

MEDIA REPORT

December 2022



News Coverage

Summary

111 stories in national and local media. An estimated 371M people had subscriber access (reach) to these articles with an estimated earned media value of \$2.3M.

Media Advisories

December 13, 2022

Third annual Intermountain West Airframe and Power Plant Competition

Salt Lake Community College hosts the third annual Intermountain West Airframe and Power Plant Competition.

December 13, 2022

Law Enforcement Academy celebrates 100th graduating class

On Thursday, December 15, Salt Lake Community Law Enforcement Academy will celebrate its 100th graduating class at 5:30 pm at the Miller Campus.

Top Stories

December 3, 2022

[Salt Lake Community College retires Gary Payton II's jersey](#) *Head Topics*

Payton II won an NBA title, he played two seasons for Salt Lake Community College. The school retired his No. 1 jersey on Friday night

December 4, 2022

[Miller Family Foundation \\$10M gift is the largest donation Salt Lake Community College has ever received](#) *West Valley City Journal*

Salt Lake Community College opened its doors in 1948

December 6, 2022

[Transfer student enrollment reached eight-year low, enrollment data shows](#)
The GW Hatchet

Nearby community colleges like Salt Lake Community College have also faced enrollment declines.

December 7, 2022

[Five Carols for Christmas is coming to the Grand Theatre](#) *KSTU-TV*

Salt Lake Community College is preparing for a traditional performance for the holidays at their Grand Theatre.

December 10, 2022

[Love Esports? Here Are All the Colleges With Esports Teams](#) *BestColleges.com*

Esports are growing in popularity at colleges across the country

December 12, 2022

[Gov. Cox nominates Coral Sanchez to Third District Court](#) *Utah Policy*

Adjunct faculty at the Law Enforcement Academy at Salt Lake Community College.

December 14, 2022

[After 47 years in Park City, Nancy Sim lays down her shears](#) *ParkRecord.com*

Sim studied barbering and styling at Salt Lake Community College after graduating from high school.

December 21, 2022

[Litzy Serna es nueva jugadora de Chivas Femenil](#) *Head Topics*

Serna comenzó su carrera con el Salt Lake Community College en el 2017.

December 21, 2022

[Best Colleges for Retirees](#) *Entrepreneur*

Salt Lake Community College charges \$10.

December 21, 2022

[Celebrating the holidays with dishes traditional to different ethnic groups](#) *KSTU-TV*

Coker, Associate Dean at the Culinary Institute at Salt Lake Community College (SLCC) joined us with the recipe.

December 22, 2022

[Utah axes degree requirement for 98% of civil servant jobs](#) *The College Fix*

Lauren Erlacher, a recruitment manager at Salt Lake City Community College, told The Fix

December 28, 2022

[Utah author pens a tale of parental anxiety that parallels a drying Great Salt Lake](#) *KUER*

The Great Salt Lake Anthology , produced by the Salt Lake Community College Community Writing Center

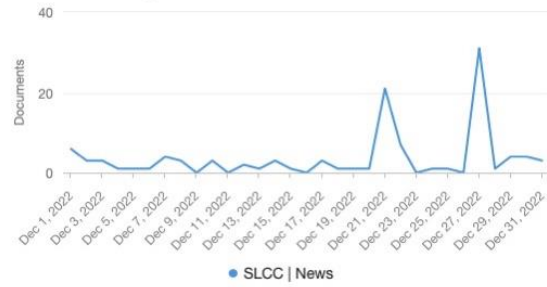
December 30, 2022

[Criminal Justice expert weighs in on Moscow murder suspect](#) *KTVB-TV*

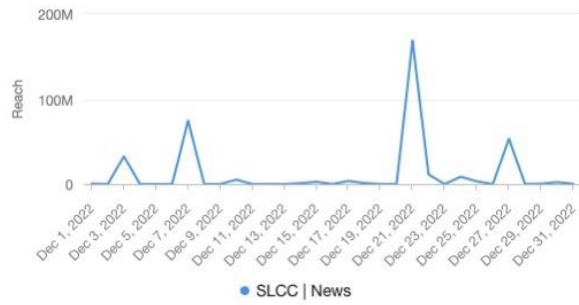
Currently teaches criminal justice at Salt Lake Community College

Media Coverage Analytics

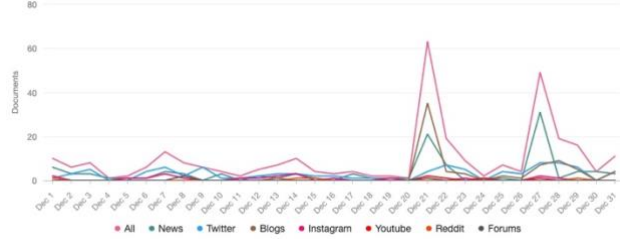
Mentions Trend ⓘ



Potential News Reach ⓘ



Mentions Trend by Source Type ⓘ



SOCIAL MEDIA

SLCC Blog

A total of ten blog posts were created and placed on the SLCC News and Events Page. The five posts with the most visits were:

12/06 [SLCC Honors NBA Star Gary Payton II and Retires His Jersey](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 613

12/14 [Meet Asian Student Association President Aye Chan](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 558

12/12 [New Family & Hunan Development Track](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 229

12/07 [The Story Behind “Student Center Soul”](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 219

12/05 [SLCC’s First Physiology Symposium](#)

Promoted via SLCC Today, Twitter

Visits: 214

Twitter

Number of tweets: 20

Tweet impressions: 208K

Number of mentions: 53

Follower Count: 4,768

Top Tweet:

Salt Lake CC
@SaltLakeCC

Gary Payton II's jersey number will be retired at a special halftime presentation during the SLCC/Northwest College game Dec. 2 at 7 p.m.

Join us in honoring SLCC alum
GARY PAYTON II
We will retire his number in a special halftime ceremony Dec. 2

GPII and 3 others
4:13 PM · Dec 1, 2022

Top Mention:

Top mention earned 165 engagements

Chamberlin Neff
@CWN_JII · Dec 12

Proud to recognize coworkers during our section holiday awards banquet.
#trainedreadytrusted @UTHighwayPatrol @SLCCSafety @ColonelRapich @SaltLakeCC
pic.twitter.com/p4EVAM7upK

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Top Media Tweet:

Top media Tweet earned 415 impressions

Get to know Jevah France, one of our outstanding students and president of SLCC's Black Student Union.
#peopleofslcc
saltlakecommunitycollege.blogspot.com/2022/11/meet-b...
pic.twitter.com/ZohcCYoabC

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Facebook

Number of posts: 16

Post impressions: 1.99M

Page likes: 22,292

Top post:

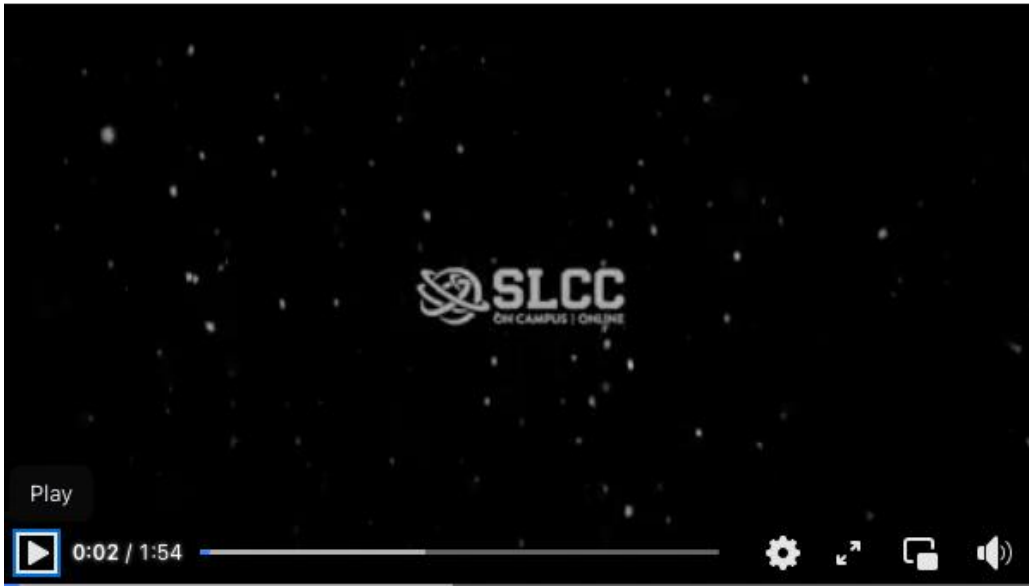


Salt Lake Community College

Published by Melissa Leilani Larson · December 8, 2022 at 3:23 PM ·



Thank you for being a part of our community. We hope you enjoy a beautiful holiday season. Happy Holidays!



1,416
People reached

147
Engagements

Boost post

LinkedIn

Number of posts: 17

Page views: 992

Unique visitors: 595

Total followers: 72,611

Engagements: 1,071

Top Post:

Salt Lake Community College
72,649 followers
1mo · 🌐

Get to know Jevah France, one of our outstanding students and president of SLCC's Black Student Union. [#peopleofslcc](#)
<https://lnkd.in/d7iUPMwS>

👍❤️🌐 Sharlee Smith and 90 others 1 comment · 5 reposts

Reactions

Instagram

Number of posts: 6

Engagements: 474

Total followers: 5,290

Top post:

