

# MEDIA REPORT

December 2020



# News Coverage

## Summary

160 stories in national and local media. An estimated 1,369,161 people had subscriber access (reach) to these articles with an estimated earned media value of \$122,017.52.

## Media Advisory

November 10, 2020

Salt Lake Community College is pleased to announce it has named the new Jordan Student Center for long-time SLCC supporters Tim and Brenda Huval. (Press Calls, Media Advisory)

## Top Stories

December 2, 2020

[Mental health for youth in COVID isolation](#) *FOX13.COM*

Are youth being forgotten in the COVID-19 conversation? Ardi Ghimire, Mental Health Counselor for Salt Lake Community College's Center for Health & Counseling, says there are many reasons to be concerned about the isolation many kids and teens are experiencing.

November 24, 2020

[Flourish Bakery moves to Midvale after long search for new home](#) *MIDVALEJOURNAL.COM*

Flourish Bakery, a social enterprise of Flourish Ventures, had operated out of Salt Lake Community College for two years. In October 2019, SLCC determined that they needed the space for other programs and Flourish suddenly needed to find a new kitchen.

December 11, 2020

[Silicon Slopes Town Hall with President Huftalin & President Watkins](#) *SILICONSLOPES.COM*

Join us this Friday, December 11th at noon to hear from Salt Lake Community College President Deneece G. Huftalin & University of Utah President Ruth V. Watkins. The discussion will focus on the future of education.

December 7, 2020

[SLCC names new Jordan Student Center in recognition of Tim and Brenda Huval](#)

*FINANCE.YAHOO.COM*

Salt Lake Community College is pleased to announce it has named the new Jordan Student Center for long-time SLCC supporters Tim and Brenda Huval.

December 8, 2020

[SLCC helping teens & younger kids in COVID isolation](#) *KUTV.COM*

Ardi Ghimire, Mental Health Counselor at SLCC's Center for Health & Wellness says 2.2 billion children have experienced COVID-forced isolation.

December 11, 2020

[What will higher education look like post-pandemic?](#) *DESERET.COM*

After the pandemic forced colleges and universities to make a sudden shift to virtual learning this past spring, leaders of two Utah institutions of higher education say the lasting result will likely be continued reliance on technology while bolstering in-person learning for small-group problem-solving and experiential learning.

December 15, 2020

[The Salt Lake Tribune announces new project to support diverse journalism](#) *SLTRIB.COM*

The Salt Lake Tribune is teaming up with the nonprofit Amplify Utah to support student journalists at Salt Lake Community College who will report on Utah's diverse communities and engage younger readers.

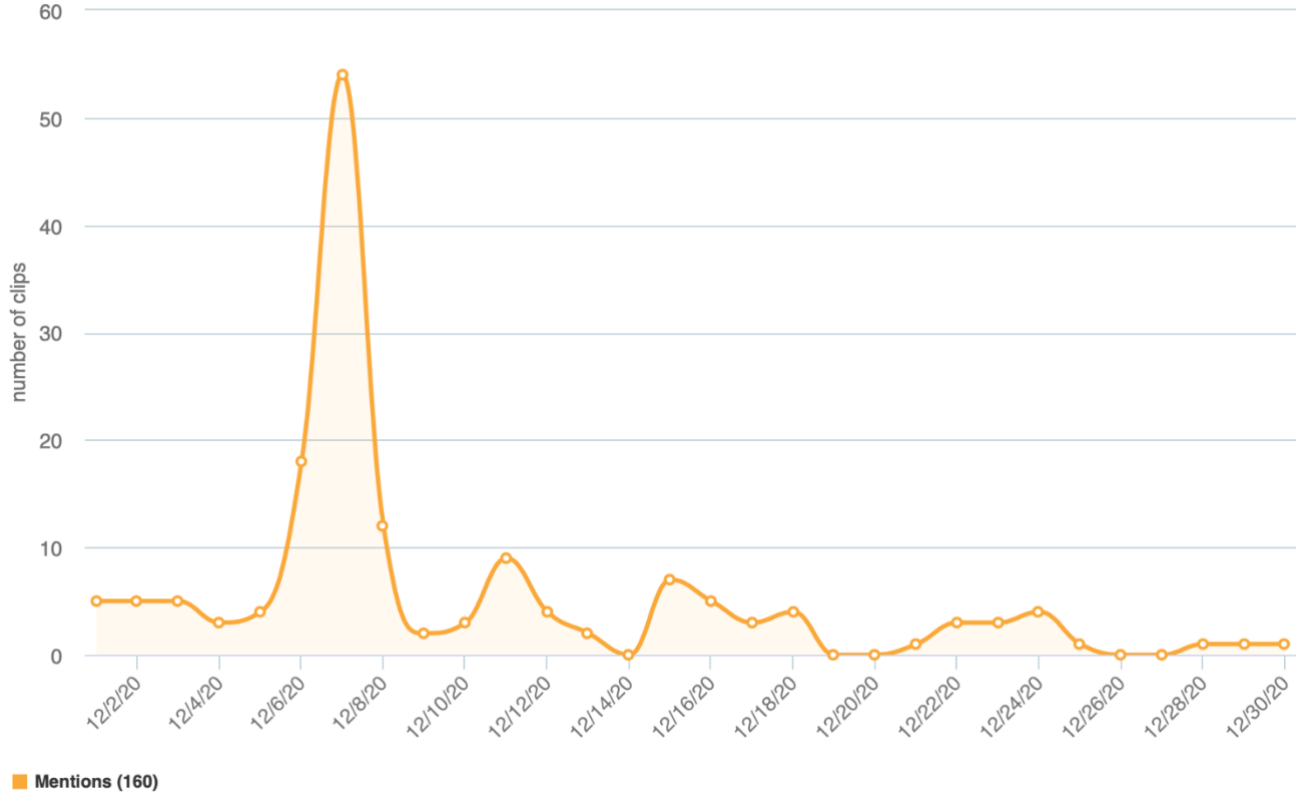
December 24, 2020

[Head Start programs inspire local men to be better dads](#) *POSTREGISTER.COM*

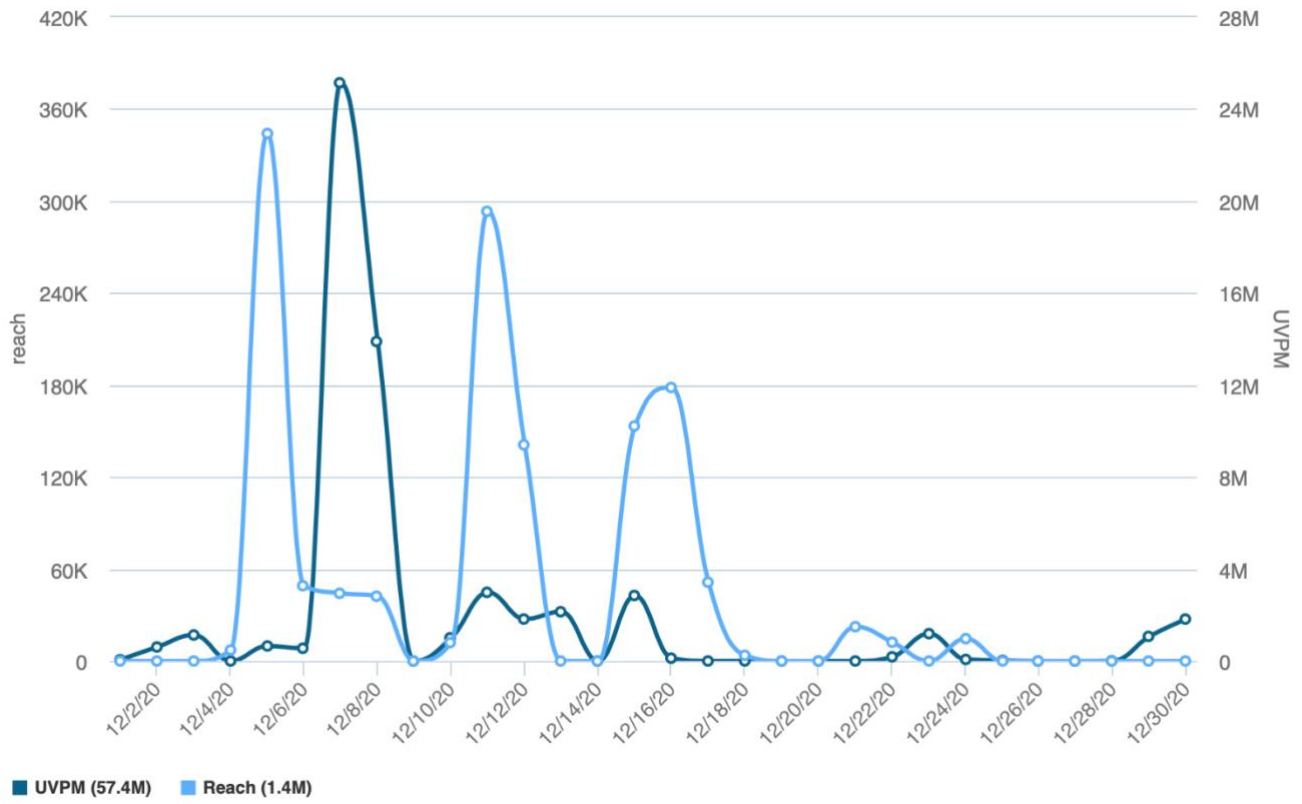
Will Strength learned to be a good dad from the experience of having two daughters, Kristina and Shyanne, involved in Pocatello/Chubbuck Head Start.

# Media Coverage Analytics

Total Mentions

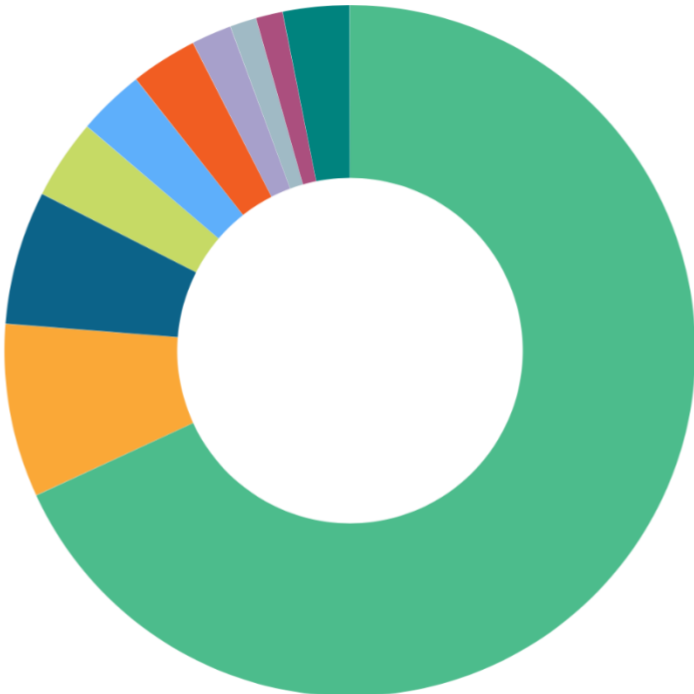


### Reach



Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 68.1%   Television station: 8.1%   Online, news and business: 6.3%   Newspaper: 3.8%   Radio station: 3.1%  
Online, trade/industry: 3.1%   Social Networking Site: 1.9%   Publication, college/alumni: 1.3%   Blog, consumer: 1.3%  
Other: 3.1%

# Social Media

## SLCC Blog

A total of 19 blog posts were created and placed on the SLCC News and Events Page.

12.2 [Staff Development Opportunities — 12/02/2020](#)

*Promoted on SLCC Today*

12.2 [Faculty Development Opportunities — 12/02/2020](#)

*Promoted on SLCC Today*

12.4 [On-Campus COVID Testing Now Available to SLCC Employees](#)

*Promoted on SLCC Today, Twitter*

12.4 [Meet Our Faculty: Ashten Watts](#)

*Promoted on SLCC Today, Twitter, Facebook, LinkedIn*

12.7 [SLCC names new Jordan Student Center in recognition of Tim and Brenda Huval](#)

*Promoted on SLCC Today, Twitter*

12.9 [Staff Development Opportunities — 12/09/2020](#)

*Promoted on SLCC Today*

12.9 [Faculty Development Opportunities — 12/09/2020](#)

*Promoted on SLCC Today*

12.11 [Students—SLCC can help reduce your child care costs](#)

*Promoted on SLCC Today*

12.14 [Meet Our Faculty: Jeff Zealley](#)

*Promoted on SLCC Today, Facebook, Twitter, LinkedIn*

12.15 [Going After Scholarships: Welding Students Corner the Market](#)

*Promoted on SLCC Today, Facebook, Twitter, LinkedIn*

12.15 [College's Disability Resource Center Helping Student With Next Chapter of Life](#)

*Promoted on SLCC Today, Facebook, Twitter, LinkedIn*

12.16 [Upcoming Benefits Webinars: January–March 2021](#)

*Promoted on SLCC Today*



12.16 [Faculty Development Opportunities: 12/13/2020](#)

*Promoted on SLCC Today*

12.16 [Staff Development Opportunities — 12/16/2020](#)

*Promoted on SLCC Today*

12.16 [Culinary Students Eye Post-Pandemic Careers](#)

*Promoted on SLCC Today, Facebook, Twitter, LinkedIn*

12.17 [College Plays Major Role in Training, Educating for Booming Surgical Tech Industry](#)

*Promoted on SLCC Today, Facebook, Twitter, LinkedIn*

12.17 [Make an Appointment to Get Tested for COVID in January](#)

*Promoted on SLCC Today, Facebook, Twitter*

12.18 [Meet Our Faculty: Antonette Gray](#)

*Promoted on SLCC Today, Facebook, Twitter, LinkedIn*

12.23 [Faculty Development Opportunities 12/23/2020–01/06/2021](#)

*Promoted on SLCC Today*

# Twitter

Number of tweets: 30

Tweet impressions: 42K

Number of mentions: 110

Follower Count: 4528 (-1)

Top Tweet:

**Top Tweet** earned 2,216 impressions

We are so excited for this beautiful space to serve our students!

[twitter.com/JacobsenBuilds...](https://twitter.com/JacobsenBuilds...)

↻ 2   ❤️ 13

Top Mention:

**Top mention** earned 247 engagements



**Marcie Young Cancio**

@MarcieSLC · Dec 15

Excited to collaborate with [@sltrib](#) [@AmplifyUtah](#) and [@SaltLakeCC](#) [#journalism](#). So many incredible student stories out there.

Thanks for the support, [@GoogleNewsInit](#). [sltrib.com/news/2020/12/1...](https://sltrib.com/news/2020/12/1...)

↻ 4   ↻ 13   ❤️ 48

Top Media Tweet:

**Top media Tweet** earned 2,058 impressions

New [#BlackLivesMatter](#) paver installed this week at the Redwood campus. ❤️💛

[pic.twitter.com/pwpugHbMVC](https://pic.twitter.com/pwpugHbMVC)



↻ 1   ↻ 7   ❤️ 32

# Facebook

Number of posts: 24

Post impressions: 52.3K

Page likes: 21,071 (-4)

Top post:

 **Salt Lake Community College**  
Published by Sarah Reale · December 18, 2020 ·

New [#BlackLivesMatter](#) paver installed this week at the Redwood campus. 🧡💙



## LinkedIn

Number of posts: 7

Page views: 1,194

Unique visitors: 669

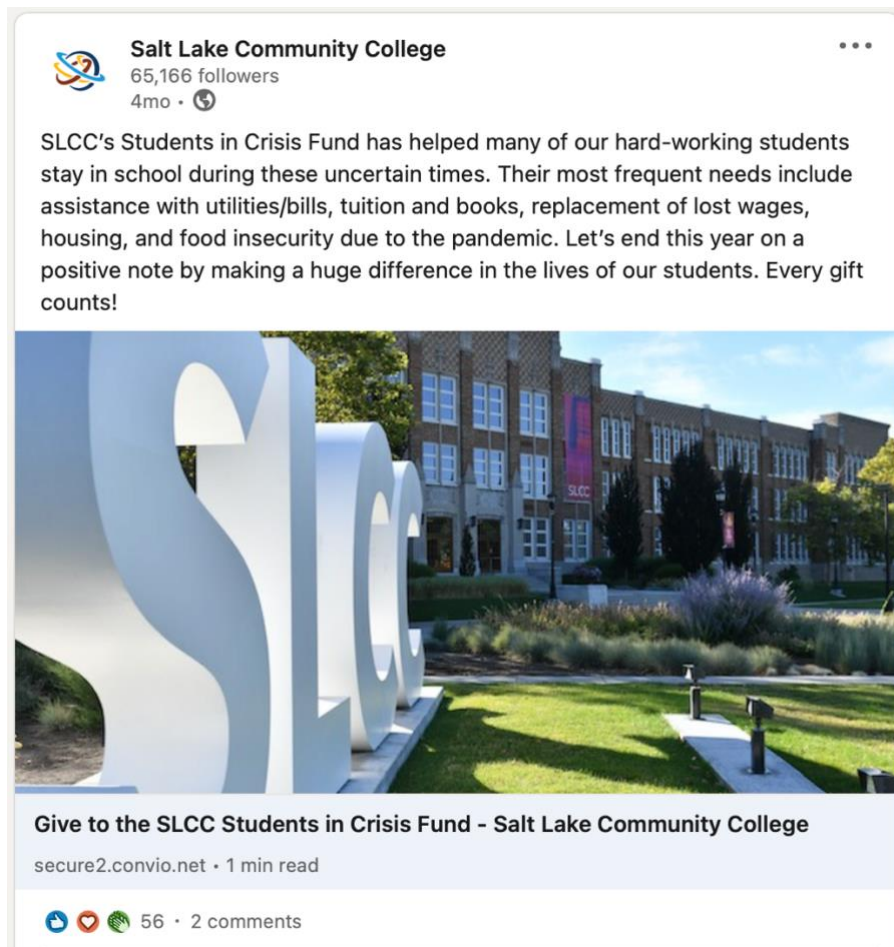
Total followers: 63,792 (+383)

Reactions: 161

Comments: 1


Shares: 20

Top Post:



**Salt Lake Community College**  
65,166 followers  
4mo · 🌐

SLCC's Students in Crisis Fund has helped many of our hard-working students stay in school during these uncertain times. Their most frequent needs include assistance with utilities/bills, tuition and books, replacement of lost wages, housing, and food insecurity due to the pandemic. Let's end this year on a positive note by making a huge difference in the lives of our students. Every gift counts!



**Give to the SLCC Students in Crisis Fund - Salt Lake Community College**  
secure2.convio.net • 1 min read

👍❤️🌱 56 • 2 comments

## Instagram

Number of posts: 3

Number of stories: 47

Post likes: 361

Total followers: 3,890 (+20)

Top post:

