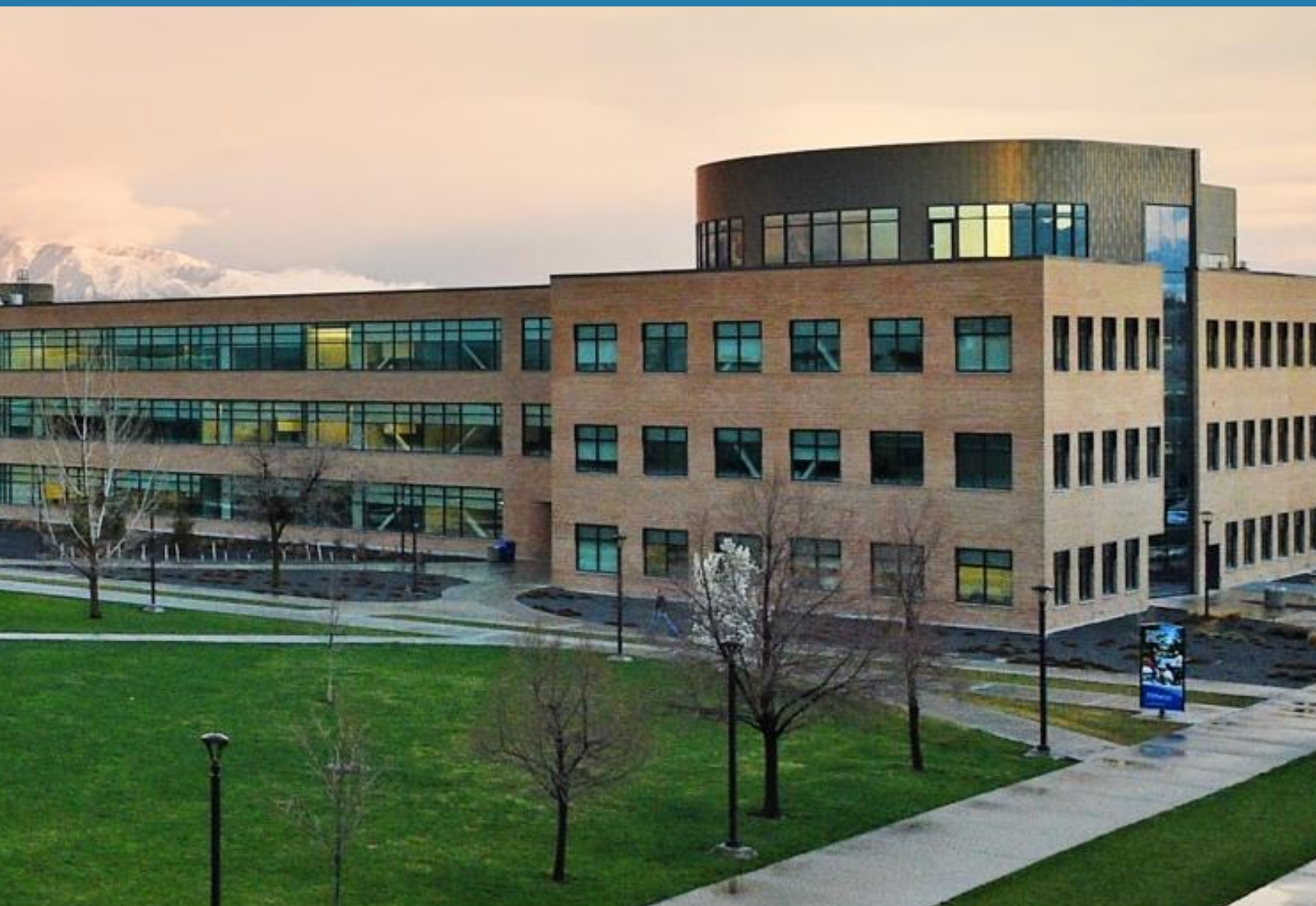


MEDIA REPORT

December 2018



News Coverage

Summary

268 stories in national and local media. An estimated 1,715,269 people had subscriber access (reach) to these articles with an estimated earned media value of \$823, 828.04.

Press Releases

12.10 [Backstage at the Grand \(local\)](#)

12.17 [SLCC, US Speedskating Partner to Educate Olympic Hopefuls](#)

12.18 [CNN Host W. Kamau Bell Coming to SLCC with Comedic Take on Race, Politics and Social Issues](#)

Top Stories

December 6, 2018

[RIDING DEFENSE AND 'BLUE-COLLAR' WORK RATE, NO. 8 SLCC SOCCER AIMING NEW PROGRAM HIGH](#) KSL.COM

McKenna Eaves knows she probably won't see much ink or recognition, fame or awards. None of that matters to her. All that matters as the goalkeeper of the No. 8-ranked Salt Lake Community College women's soccer team is keeping the ball out of the back of the net.

December 6, 2018

[POSTCARDS FROM LONDON BY LYNN KILPATRICK](#) SLUGMAG.COM

Lynn Kilpatrick earned her PhD in Creative Writing from the *University of Utah*, and she teaches at *Salt Lake Community College*. These micro-essays are part of a longer series, "Postcards from London," which she wrote after taking students on a Study Abroad class to London where she stayed at a hostel on Cromwell Road in Kensington.

December 7, 2018

[SLCC Praises Western Wyoming, Athletic Director and Staff for Care and Compassion](#)

SWETWATERNOW.COM

There's a lot that goes into running an intercollegiate athletics department. Each and every program must be finely tuned to ensure that the department hums along, bringing positive attention to the institution and energy to its fan base. Of course, the primary mission of an intercollegiate athletic department is to create an outstanding experience for student-athletes, one where their experience is both safe and focused on developing them as well-balanced individuals.

December 8, 2018

[Better than an Oscar: Refugee women in Utah recognized for self-reliance and individual accomplishments](#)

SLTRIB.COM

To the 25 honorees at Saturday's Self-Reliance Award ceremony at the Salt Lake County Government Center, the recognition was more valuable — and more personal — than an Oscar. The refugees hailed from Afghanistan and Iraq, Sudan and Somalia, Kuwait and India, Congo and the Central African Republic, but what they had in common was the ability to persevere amid almost insurmountable obstacles.

December 19, 2018

[Utah's population swells more than any other state following recession](#)

DESERETNEWS.COM

Utah's population has grown more rapidly than any other state in the aftermath of the economic recession, show new estimates from the U.S. Census Bureau.

The recipe for growth in the Beehive State is unique, and young, growing families are the main ingredient, according to the numbers released Wednesday. In the last year, Utah had the highest rate of natural increase nationwide, a measure that considers new births versus deaths.

December 20, 2018

[The SLCC Culinary Program & Chef Franco Aloia](#) *KUTV.COM*

SLCC turns out amazing students as chefs who thrive throughout the country with culinary skills learned at SLCC. Today on Fresh Living, Chef Franco Aloia and one SLCC student in the culinary program joined the hosts in the kitchen to whip up a recipe for PAN Seared Salmon.

December 22, 2018

[Young Utah adults leave homelessness and couch surfing to restart their lives in these transition homes](#) *SLTRIB.COM*

Earlier this year, 21-year-old Cory was couch surfing and living part time on the streets, which made it hard for him to hold down a job.

Mason Covington — a 23-year-old who struggled with a drug problem before getting sober almost a year ago — had no job, no home and nowhere to go.

December 25, 2018

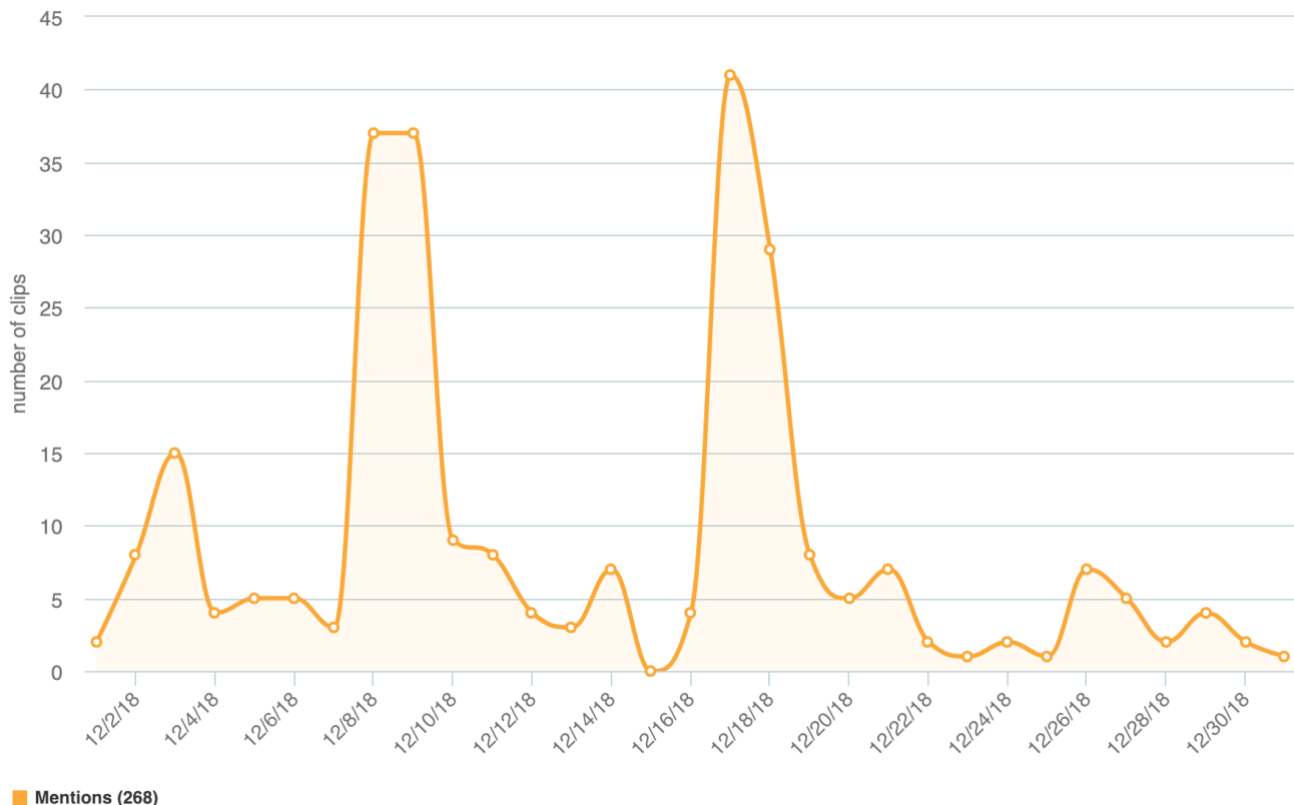
[Homeless, low-income Utahns gather for steak, pie and good cheer](#) *DESERETNEWS.COM*

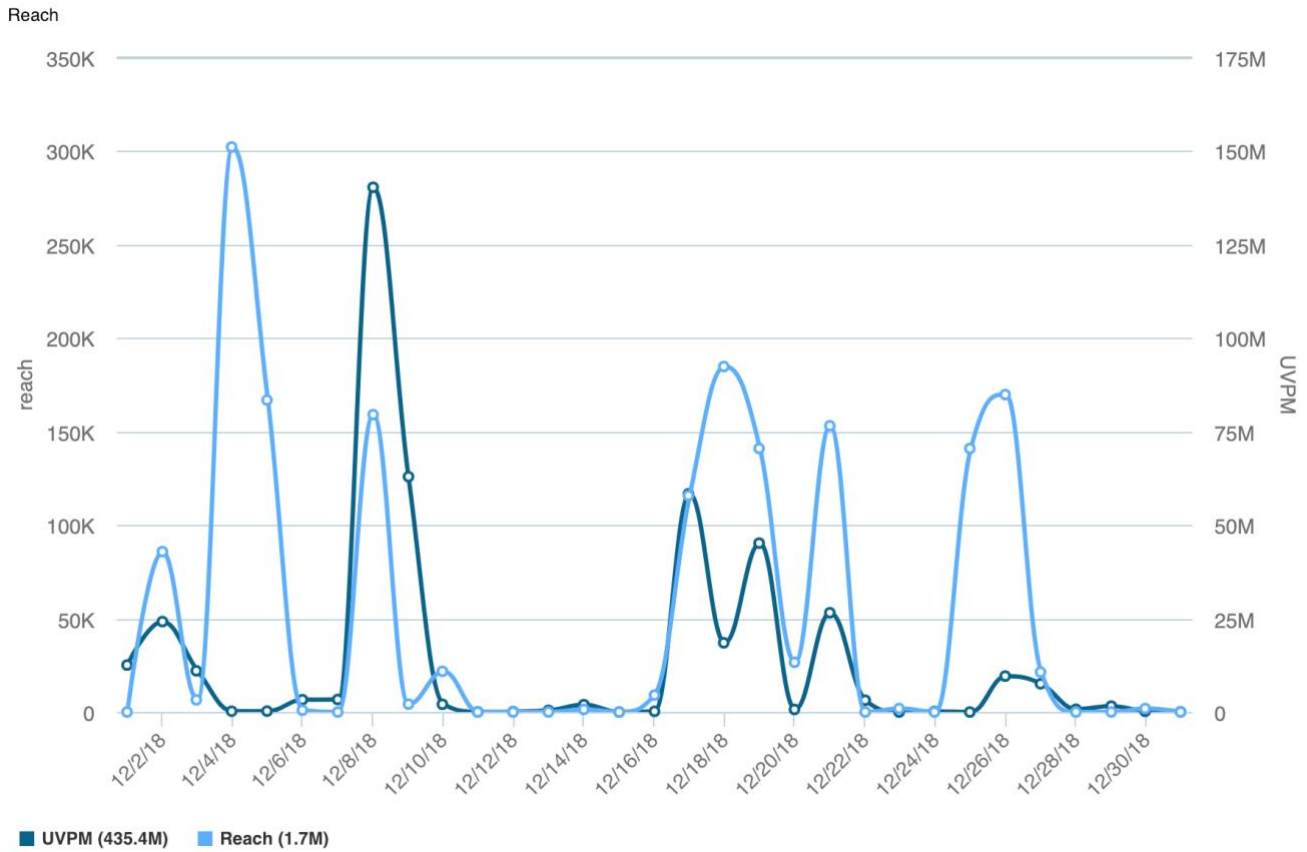
Hundreds gathered in a merry and bright St. Vincent de Paul Dining Hall for a Christmas meal of steak and pie on Tuesday, ringing in the event's 18th year.

Ahead of the dinner, more than 150 lined up in the misty, chilly air outside. Many wrapped scarves around their faces while they waited with their family members or pet dogs.

Media Coverage Analytics

Total Mentions

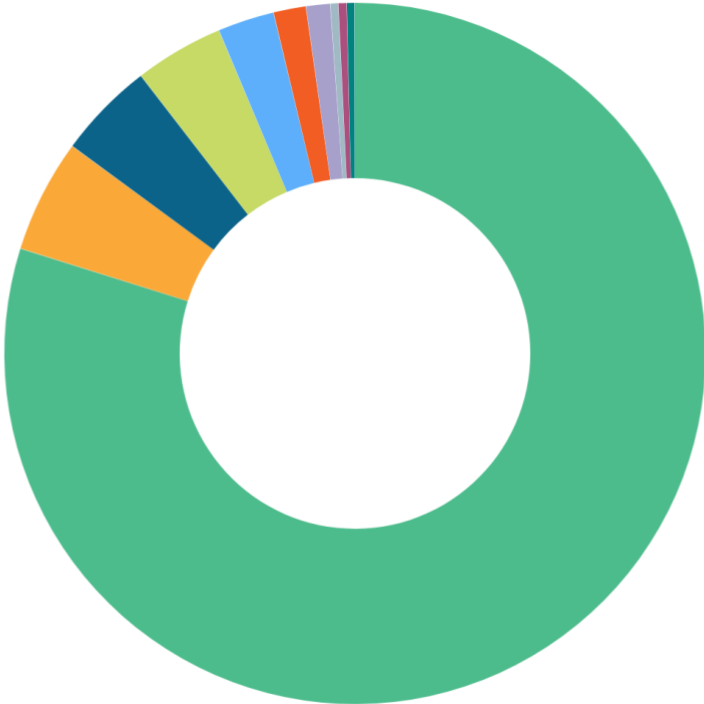




Reach Is The Total Number Of Unique Viewers/Readers

UVPM Is The Number Of Unique Viewers/Readers Per Month Across All Social Platforms

Share of Coverage by Media Type



Online, consumer: 79.9% Newspaper: 5.2% Television program: 4.5% Online, news and business: 4.1%
Online, trade/industry: 2.6% Television station: 1.5% Publication, college/alumni: 1.1% Radio station: 0.4%
Magazine, trade/industry: 0.4% Other: 0.4%

Social Media

SLCC Blog

A total of 15 blogs were created and placed on SLCC's News and Events Page.

12.3 [Meet Our Faculty: Charles Monte](#)

12.3 [Free Tickets Offered for Eclipse 6 Show at Grand Theater](#)

12.5 [Julie Morgan Recognized for Successes in Volleyball](#)

12.7 [Spring 2019 Classes to be Offered at Herriman Center](#)

Promoted on Facebook

12.10 [Grand Releases Backstage Concert Schedule](#)

Promoted on Twitter

12.10 [Students Take Part in 'Super Bowl' of Visual Display With Macy's Window Creation](#)

Promoted on Facebook

12.13 [Student Able to Pursue Love of Dance at SLCC Without College Debt](#)

12.14 [SLCC Volunteers Use Community Engagement Award to Help English Skills Learning Center](#)

12.17 [SLCC, US Speedskating Partner to Educate Olympic Hopefuls](#)

Promoted on Facebook, Twitter

12.18 [CNN Host W. Kamau Bell Coming to SLCC with Comedic Take on Race, Politics and Social Issues](#)

Promoted on Facebook, Twitter

12.19 [Meet Our Faculty: Jacob Adkinson](#)

12.20 [Student Organizes Panel to Spark More Philosophical Discussion on Campus](#)

12.20 [Math Success Center Helping Students Stay the Course](#)

12.21 [Much More than a Game: Student Athletes Learn Life Lessons from Teammate's Injuries](#)

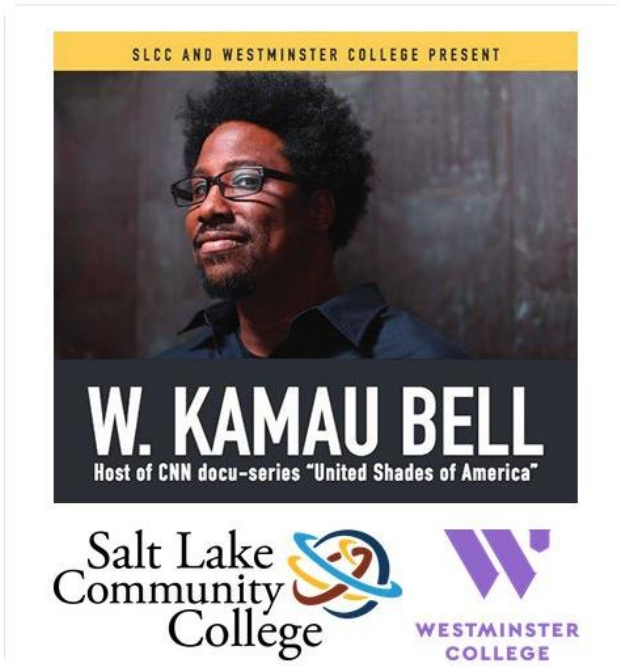
12.21 [A Tradition of Giving: The M. Lane Jensen Scholarship Story](#)

Promoted on Facebook, Twitter

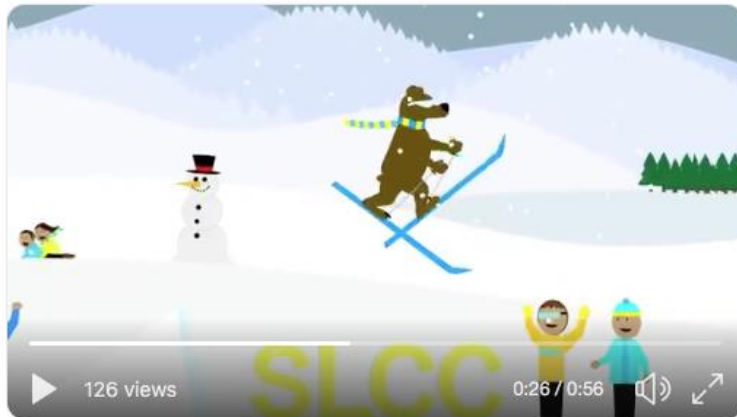
Twitter

- Number of tweets: 17
- Tweet Impressions: 31.4K
- Number of mentions: 46
- Follower count: +13
- Top Tweets:

 **Salt Lake CC** @SaltLakeCC · 19 Dec 2018
Save the Date: SLCC and @WestminsterSLC present @wkamaubell, host of CNN docu-series "United Shades of America" on Jan. 17. RSVP today: slcc.edu/kamaubell/



 **Salt Lake CC** @SaltLakeCC · 20 Dec 2018
The holidays are a bruin, may yours be beary and bright!



- Top Mentions:

 **Jason Pickavance**
@jpickava Follow

Salt Lake Community College honored for use of free online resources in math curriculum ksl.com/article/464594... via @KSLcom @LumenLearning @SaltLakeCC @JeffAird @smozdy @EricHeiser



Salt Lake Community College honored for use of free online resources in mat...
Salt Lake Community College's initiative that uses free online educational resources in its math curriculum is getting national attention. The approach cuts students' ksl.com

6:18 PM - 2 Jan 2019

11 Retweets 47 Likes

- Top Media Tweet:

 **Salt Lake CC**
@SaltLakeCC

2019? We've got this.

Happy New Year, Bruins.



11:20 AM - 31 Dec 2018 from Olney, MD



Facebook

- Number of posts: 30
- Post Reach: 185,974
- Page Likes: +145
- Top post:



 **Salt Lake Community College** ...

Published by Sarah Reale [?] · December 10, 2018 · 

Finals Week: You've got this, Bruins!

IT'S FINALS WEEK

SO I GUESS YOU COULD SAY THINGS ARE GETTING PRETTY SERIOUS


makeameme.org

Salt Lake Community College
Community College



LinkedIn

- Number of posts: 17
- Impressions: 56k
- Likes: 293
- Clicks: 484
- Comments: 7
- Top Post:



Salt Lake Community College ...
57,280 followers
1mo

We have two openings in our [#DigitalMarketing](#) department:

- Digital Marketing and Content Design (social media, email marketing and more!)
- Digital and Video Production (produce, shoot and edit commercials and video content for the college!)

Links below in comments.

19 Likes · 4 Comments

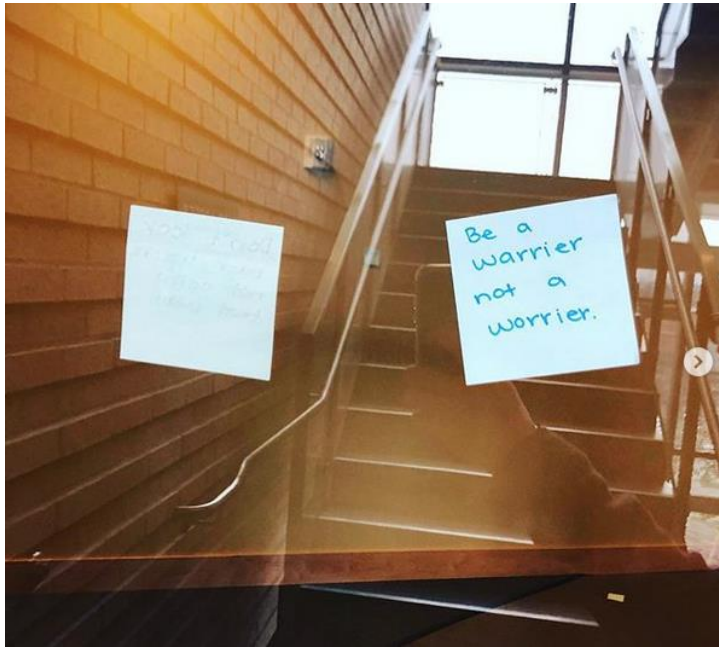
 Like  Comment  Share

Top Comments 

Instagram

- Number of posts: 7
- Likes: 747
- Story Views: 6,521
- Total Followers: 2,096

- Top Post:



saltlakecc

saltlakecc 🍌🍌🍌 To the author of the secret post-it notes appearing around campus today. Did you see one? #finalsmotivation

ms_mariss @kraykalicious84 thought these were cute so here are some happy sticky notes ❤️

shre77 @baandtheboys ❤️

lytle_00 Were they trying to spell Warrior?? 😂 ❤️

docenglish Made me so happy see these all around the AAB today. 😊 ❤️

pitpat84 ❤️

anthonyjnocella ❤️

👍🗨️📌

Liked by 4reale and 180 others

DECEMBER 5, 2018

- Top mention:



ajcarchitects • Follow
Salt Lake City, Utah

ajcarchitects We are extremely excited to announce that SLCC Westpointe Workforce Training and Educational Center won an Honor Award from AIA Utah! Thank you to all the jurors, AIA Utah and everyone involved in this project! •

•

#ajcarchitects #design #architecture #aiautah #aia #awards

reaveleyengineers Well deserved! Congrats. 🙌❤️

👍🗨️📌

103 likes

DECEMBER 10, 2018

Add a comment...