

MEDIA REPORT

December 2021



News Coverage

Summary

61 stories in national and local media. An estimated 3,264,498 people had subscriber access (reach) to these articles with an estimated earned media value of \$182,065.

Top Stories

December 1, 2021

[St. Catherine of Siena Newman Center reaches out with parent and alumni societies](#)

ICATHOLIC.ORG

The St. Catherine of Siena Newman Center has created two new organizations to help students and their parents at the University of Utah, Westminster College and Salt Lake Community College connect with the faith life available to Catholic students on campus.

December 3, 2021

[Why Salt Lake Community College is having a hard time hiring enough custodians](#)

SLTRIB.COM

Salt Lake Community College's custodial staff, which is responsible for cleaning and maintaining over 50 buildings every week, is experiencing a staff shortage.

December 6, 2021

[Salt Lake Community College is on a mission to help refugees coming to our state](#)

FOX13NOW.COM

Refugees are coming to Utah at a greater pace than ever before and Salt Lake Community College is on a mission to help them acclimate.

December 6, 2021

[Salt Lake Community College's Culinary Institute cooks roasted pork loin](#) *KUTV.COM*

Chef Jeffrey Coker, associate dean, and Atty Miller, a culinary student, joined Fresh Living to teach us how to make roasted pork loin.

December 7, 2021

[Why some Utah students have found it difficult to return to in-person classes](#) *SLTRIB.COM*

The pandemic persists and its effect on mental health continues to rise.

December 11, 2021

[Sex education in Utah: What students did — and didn't — learn in the classroom](#)
SLTRIB.COM

Sex education is required curriculum in Utah high schools, but students say the classroom isn't where they are learning the most.

December 16, 2021

[Eligible SLCC Students Receive up to \\$750 for Higher Education COVID Relief](#)
FINANCE.YAHOO.COM

Federal COVID funds will help eligible students at Salt Lake Community College with higher education expenses.

December 19, 2021

[The risks facing Utah kids who age out of foster care](#) *KSL.COM*

Minson plans to transfer to the University of Utah once she completes her associate degree at Salt Lake Community College and then enter graduate studies.

December 22, 2021

[What employers can do to be more inclusive of people with disabilities, from remote work to changing the job ad](#) *SLTRIB.COM*

For nearly two years, the home office has been a common workplace for many Americans, allowing them to remain productive and employed during this pandemic.

December 22, 2021

[Here are the student vaccination rates at most Utah colleges and universities](#) *FOX13.COM*

Utah State University, Weber State University and Salt Lake Community College report student vaccination percentages in the low 80s or high 70s.

December 23, 2021

[Utahns share why they have chosen polyamory over monogamy](#) *SLTRIB.COM*

Salt Lake Community College filmmaker explores people who have more than one partner.

December 23, 2021

[It's time to put the tired old myths about professors to bed](#) *SLTRIB.COM*

Along with numerous attacks on education, lately several old myths about professors have been floating around. As someone who is charged with representing faculty across Utah, it is important that I counter these misconceptions.

December 30, 2021

[Without a mask mandate, COVID cases among Utah students climbed this fall](#) *SLTRIB.COM*

As Utah students returned to the classroom this fall, health experts predicted a much worse year for COVID-19 than the one before.

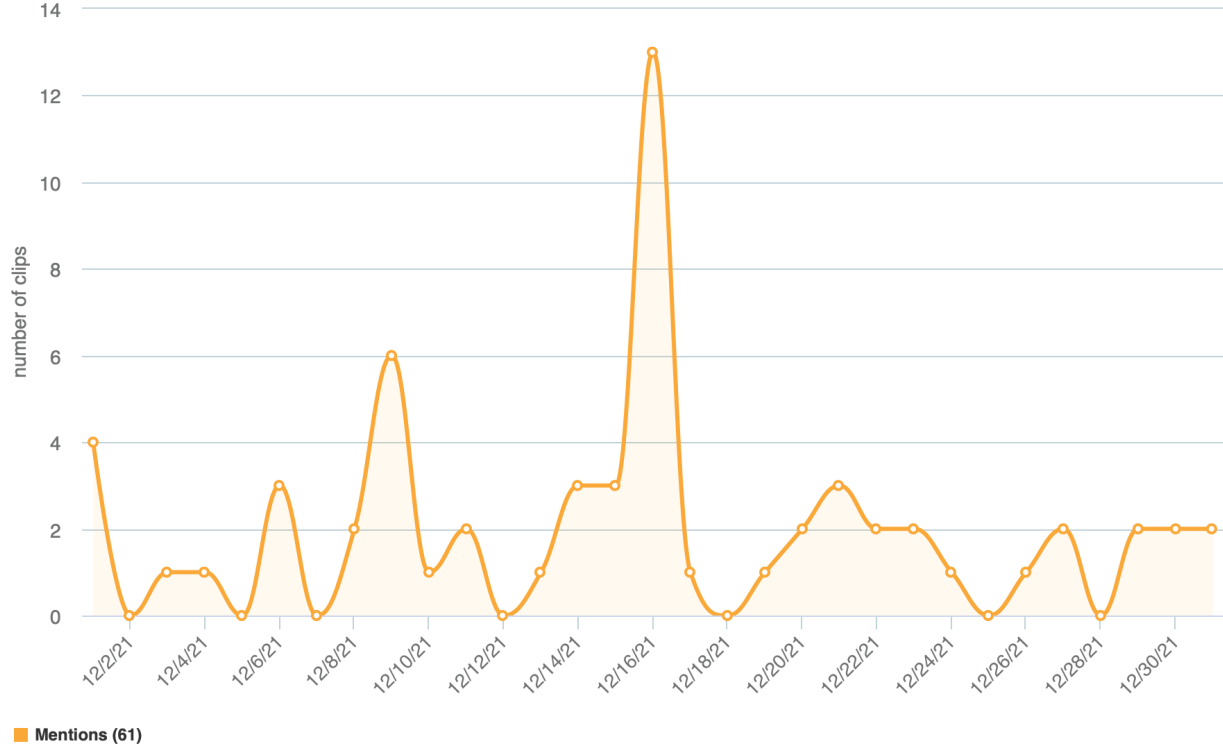
December 31, 2021

[Utah opportunities for personal and professional development](#) *KSL.COM*

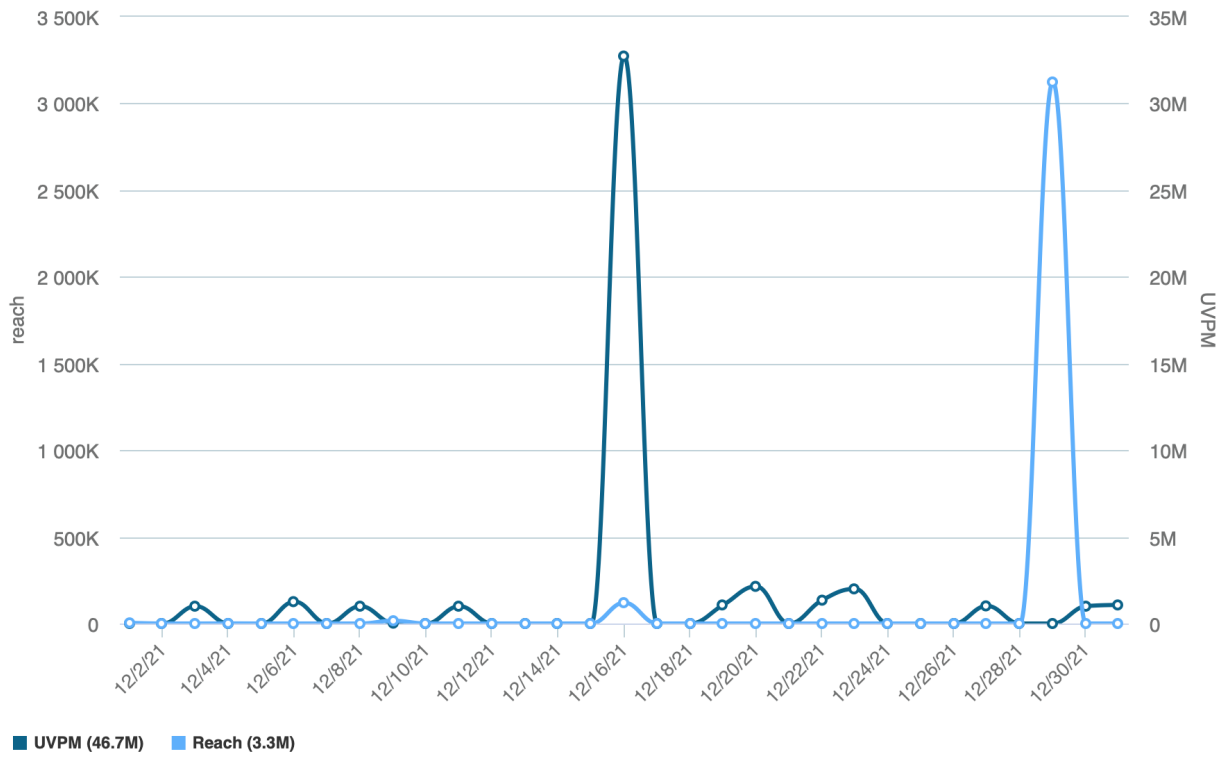
Employees and employers seeking workforce training and continuing education can find a wide variety of classes available at Salt Lake Community College.

Media Coverage Analytics

Total Mentions

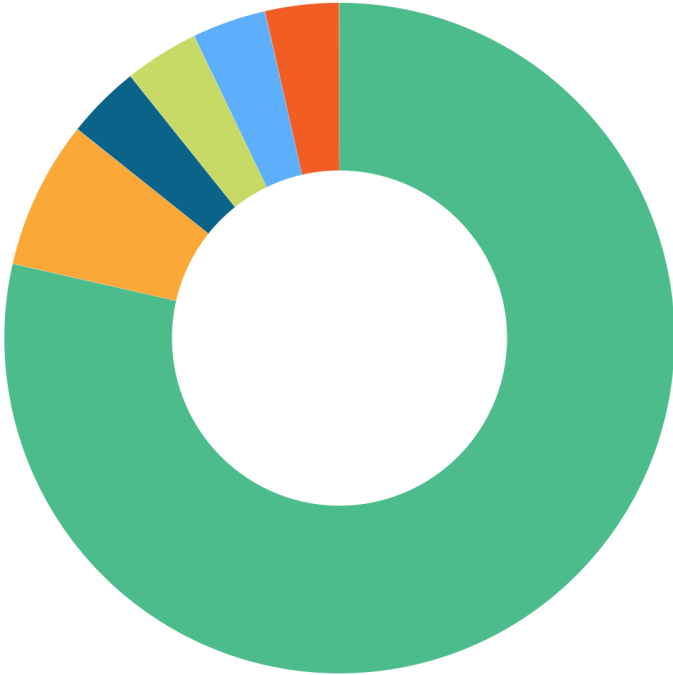


Reach



Reach is the Total Number of Unique Viewers/Readers, UVPM is the Total Number of Unique Viewers across Social Platforms

Share of Coverage by Media Type



Online, consumer: 78.6% Cable/satellite - network/station: 7.1% Television station: 3.6% Social Networking Site: 3.6%
Online, trade/industry: 3.6% Microblog: 3.6%

Social Media

SLCC Blog

A total of 6 blog posts were created and placed on the SLCC News and Events Page.

12.02 [Meet Our Faculty: Jodie Jones](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

12.08 [Meet Our Students: Jordy Malmaceda](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

12.13 [Meet Our Faculty: Matt S. Merkel](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

12.13 [Eligible Students to Receive up to \\$750 for Higher Education Relief](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

12.20 [Meet Our Students: Rebecca Felchar](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

12.23 [Meet Our Students: Linda Rodriguez](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

Twitter

Number of tweets: 31

Tweet impressions: 13.2K

Number of mentions: 223

Follower Count: 4,669

Top Tweet:



Bruins, please be advised that the current Amazon Web Services outage affects Canvas. We will let you know as soon as things are up and running again.

AP The Associated Press @AP · 12/7/21

BREAKING: Users say Amazon Web Services is suffering a major outage. The company provides cloud computing services to individuals, universities, governments and companies including The Associated Press.

Amazon has yet to comment on the outage and few details are available.

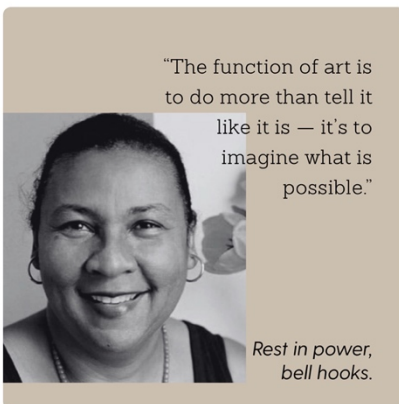
[Show this thread](#)

1:56 PM · 12/7/21 · [Twitter Web App](#)

Top Media Tweet:



Salt Lake Community College is saddened about the death of bell hooks, a prolific writer, distinguished professor, feminist intellectual and public scholar. /1



4:02 PM · 12/15/21 · [Twitter Web App](#)

Top Mention:



I am excited to share that I am serving as [@SaltLakeCC](#) Interim Chief Diversity Officer.

In this capacity, I am collaborating on campus-wide initiatives to help advance the College's strategic plan and goals.

I am thrilled for the adventures that await. [#BruinFam](#) 🍪💙



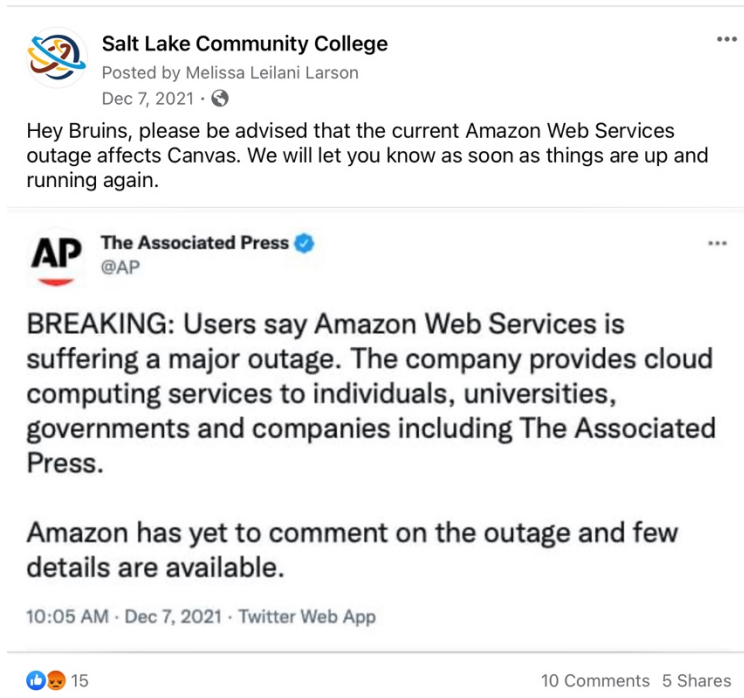
Facebook

Number of posts: 29

Post impressions: 85,713

Page likes: 21,350

Top post:



Salt Lake Community College
Posted by Melissa Leilani Larson
Dec 7, 2021 · 🌐

Hey Bruins, please be advised that the current Amazon Web Services outage affects Canvas. We will let you know as soon as things are up and running again.

AP The Associated Press @AP

BREAKING: Users say Amazon Web Services is suffering a major outage. The company provides cloud computing services to individuals, universities, governments and companies including The Associated Press.

Amazon has yet to comment on the outage and few details are available.

10:05 AM · Dec 7, 2021 · Twitter Web App

👍👎 15 10 Comments 5 Shares

LinkedIn

Number of posts: 7

Page views: 1,220

Unique visitors: 713

Total followers: 68,072

Reactions: 307

Comments: 2

Shares: 15

Top Post:

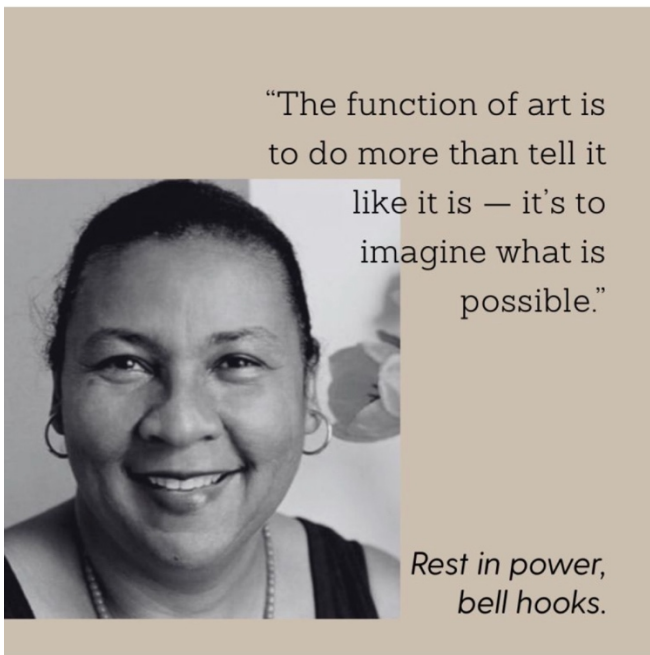


Salt Lake Community College

68,200 followers

1mo · 🌐

Salt Lake Community College is saddened about the death of bell hooks, a prolific writer, distinguished professor, feminist intellectual and public scholar. [...see more](#)



 Leilani Clegg, MA and 46 others

Instagram


Number of posts: 10


Number of stories: 18

Post likes: 758

Total followers: 4,506


Top post:



 **saltlakecc**
Salt Lake Community College

[View Insights](#) [Boost Post](#)

👍 🗨️ 📌 📌

 Liked by slcc_trio and 243 others

saltlakecc Hey, Google— show me a picture of a winter wonderland. #beaUtahful

December 15, 2021

