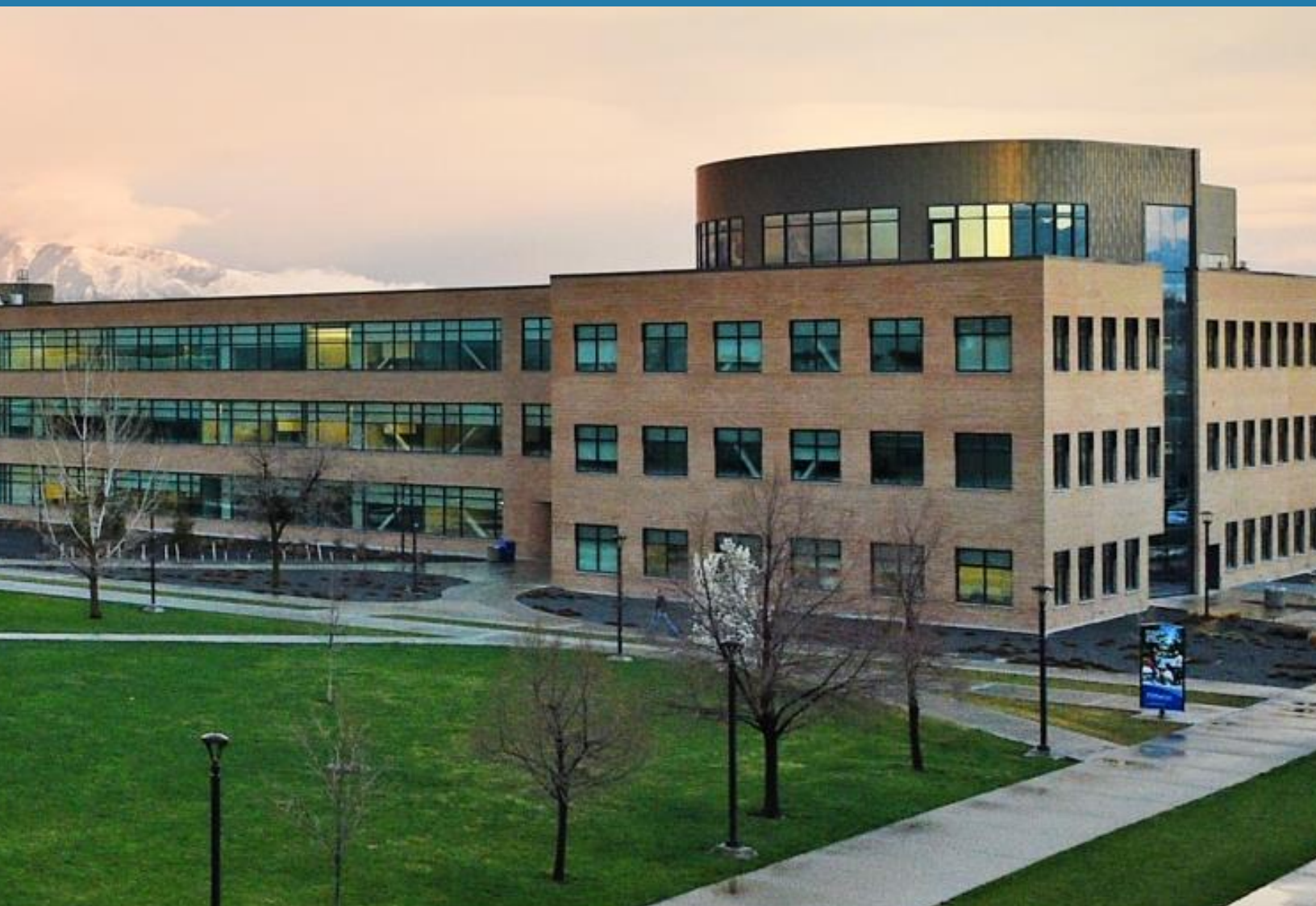


# MEDIA REPORT

—  
**August 2022**



# News Coverage

## Summary

74 stories in national and local media. An estimated 193M people had subscriber access (reach) to these articles with an estimated earned media value of \$1.8M.

## Top Stories

August 3, 2022

### [Metallica Donates \\$100,000 to Salt Lake Community College](#)

*KBER*

John The Metal Mailman went “back-to-school” and met with SLCC Interim Associate Dean Angela Belnap.

August 4, 2022

### [SkyWest Airlines Invests in Next Generation of Aviation Technicians With Donation of Aircraft and Parts](#) *MARKETSCREENER*

SkyWest Airlines is pleased to announce a significant donation of retired aircraft and parts to aviation maintenance schools.

August 11, 2022

### [It's never too late to go back to college](#) *FOX13*

At 33 years of age, Rolando Ruano wanted a more suitable career so he went back to college and earned an Associate’s Degree in Business from Salt Lake Community College.

August 14, 2022

### [Cautiously optimistic about enrollments](#) *CCDAILY*

Anecdotal reports from some community colleges across the country show hopeful signs that perhaps draconian drops in enrollment during the Covid pandemic may be coming to an end.

## August 16, 2022

[Utah high school students can earn college credit for cheap with concurrent enrollment program](#) *FOX13*

With the help of a concurrent enrollment program through Salt Lake Community College, high school students can earn credit for pennies on the dollar.

## August 18, 2022

[Utah artist fought to get Instagram account back after she was hacked](#) *KSL-TV*

Dall's experience was a familiar one to cyber security expert Roderick Buhler, an associate professor at Salt Lake Community College.

## August 22, 2022

[Food pantries ensure Utah college students don't go hungry](#) *KUTV*

College students throughout Utah are paying more for their education and food, causing many to skip meals or go hungry.

## August 24, 2022

[SLCC searching for commercial bus drivers](#) *KSL-TV*

Alongside other schools and institutions across the state, Salt Lake Community College is raising their hands for help as they need bus drivers.

## August 30, 2022

[Why Some Colleges Are Removing Their Covid-19 Vaccination Mandates](#) *CHRONICLE*

As the fall semester begins, thousands of students will return to campuses that have taken the uncommon step of dropping their Covid-19 vaccination mandates.

August 31, 2022

[SLCC students preserve their Chicano culture through street art](#) *SLTRIB*

Through Salt Lake Community College’s Everyday Entrepreneur program, Conejo is studying what it takes to found a media company and a studio to be able to elevate his culture.

# Media Coverage Analytics

Mentions Trend ⓘ

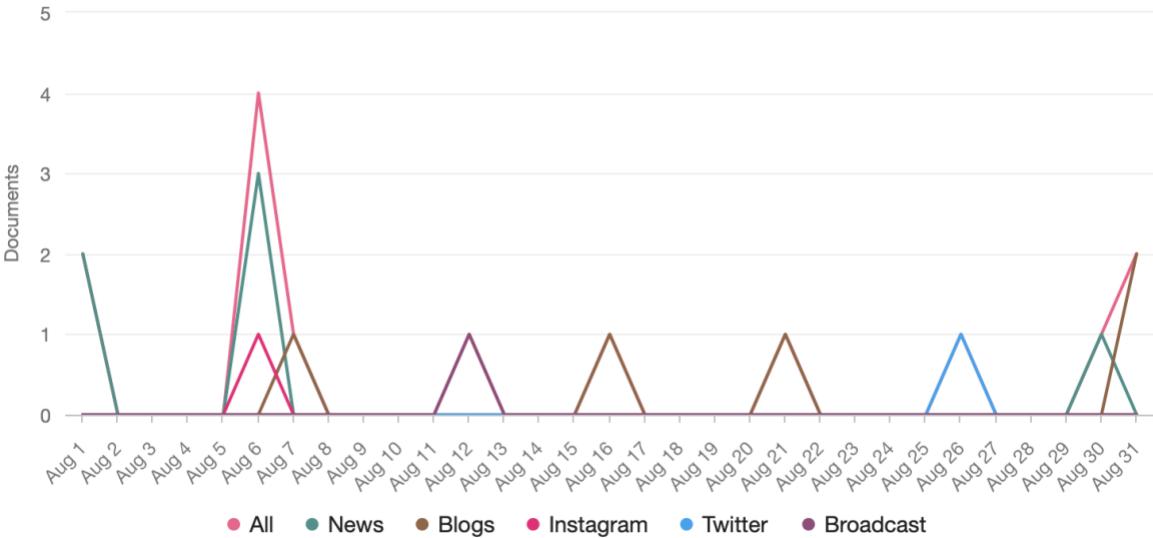


Potential News Reach ⓘ



Reach is the Total Number of Unique Viewers/Readers

Mentions Trend by Source Type i



# Social Media

## SLCC Blog

A total of eight blog posts were created and placed on the SLCC News & Events Page. The following five had the most engagement:

**08/08** [Meet Our Students: Jennifer Ivette Alegría Ibanez](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram  
Views: 701

**08/05** [Students Excel in SLCC's First Dual-Language Course, Biology](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn  
Views: 605

**08/03** [Real World Training: SkyWest Donates Plane to SLCC's Aviation Maintenance Program](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram  
Views: 567

**08/01** [Meet Our Staff: Julie Meldrum](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram  
Views: 544

**08/17** [Students Compete at SkillsUSA National Leadership and Skills Conference](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn  
Views: 404



# Twitter

Number of tweets: 36

Tweet impressions: 13.7K

Number of mentions: 85

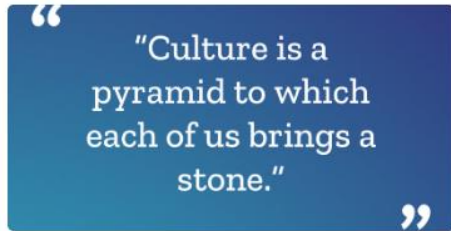
Follower Count: 4,775

## Top Tweet:

**Top Tweet** earned 2,041 impressions

President Deneece G. Huftalin has a ritual for every new academic year: she presents a quote to serve as SLCC's theme for the year. This year's quote is from author Wallace Stegner: "Culture is a pyramid to which each of us brings a stone."

#SaltLakeCC  
[pic.twitter.com/JGL4HFwOBV](https://pic.twitter.com/JGL4HFwOBV)



4 retweets 20 likes

## Top Mention:

**Top mention** earned 974 engagements



**Deneece**  
@SLCCHuftalin · Aug 25

@SaltLakeCC studentbody President Lindsay Simons welcoming our students and reminding them of the free menstrual products in all restrooms! Who knew there were tampon costumes?? Go Lindsay!!

#theperiodproject  
[pic.twitter.com/XmDjzAeG1D](https://pic.twitter.com/XmDjzAeG1D)



12 retweets 22 replies 303 likes

## Top Media Tweet:

**Top media Tweet** earned 1,112 impressions

Governor Spencer Cox and Women's Leadership CEO Patricia Jones are visiting Miller Campus today at 3 p.m. to discuss elevating women in leadership roles in Utah. The event is free, but you need to register to attend. Register here:

[form.jotform.com/222265047209149](https://form.jotform.com/222265047209149)  
[pic.twitter.com/3YCWY8E3bS](https://pic.twitter.com/3YCWY8E3bS)



1 retweet 5 likes

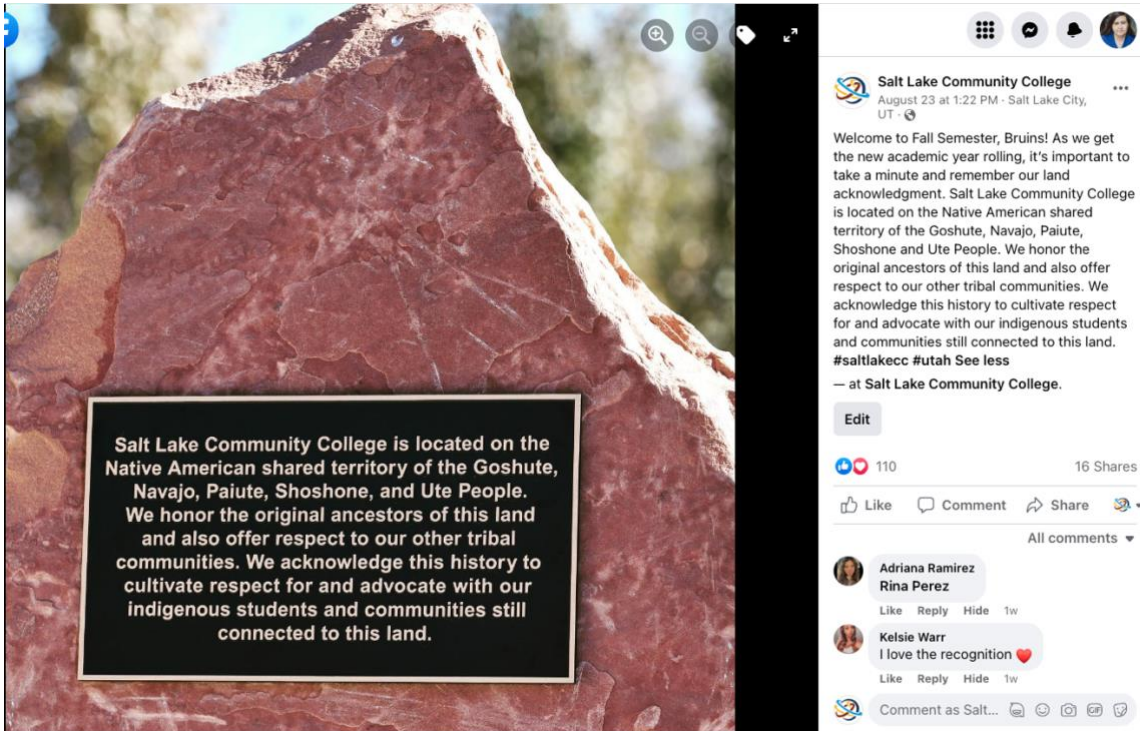
# Facebook

Number of posts: 26

Post impressions: 2.49M

Page likes: 22,959

Top post:



## LinkedIn

Number of posts: 13

Page views: 1,250

Unique visitors: 724

Total followers: 71,047

Reactions: 277

Comments: 3

Shares: 11

Top Post:

---



**Salt Lake Community College**

71,047 followers

1w · 🌐

Welcome to Fall Semester, Bruins! As we get the new academic year rolling, it's important to take a minute and remember our land acknowledgment. Salt Lake Community College is located on the Native American shared ...see more



**Salt Lake Community College is located on the Native American shared territory of the Goshute, Navajo, Paiute, Shoshone, and Ute People. We honor the original ancestors of this land and also offer respect to our other tribal communities. We acknowledge this history to cultivate respect for and advocate with our indigenous students and communities still connected to this land.**

 Ashley May and 96 others

4 shares

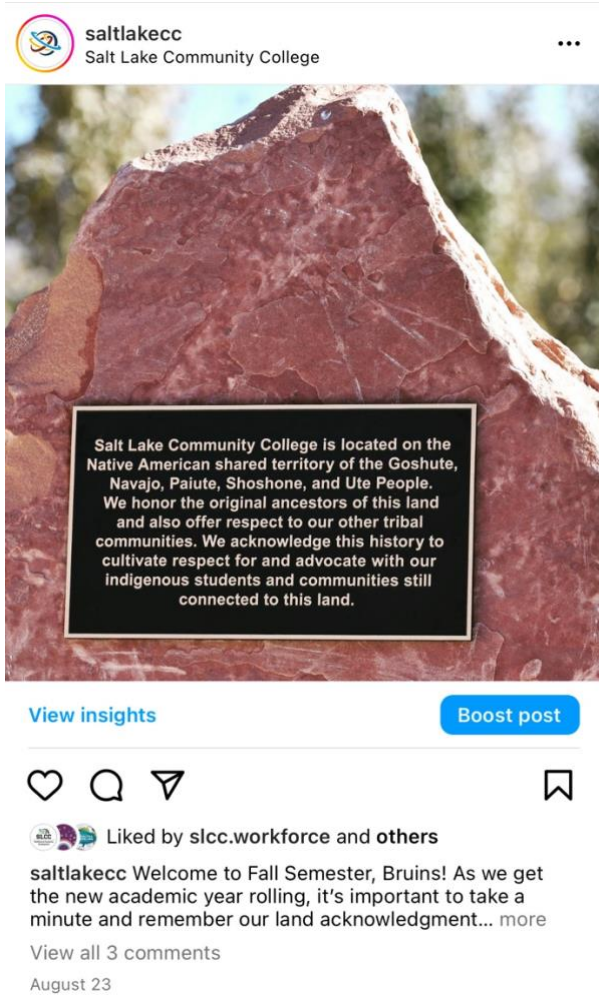
# Instagram

Number of posts: 5

Engagements: 364

Total followers: 5,062

Top post:



**saltlakecc**  
Salt Lake Community College

Salt Lake Community College is located on the Native American shared territory of the Goshute, Navajo, Paiute, Shoshone, and Ute People. We honor the original ancestors of this land and also offer respect to our other tribal communities. We acknowledge this history to cultivate respect for and advocate with our indigenous students and communities still connected to this land.

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

👍 💬 📄 📌

Liked by [slcc.workforce](#) and others

**saltlakecc** Welcome to Fall Semester, Bruins! As we get the new academic year rolling, it's important to take a minute and remember our land acknowledgment... more

[View all 3 comments](#)

August 23

