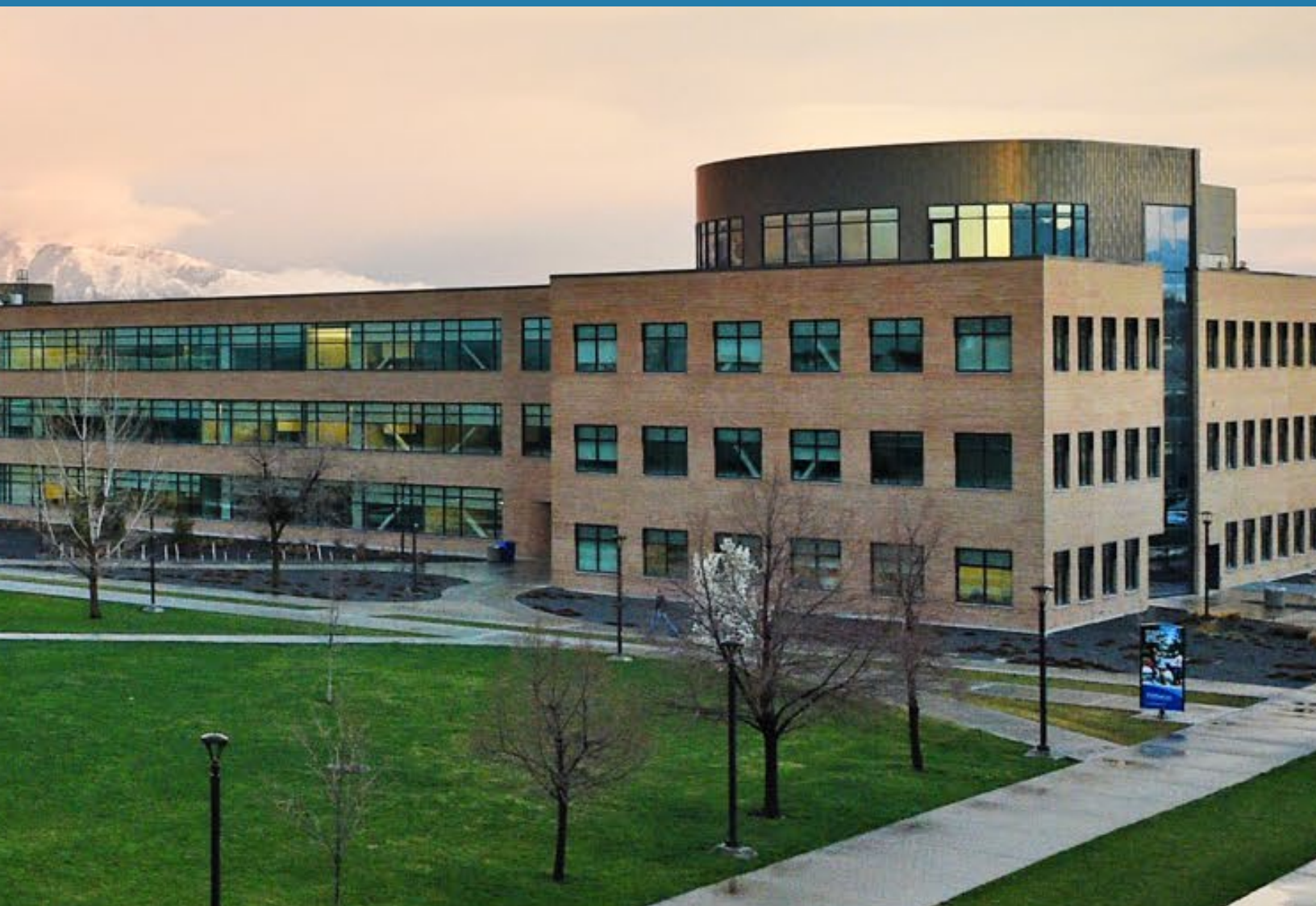


MEDIA REPORT

December 2023



News Coverage

Summary

420 mentions in national and local media. An estimated 1.1B people had subscriber access (reach) to these articles with an estimated earned media value of \$10.6M.

Media Outreach

December 19, 2023

Press Release: Salt Lake Community College Begins National Search for New President

As part of its delegated duties and responsibilities, the Salt Lake Community College (SLCC) Board of Trustees named an 11-member committee to conduct a national search for the next president of SLCC.

Top Stories

December 1, 2023

[Going to college just got a little bit cheaper for Utahns](#) *SLTRIB.COM*

College applications for Utah students just got a little easier — or at least cheaper.

December 1, 2023

[Utah Board of Higher Education eliminates application fees for local students](#) *FOX13NOW.COM*

In a unanimous vote Friday, the Utah System of Higher Education announced schools it will no longer charge in-state application fees when students apply to state colleges.

December 4, 2023

[Announcing the Utah College Media Collaborative](#) *PBSUTAH.ORG*

PBS Utah, in partnership with Amplify Utah, is proud to announce a historical cross-campus collaborative bringing together student-led newsrooms from four public Utah universities and colleges.

December 5, 2023

[Salt Lake Community College documentary focuses on impact of conversion therapy at BYU in 1970s](#) *FOX13NOW.COM*

Students at Salt Lake Community College are set to premiere a documentary about the impact of conversion therapy that happened at Brigham Young University in the late 1970s.

December 11, 2023

[Utah public higher education system unifies to eliminate in-state college application fees moving forward](#) *STGEORGEUTAH.COM*

According to a news release from the board, this supports “its mission to equitably provide accessible, valuable, innovative, and affordable higher education for students to expand their economic mobility, enhance their cultural awareness and improve their overall quality of life.”

December 13, 2023

[PBS, Amplify Utah join forces to begin college media collaborative](#) *KSLNEWSRADIO.COM*

PBS Utah and Amplify Utah have announced a college media collaborative.

December 14, 2023

[Work hard, play hard, run, recover, repeat](#) *DAVISJOURNAL.COM*

Both female athletes have full ride scholarships to Salt Lake Community College and plan to go into dietary nutrition to work with athletes.

December 18, 2023

[Utah hospital helps students heal from mental health issues while staying on top of schoolwork](#) *KSL.COM*

When a child is going through a mental health crisis, their education can take a back seat.

December 21, 2023

[Utah schools reject Gov. Cox’s claim that they require employees to sign ‘diversity statements’](#) *SLTRIB.COM*

Utah Gov. Spencer Cox railed this week against what he called “diversity statements you have to sign to get hired” at Utah’s public colleges and universities, alleging those are commonly required for new employees.

December 22, 2023

[Salt Lake Community College transformer explodes, no injuries reported](#) *KSL.COM*

A Salt Lake Community College transformer exploded, with bystanders witnessing a plume of smoke on Thursday afternoon.

December 22, 2023

[Taylorsville substation explosion creates huge mushroom cloud](#) *ABC4.COM*

An explosion at a Taylorsville power substation caused a huge mushroom cloud to form near Salt Lake Community College Thursday.

December 23, 2023

[Utah Christmas stories: A refugee family finds a new home, a sick baby finds new life](#) *SLTRIB.COM*

Why should a 2,000-year-old story about a baby born in a barn, a set of kings following a magic star, an unwed mother with a forgiving fiance, and a flight from violence have any relevance today — especially if it comes from a particular religious tradition?

December 27, 2023

[Salt Lake Community College Begins Search for New President](#) *TECHBUZZ.NEWS*

Last month, TechBuzz News reported on Dr. Deneece Huftalin's retirement announcement. Dr. Huftalin has been serving as president of Salt Lake Community College (SLCC) for ten years.

December 28, 2023

[Police investigating body found at SLCC campus](#) *KSL.COM*

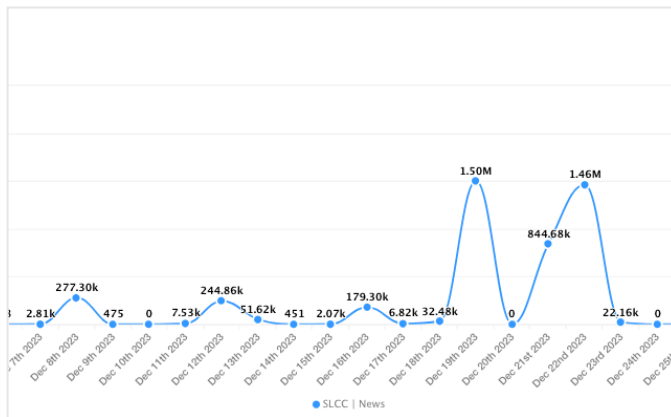
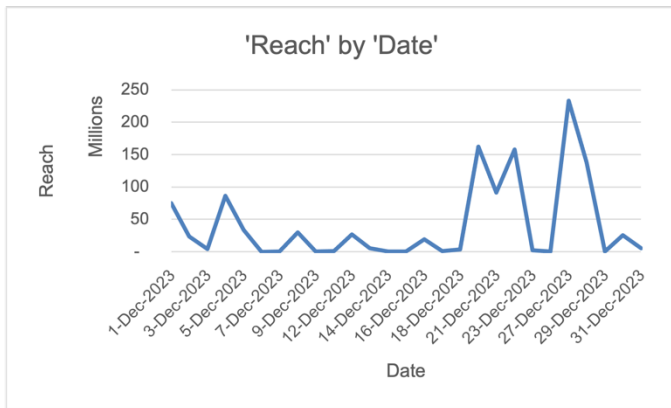
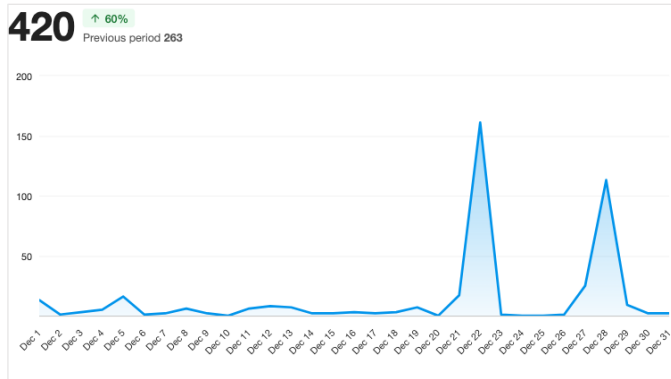
Troopers and the State Bureau of Investigation are looking into the death of a man whose body was found on a campus of Salt Lake Community College on Wednesday.

December 30, 2023

[The year in sports, from the inexplicable to the silly to the sublime \(a commentary\)](#)
DESERETNEWS.COM

Before we give a Tush Push to the sports year of 2023 and move on, let's give it a quick look back.

Media Coverage Analytics



SOCIAL MEDIA

SLCC Blog

A total of eight blog posts were created and placed on the SLCC News and Events Page. Here are the five posts with the most visits:

12/19 [Salt Lake Community College Begins National Search for New President](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 1,271

12/05 [Updated: Eliminating In-State College Application Fees](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 657

12/13 [Unveiling and Dedication of Nikola Tesla Sculpture on Campus](#)

Promoted via SLCC Today, Facebook, Twitter, Instagram

Visits: 571

12/01 [Meet Our Staff: Dreyah Hagan](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 330

12/07 [SLCC Alum Paige Chomplearn Moves from Food Service to Surgical Technician thanks to Metallica Scholars Initiative](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 182

Twitter

Number of posts15

Impressions: 290K

Engagements: 191

Followers: 4,952

Top Tweet:



Salt Lake CC 
@SaltLakeCC



Power has been restored at our Taylorsville Redwood campus. There are no campus closures today. Thank you for your patience!

06:01 · 12/22/23 From Earth · **278** Views

Facebook

Number of posts: 17

Impressions: 1.49M

Engagements: 15K

Followers: 23,076

Top post:



Salt Lake Community College
December 30, 2023 · 🌐

Tomorrow is the last day of 2023 — it's also the last day to submit nominations for the SLCC faculty awards! Please nominate, uplift, and highlight our amazing, wonderful, brilliant SLCC faculty.
<https://i.slcc.edu/development.../grants-and-awards.aspx>

Salt Lake Community College CELEBRATING 75 YEARS

Annual Faculty Awards

Submit your nominations
by the end of day Dec. 31

Boost this post to reach up to 982 more people daily if you spend \$350. **Boost post**

Julie Hirschi, Bonnie Murray Lubbers and 7 others 4 comments 2 shares

LinkedIn

Number of posts: 7

Impressions: 21.9K

Engagements: 500

Followers: 75,987

Top Post:



Salt Lake Community College
78,259 followers
6mo · Edited · 🌐

Paige's journey from working in food service to working in the surgical center at the U of U Hospital showcases the power of education. Read more about how this incredible alumna was able to pursue her dreams and achieve her goals thanks to the Metallica Scholarship at Salt Lake Community College. Thank you, [All Within My Hands Foundation \(Metallica\)](#)
[#MetallicaGivesBack](#) [#AWMH](#) [#SaltLakeCC](#) [#slccalumni](#) [#BruinsInTheWild](#)
<https://lnkd.in/gbgJ3rBN>

Leilani Clegg, MA and 44 others
1 comment · 2 reposts

Instagram


Number of posts: 3


Impressions: 1.19M

Engagements: 228





Total followers: 6,389


Top post (video/reel) :



saltlakecc  saltlakecc · Original audio

[View insights](#) [Boost post](#)

 Liked by erikashubin and others

saltlakecc Have a fantastic holiday break, Bruins. Stay safe! We can't wait to see you in the new year.
#HappyHolidays

December 21, 2023