

MEDIA REPORT

—
October 2022



News Coverage

Summary

104 stories in national and local media. An estimated 692M people had subscriber access (reach) to these articles with an estimated earned media value of \$7.5M.

Media Advisories

October 5, 2022

The World Premiere of an Original Musical in Salt Lake City

The musical “Dead Certain” opens on October 6 and runs through October 29 at The Grand Theatre located on the campus of Salt Lake Community College.

October 13, 2022

Salt Lake Community College Welcomes New Board Member and Alum

Tashelle Wright was sworn in as the Alumni Representative on Salt Lake Community College’s (SLCC) Board of Trustees on October 12, 2022—eight years after graduating from SLCC.

October 19, 2022

A First in Utah: A Business School Will be Named Exclusively for a Woman

This occasion will mark an historic gift announcement and the largest cash donation in Salt Lake Community College’s history.

October 20, 2022

SLCC Announces Historic Gift from the Larry H. & Gail Miller Family Foundation

Salt Lake Community College (SLCC) proudly announces a partnership with the Larry H. & Gail Miller Family Foundation to modernize its Business Building and transform its School of Business.

Top Stories

October 1, 2022

[How much is inflation adding to your monthly budget? Here's what Utahns say in new poll](#)

KSL

Record-high U.S. inflation is continuing to drive up the costs of virtually every category of consumer goods and services, and Utahns say they're currently paying hundreds of dollars more every month for basics, according to a new Deseret News/Hinckley Institute of Politics poll.

October 4, 2022

[The Bruin Pantry helps feed hungry college students](#) *FOX13*

Jose Rodriguez Hernandez is the director of community engagement at the SLCC Thayne Center.

October 4, 2022

[Smith's Zero Hunger Hero: SLCC Bruin Pantry](#) *YAHOO NEWS*

This month's Zero Hunger Hero Award winner is Bruin Pantry at Salt Lake Community College.

October 6, 2022

[Ingjin San's designs raise awareness of Myanmar's civil war](#) *WASHINGTON SQUARE NEWS*

Fashion designer Ingjin San wants peace restored in her home country of Myanmar — and she's making it known on the runway.

October 7, 2022

[Utah Neighborhood Connection, focused on northern Ogden, holding block party](#)

STANDARD EXAMINER

East-central Ogden gets a lot of attention from groups focused on helping working-class families and those in the area in need.

October 9, 2022

[Finding solutions for a shrinking Great Salt Lake](#) *FOX13*

More than 90% of Utahns live in the Great Basin, a region between the Rocky Mountains, including the Wasatch on the east and the the Sierra Nevada range on the west.

October 10, 2022

[Dead Certain: A Killer Musical... A haunting tale with music and lyrics by Graham Russell \(Air Supply\)](#) *ABC4*

Utah's Grand Theatre is home to the world premiere of an original musical with a haunting tale – perfect for the Halloween season.

October 11, 2022

[Department of Education Releases New Guidance on Pregnancy and Related Conditions](#) *JDSUPRA*

The U.S. Department of Education's Office for Civil Rights (OCR) released a fact resource on October 4, 2022, reaffirming that Title IX of the Education Amendments Act protects students and employees from discrimination based on pregnancy and related conditions.

October 11, 2022

[SLCC hosts forum featuring former White House photographer](#) *KUTV*

Salt Lake Community College is hosting its Tanner Forum on Oct. 25 at 7 pm.

October 13, 2022

[Salt Lake program highlights Latino artists](#) *KSL*

Walter Cifuentes García has always expressed himself through art, whether drawing as a child in Guatemala or now exhibiting paintings at a museum downtown.

October 17, 2022

[Get an Inside Look at the Whitehouse from Former Photographer Pete Souza](#) *KSL*

Claire Adams, Associate Professor at Salt Lake Community College, shares how you can hear from former official Whitehouse photographer Pete Souza.

October 18, 2022

[Who's growing and who's shrinking? Enrollment numbers released for Utah institutions](#) *KSL*

The Utah System of Higher Education on Monday released annual data that shows which colleges and universities are gaining students and which ones are losing them.

October 19, 2022

[We went to a party of cheese professionals and asked them about butter boards](#)
DESERET NEWS

Have you ever been to a party full of cheese mongers and cheese professionals?

October 20, 2022

[Gender-inclusive restroom signs being installed at SLCC's Taylorsville campus](#) *SLTRIB*

Students who have walked through the Academic and Administration Building at Salt Lake Community College's Taylorsville Redwood Campus may have noticed new signs outside certain restrooms.

October 21, 2022

[With inflation rising, SLCC's Bruin Pantry sees more students and staff seeking its free goods](#) *SLTRIB*

The Bruin Pantry at Salt Lake Community College — where essential items are available to students, faculty and staff for free — has recently seen greater demand, amid a nationwide rise in the cost of goods.

October 24, 2022

[Gov. Cox hosts town hall to learn, discuss issues important to Utah's Latino community](#)
FOX13

In hopes of understanding the needs, goals, and priorities of Utah's Latino community, Gov. Spencer Cox hosted a Latino Town Hall Monday night to discuss the big issues that need to be addressed.

October 25, 2022

[Title IX Protections for Pregnancy after Overturning of Roe v. Wade](#) *JDSUPRA*

The Biden Administration has recently taken steps through agency guidance, rulemaking and decision-making to highlight protections for students and employees with pregnancy-related conditions, including abortion, under the umbrella of Title IX.

October 27, 2022

[SLCC renames business school after Gail Miller](#) *FOX13*

Salt Lake Community College has officially announced the renaming of its business school to the Gail Miller School of Business.

Media Coverage Analytics

Mentions Trend ⓘ

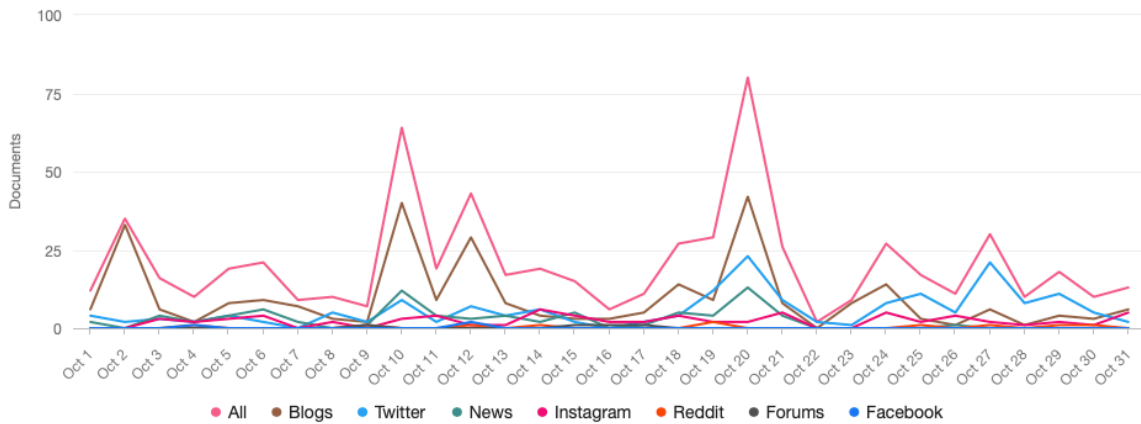


Potential News Reach ⓘ



Reach is the Total Number of Unique Viewers/Readers

Mentions Trend by Source Type ⓘ



SOCIAL MEDIA

SLCC Blog

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

10/20 [SLCC Business School is Utah's First to be Named Exclusively After a Woman](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 1,780

10/07 [Message from SLCC President: Fifth Circuit Decision on DACA](#)

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

Visits: 424

10/03 [Meet Our Staff: Cristi Millard](#)

Promoted via SLCC Today

Visits: 394

10/12 [Meet LUCHA Club President, Manette Perez](#)

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

Visits: 318

10/21 [High School Entrepreneur Kick-off Event Held at SLCC](#)

Promoted via SLCC Today, Facebook, LinkedIn

Visits: 241

Twitter

Number of tweets: 49

Tweet impressions: 20.5K

Number of mentions: 166

Follower Count: 4,806

Top Tweet:

Top Tweet earned 2,841 impressions

Gail Miller has announced the gift of \$10M to SLCC's School of Business, renamed in her honor. The Business Bldg. will be renovated & named for Larry H. & Gail Miller Family. We're grateful for this incredible gift, which will enrich the lives of countless #SaltLakeCC students.

pic.twitter.com/7r7OzmXSIs



Retweets: 9, Likes: 51

Top Mention:

Top mention earned 353 engagements



Alonso

@areynarivarola · Oct 29

I just finished welcoming new immigrants and asylum-seeking prospective students at @SaltLakeCC! This educational fair is entirely in Spanish, and it's the first time I acknowledged the land in my first language, which is so important. We also discussed becoming an #HSI. 🐻❤️

pic.twitter.com/AyYDILWj4g



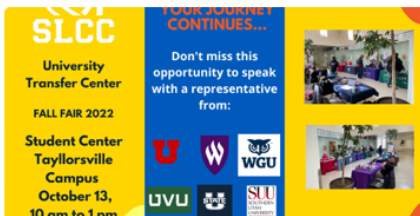
Retweets: 7, Likes: 139

Top Media Tweet:

Top media Tweet earned 1,854 impressions

Thinking about transferring to a 4-year school after you graduate? Come by the Redwood Campus Student Center TOMORROW, October 13, between 10 a.m. and 1 p.m. to speak with reps from colleges and universities across the state.

pic.twitter.com/fmmV2zSbtc



Retweets: 2, Likes: 9

Facebook

Number of posts: 26

Post impressions: 72.2K

Page likes: 22,193

Top post:

Salt Lake Community College
Published by Melissa Leliani Larson · October 20 at 12:22 PM ·

This morning, Gail Miller announced the gift of \$10 million to SLCC's School of Business, which as of today is renamed in her honor—the only school of business in the state of Utah named exclusively after a woman. The Business Building will be renovated and named for the Larry H. & Gail Miller Family.

"What's wonderful about Salt Lake Community College is that students can start here from any experience or background... The knowledge they gain here can enrich lives and strengthen communities. The world needs leaders like SLCC produces." — Gail Miller

"It will be SLCC's honor and privilege to educate the next generation...by building upon the inspiration we've experienced through Gail's bold leadership and business acumen; a business sense that includes her signature grace and humility." — SLCC President Deneece G. Huftalin

Steve Starks, CEO of the **The Larry H. Miller Company**, also announced a new scholarship for a female, first-gen student from Gail Miller's alma mater, West High, to attend the Gail Miller School of Business at SLCC in its inaugural year.

We are grateful for this incredible gift, which will enrich the lives of countless #SaltLakeCC students. [See less](#)

Edit

232 5 Comments 37 Shares

LinkedIn

Number of posts: 26

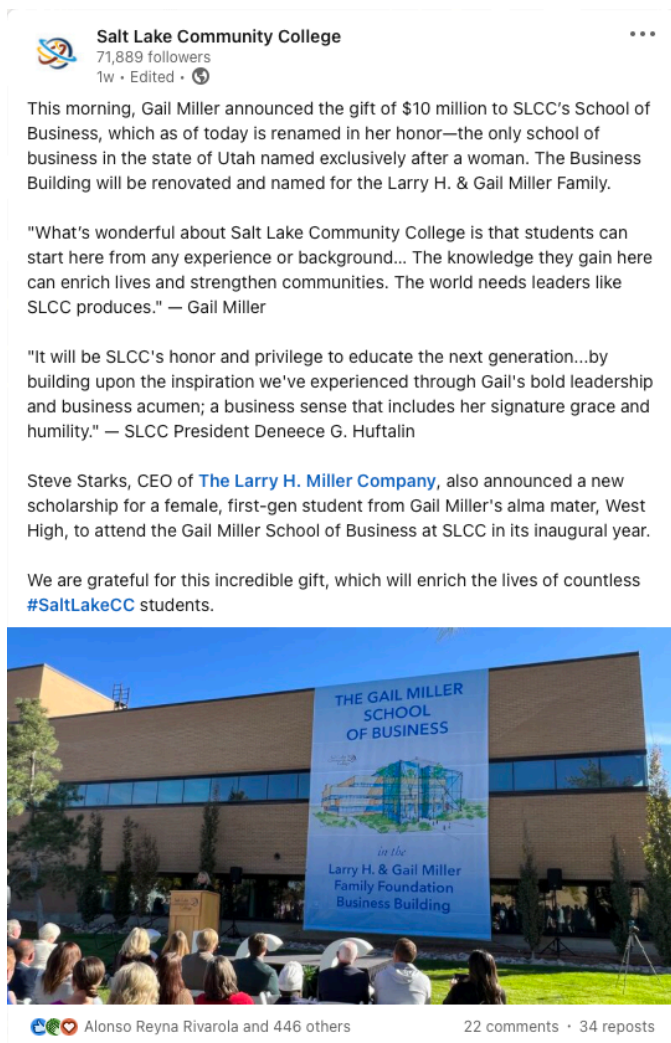
Page views: 1,299

Unique visitors: 775

Total followers: 71,888

Engagements: 1,889

Top Post:



Salt Lake Community College
71,889 followers
1w • Edited • 🌐


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Alonso Reyna Rivarola and 446 others 22 comments · 34 reposts

Instagram

Number of posts: 8

Engagements: 999

Total followers: 5,179

Top post:

The screenshot shows an Instagram post from the account 'saltlakecc'. The post features a photograph of a large banner for 'THE GAIL MILLER SCHOOL OF BUSINESS' in the Larry H. & Gail Miller Family Foundation Business Building. The banner includes an architectural rendering of the building. Below the photo, the post text reads: 'saltlakecc Gail Miller just announced the gift of \$10 million to SLCC's School of Business, renamed in her honor. The Business Building will be renovated & named for Larry H. & Gail Miller Family. We're so grateful for this incredible gift, which will enrich the lives of countless students.' A quote follows: '"What's wonderful about SLCC is that Students can start here from any experience or background... the knowledge they gain here can enrich lives and strengthen communities. The world needs leaders like SLCC produces." — Gail Miller'. The post shows it was liked by 'erikashubin and others' and is dated 'OCTOBER 20'. The interface includes icons for likes, comments, shares, and a bookmark, along with a comment input field and a 'Post' button.