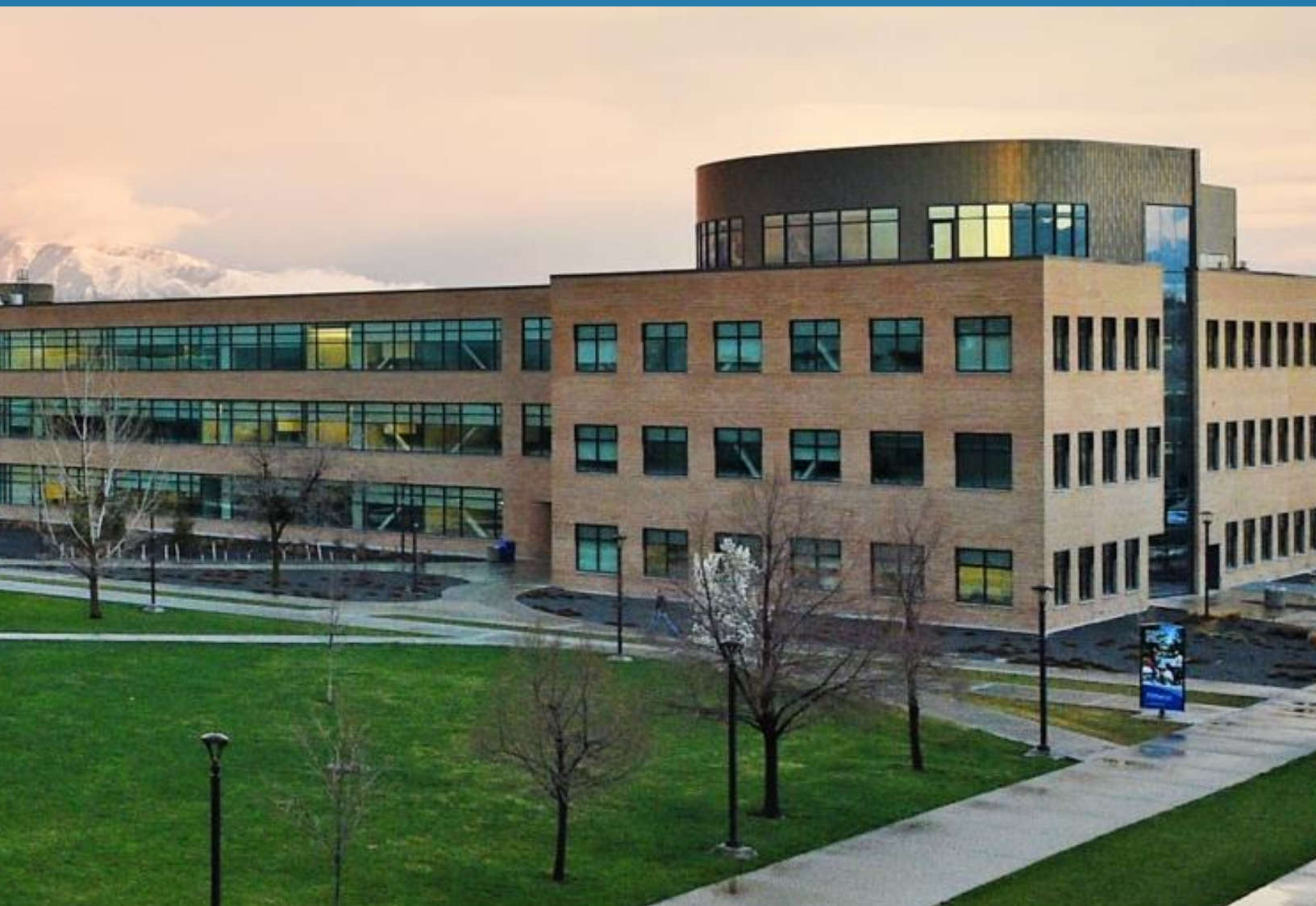


MEDIA REPORT

August 2020



News Coverage

Summary

209 stories in national and local media. An estimated 1,086,089 people had subscriber access (reach) to these articles with an estimated earned media value of \$352,971.91.

Media Advisory

August 2020

N/A (Press Calls, Media Advisory)

Top Stories

August 1, 2020

[Inside the newsroom: Women winning the vote was about persistent leadership](#)

DESERET.COM

Utah Valley University President Astrid S. Tuminez was 5 years old and living in the slums of the Philippines when Catholic nuns offered her a chance to go to school.

August 3, 2020

[Eddy Alvarez, Olympic short track medalist, to play for Miami Marlins](#) *SPORTS.YAHOO.COM*

Eddy Alvarez realized his MLB dream, six years after earning a Winter Olympic medal, and during a global pandemic that affected his club more than any other U.S. professional sports franchise.

August 11, 2020

[Here is how one Utah college is tackling the upcoming school year](#) *KSL.COM*

School is looking different for everyone this year, including college students. Institutions are making adjustments and taking precautions, so here is what students can expect from the upcoming school year.

August 12, 2020

[Students returning to classes this Fall at SLCC](#) *KUTV.COM*

Everyone's excited to move forward this year, but we're continuing to adjust and stay healthy. Seth Miller joins us from Salt Lake Community College, to talk about students returning to classes this Fall.

August 13, 2020

[Salt Lake Community College is ready to invite students back to campus](#) *ABC4.COM*

Everyone's excited to move forward this year, but they're continuing to adjust and try to stay healthy in this unusual climate. Salt Lake Community College is welcoming students back to campus in the fall.

August 25, 2020

[Utah college students get job help through Learn and Work program](#) *FOX13NOW.COM*

Students at Salt Lake Community College started fall semester Tuesday morning, and those struggling to find a job are getting some extra help through the Learn and Work in Utah program.

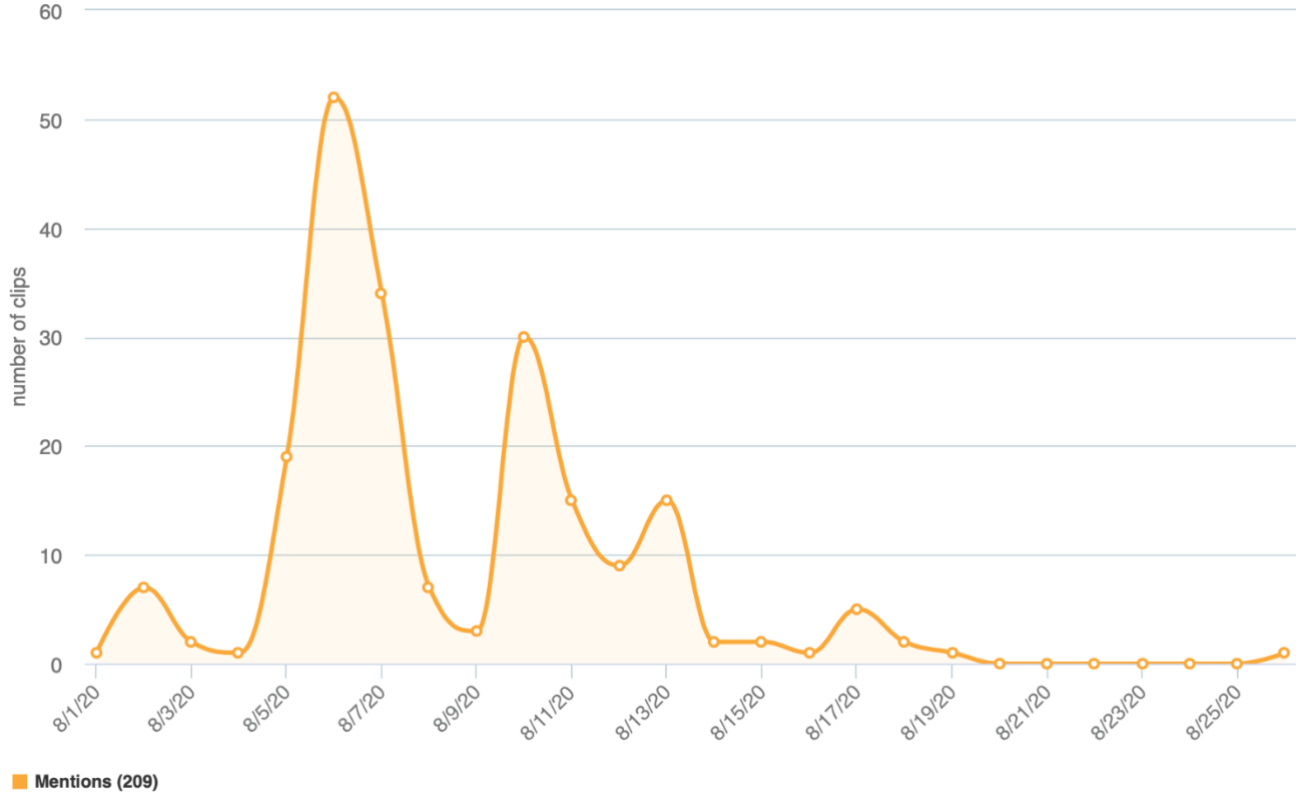
August 29, 2020

[Helping small businesses survive during the COVID-19 pandemic](#) *DESERET.COM*

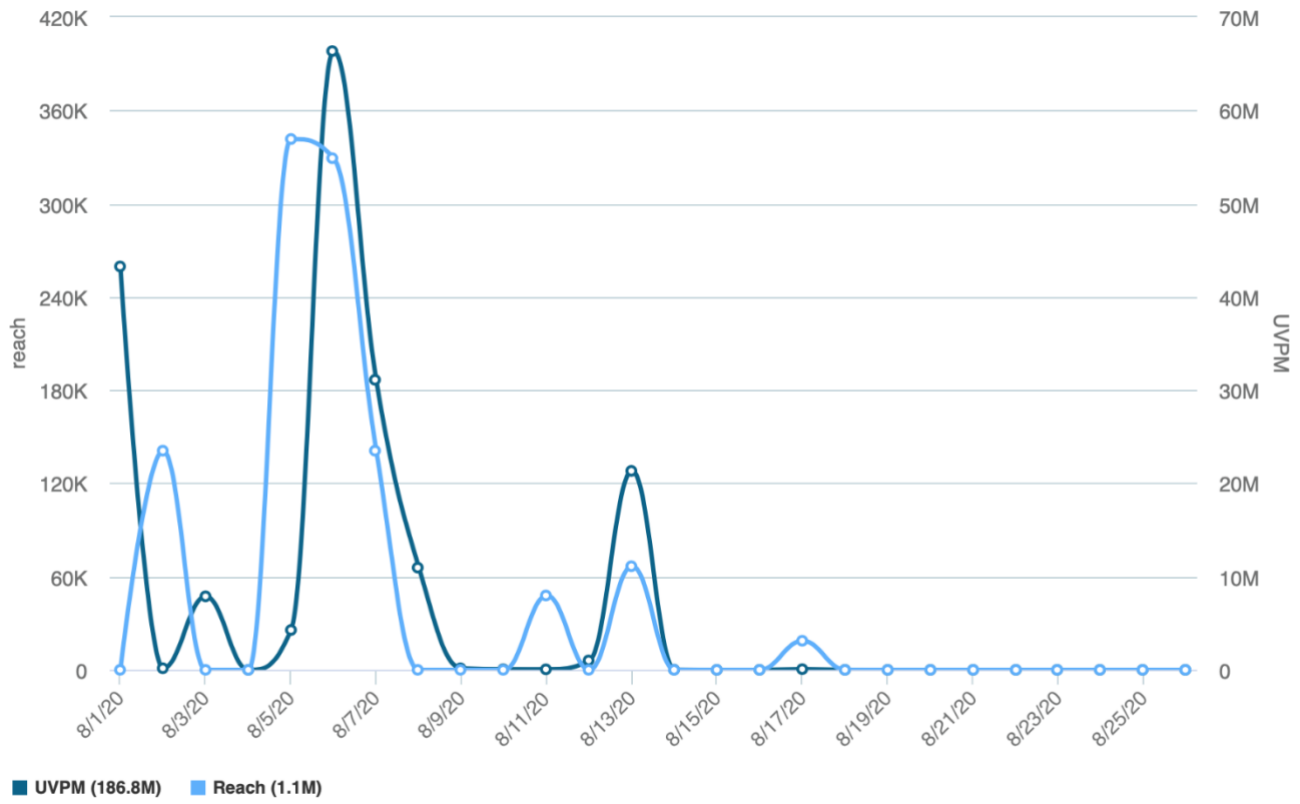
A new report from IHS Markit states the U.S. economic recovery will be “inextricably tied to the recovery of the small-business sector.”

Media Coverage Analytics

Total Mentions

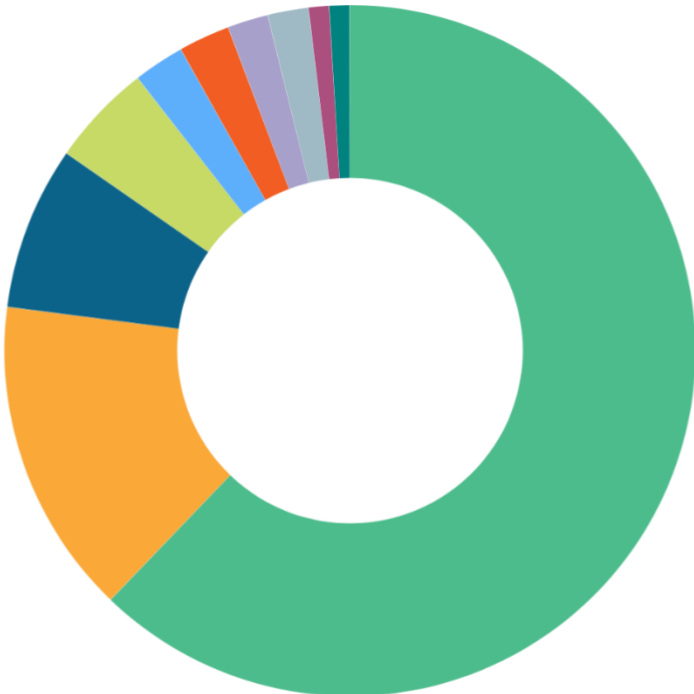


Reach



Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 62.2% Radio station: 14.8% Television station: 7.7% Online, news and business: 4.8%
Social Networking Site: 2.4% Online, trade/industry: 2.4% Newspaper: 1.9% Cable/satellite - network/station: 1.9%
Radio network: 1% Other: 1%

Social Media

SLCC Blog

A total of 17 blog posts were created and placed on the SLCC News and Events Page.

[8.3 Meet Our Faculty: Jessica Curran](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

[8.5 Professional Development Opportunities — August 5–12, 2020](#)

Promoted on SLCC Today

[8.6 Face Covering Exemption Policy](#)

Promoted on Promoted on SLCC Today, Facebook

[8.10 Meet Our Faculty: Aimee Birdsall](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

[8.12 Professional Development Opportunities: August 12–19, 2020](#)

Promoted on SLCC Today

[8.14 Variety, Healthy Choices - Staples for New Chef-driven Food Services Management](#)

Promoted on SLCC Today

[8.14 Meet Our Faculty: Virag White](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

[8.19 Professional Development Opportunities: August 19–26](#)

Promoted on SLCC Today

[8.19 New Online Travel and Purchasing Card System Coming September 1](#)

Promoted on SLCC Today

[8.20 SLCC Lowers Student Fees for Fall Semester](#)

Promoted on SLCC Today

[8.25 From 'Outsiders' to Part of a Community, Native American Brothers Find Second Home, New Path at College](#)

Promoted on SLCC Today, Facebook, Twitter

[8.26 New Engineering Course, Redesigned Degree Offered this Fall](#)

Promoted on SLCC Today, Twitter

[8.26 New Walk-in Procedures for SLCC Technical Support](#)

Promoted on SLCC Today

8.26 [Be a Part of the Student Fee Board](#)

Promoted on SLCC Today

8.26 [You Deserve to Take a Meditative Pause](#)

Promoted on SLCC Today

8.26 [Professional Development Opportunities for August 26–September 2, 2020](#)

Promoted on SLCC Today

8.27 [Meet Our Faculty: Dr. Dalia Salloum](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

Twitter

Number of tweets: 43

Tweet impressions: 52.9K

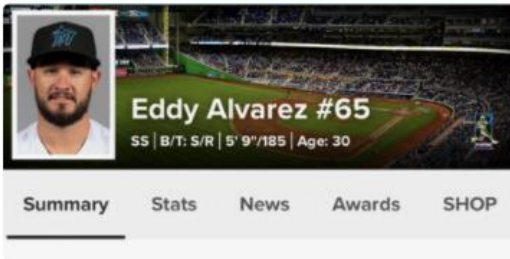
Number of mentions: 132

Follower Count: 4497 (+55)

Top Tweet:

Top Tweet earned 1,981 impressions

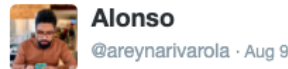
SLCC's own @eddyalvarez90 crushing it in the @MLB! #GoBruins @BruinAthletics @Marlins pic.twitter.com/N1WNTT67Bs



1 reply 3 retweets 13 likes

Top Mention:

Top mention earned 342 engagements



1 reply 52 likes

Top Media Tweet:

Top media Tweet earned 1,958 impressions

Good news, Bruins! To help our students during this unprecedented time, SLCC is reducing its fees by 15 percent for Fall 2020 Semester for students taking six or more credit hours. Read more:

saltlakecommunitycollege.blogspot.com/2020/08/slcc-l... #uted h
pic.twitter.com/guNm1ngCzB



8 retweets 24 likes

Facebook

Number of posts: 27

Post impressions: 157,829

Page likes: 21,000 (+148)

Top post:



Salt Lake Community College

Published by Sarah Reale · August 5, 2020 ·



SLCC Taylorsville Redwood Campus Shelter in Place order has now been lifted. The campus is safe and has been searched and secured by law enforcement. You may continue your activities freely. Thank you for your quick response and support. 🧡💙
Again, the shelter in place order has been lifted.

5,597

People Reached

809

Engagements

Boost Post

👍❤️😄 80

3 Comments 25 Shares

👍 Like

💬 Comment

➦ Share

LinkedIn

Number of posts: 1

Page views: 1,597

Unique visitors: 998

Total followers: 62,307 (+447)

Reactions: 204

Comments: 3

Shares: 5

Top Post:



Salt Lake Community College
65,150 followers
8mo

...

From 'Outsiders' to Part of a Community, Native American Brothers Find Second Home, New Path at College. Read more:



From 'Outsiders' to Part of a Community, Native American Brothers Find Second...

saltlakecommunitycollege.blogspot.com

 53

Instagram

Number of posts: 3

Number of stories: 31

Post likes: 245

Total followers: 3,782 (+74)

Top post:

