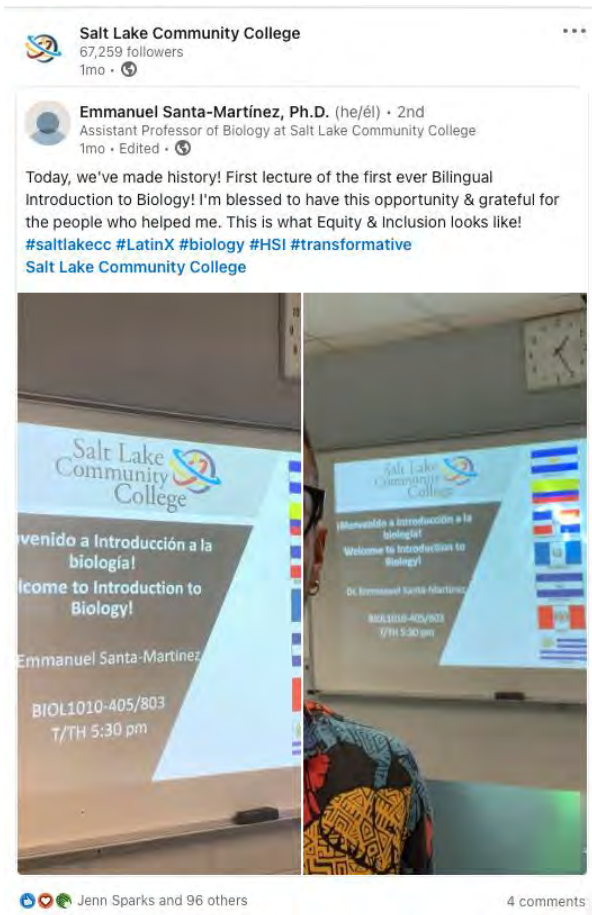
Total followers: 67,031 (+400)

Reactions: 298

Comments: 15

Shares: 4

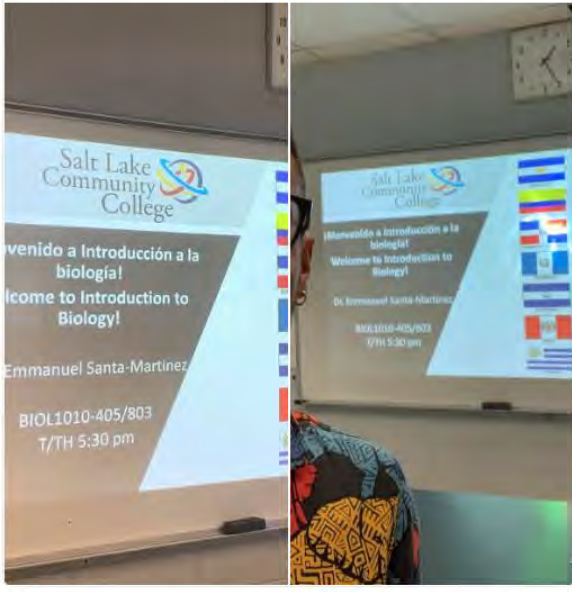
Top Post:



**Salt Lake Community College**  
67,259 followers  
1mo · 🌐

**Emmanuel Santa-Martinez, Ph.D.** (he/él) · 2nd  
Assistant Professor of Biology at Salt Lake Community College  
1mo · Edited · 🌐

Today, we've made history! First lecture of the first ever Bilingual Introduction to Biology! I'm blessed to have this opportunity & grateful for the people who helped me. This is what Equity & Inclusion looks like!  
[#sallakecc](#) [#LatinX](#) [#biology](#) [#HSI](#) [#transformative](#)  
Salt Lake Community College



👍👍👍 Jenn Sparks and 96 others · 4 comments

# Instagram

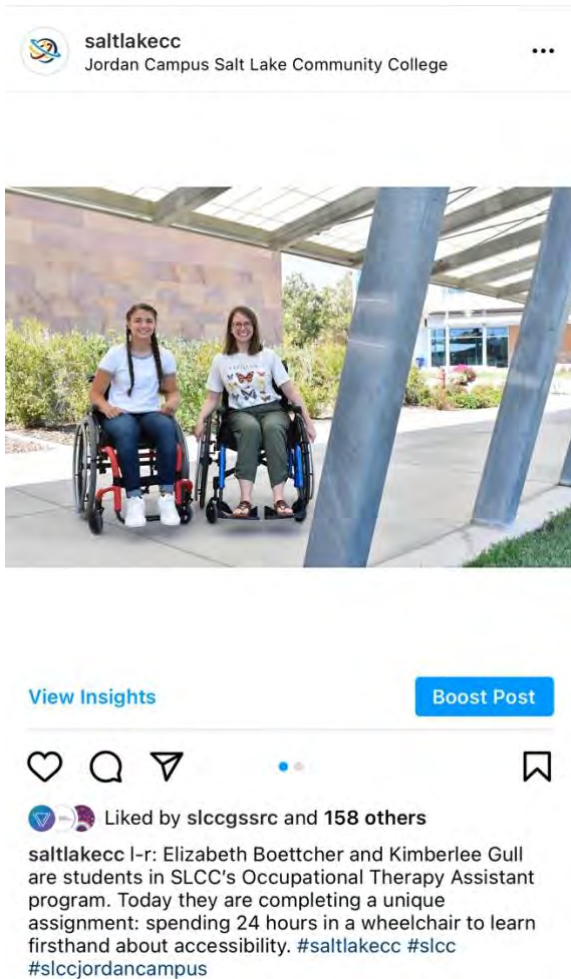
Number of posts: 9

Number of stories: 15

Post likes: 598

Total followers: 4228 (+84)

Top post:



**saltlakecc**  
Jordan Campus Salt Lake Community College

[View Insights](#) [Boost Post](#)

♥️ 💬 📌

Liked by slccgssrc and 158 others

saltlakecc I-r: Elizabeth Boettcher and Kimberlee Gull are students in SLCC's Occupational Therapy Assistant program. Today they are completing a unique assignment: spending 24 hours in a wheelchair to learn firsthand about accessibility. #saltlakecc #slcc #slccjordancampus

