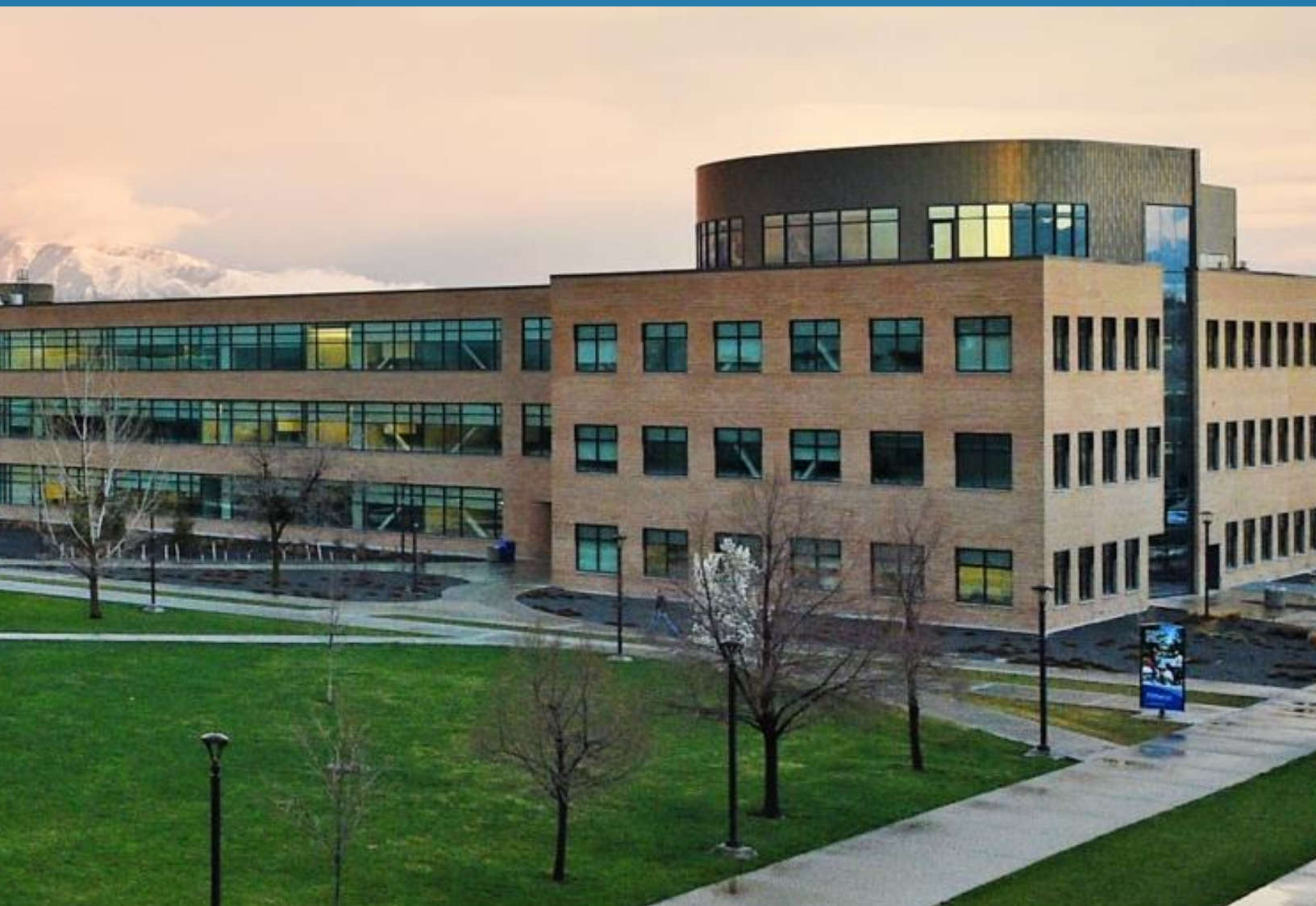


MEDIA REPORT

February 2022



News Coverage

Summary

58 stories in national and local media. An estimated 2,483,183 people had subscriber access (reach) to these articles with an estimated earned media value of \$22,258.

Top Stories

February 3, 2022

[A who's who of athletes with Utah ties competing in the 2022 Winter Games](#)

DESERET.COM

The legacy of the 2002 Salt Lake Winter Olympic Games lives on.

February 4, 2022

[Salt Lake Community College's 2nd annual Giving Day](#) *KUTV.COM*

With their 2nd annual Giving Day, Salt Lake Community College is finding solutions to help students pay for higher education that is needed today.

February 13, 2022

[Opinion: For many first-time college students, SLCC is the answer](#) *DESERET.COM*

When Sophia Gaona started attending Salt Lake Community College (SLCC), she worked full time in a fast-food restaurant, took classes at night and did her homework on her cell phone.

February 15, 2022

[Utah student group speaks out against proposals for Little Cottonwood Canyon](#) *KSL.COM*

Philliber discussed having more bus stops outside of hotels to provide tourists with easy access to the ski bus, as well as bus stops across campuses like the University of Utah, Westminster and Salt Lake Community College.

February 23, 2022

[Adopt-A-School program benefits students and businesses in Utah](#) *KSL.COM*

Governor Spencer Cox called on local businesses Wednesday to tap into an up-and-coming workforce right here in Utah, particularly the rural parts of the state.

February 25, 2022

[New CDC child developmental milestones aims to diagnose learning delays earlier](#) *ABC4.COM*

The CDC released new developmental milestones for young children. They said these new updates are meant to make diagnosing children with developmental delays easier.

February 25, 2022

[Under the radar in Utah, SLCC is a basketball powerhouse](#) *ABC4.COM*

It's no secret that in Utah, folks love hoops. Salt Lake Community College's head men's basketball coach Kyle Taylor knows that well, not only from his short tenure with the Bruins but also from his time as an assistant at Utah State.

February 26, 2022

[Gourmandise is holding its Day of Giving on March 1](#) *KSTUTV.COM*

The fund is set up through Salt Lake Community College (SLCC) in hopes of helping people get their education.

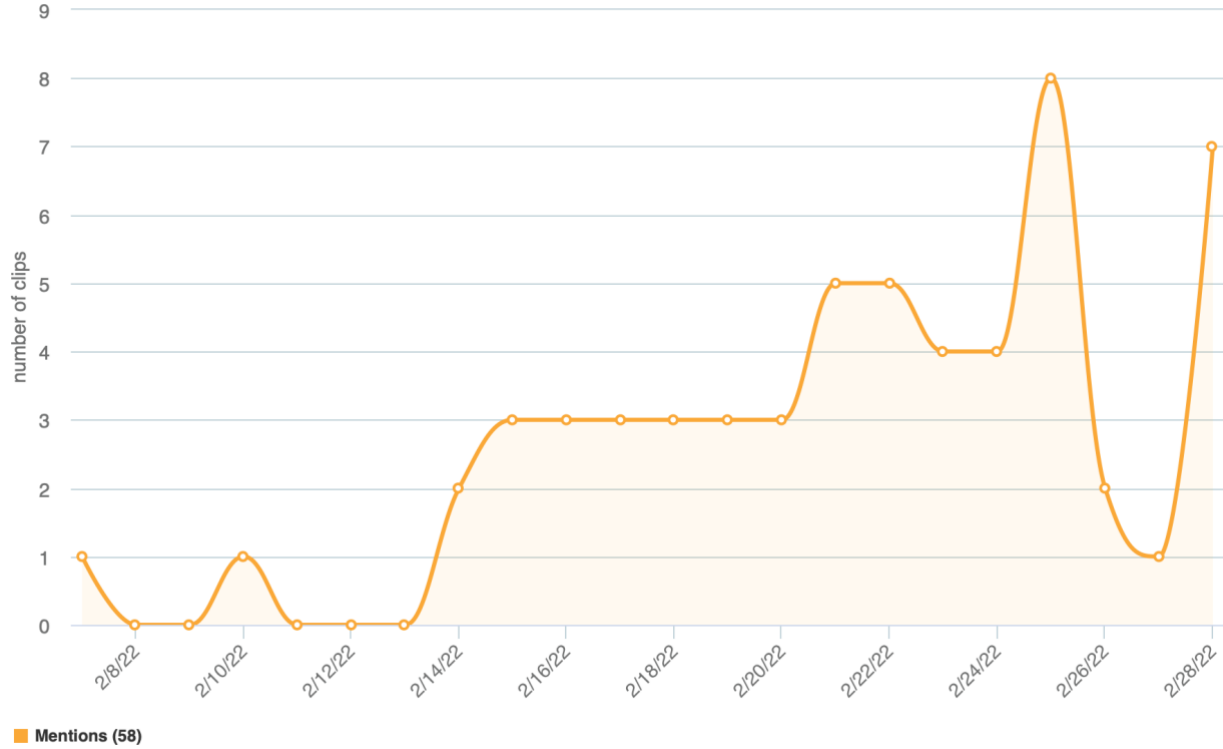
February 28, 2022

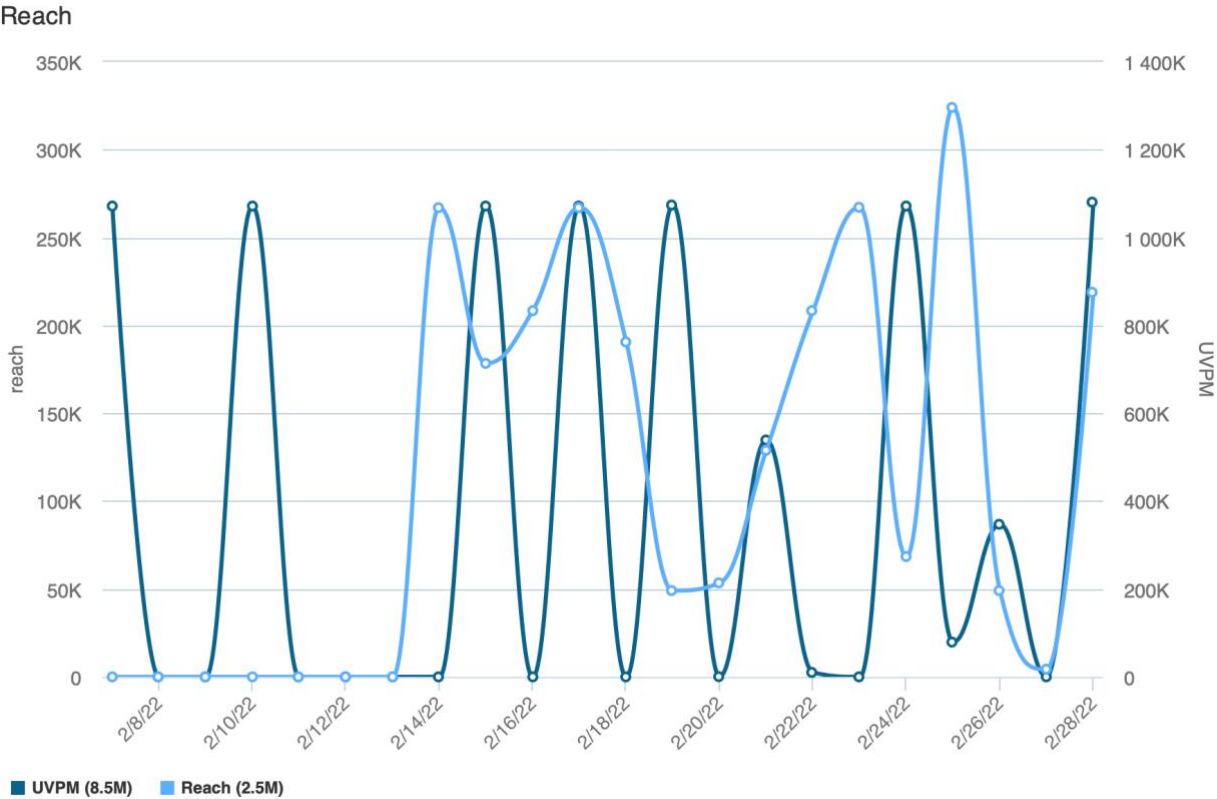
[Herriman mother warns others about the danger of fentanyl after losing her son](#)
KSL.COM

This course sponsored by the Salt Lake Community College and Utah Naloxone will send those who attend a free injectable naloxone rescue kit.

Media Coverage Analytics

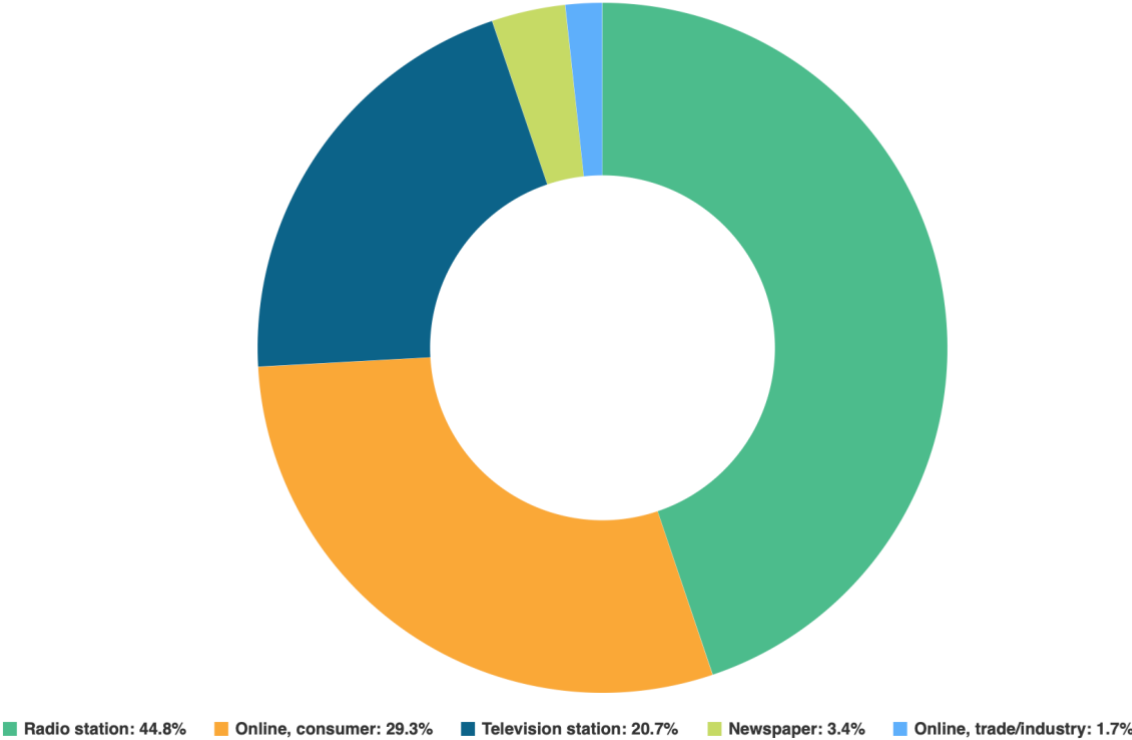
Total Mentions





Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Social Media

SLCC Blog

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

02.01 [SLCC Students, Alums Earn Spots in 2022 Winter Games](#)

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

02.01 [College Hosting Vaccine Clinic Feb. 18](#)

Promoted on SLCC Today, Facebook

02.02 SLCC [Stands with Historically Black Colleges and Universities \(HBCUs\)](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

02.02.2022 [Are you Hispanic or Latina/o/x/e?](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

02.14 [Giving Day 2022 Set, Includes Virtual Event with Tan France](#)

Promoted on SLCC Today, Facebook, Twitter

02.15 [Vaccination Requirement for Summer, Fall Registration Remains In Place](#)

Promoted on SLCC Today, Facebook, Twitter

02.15 [FAQ About Student Vaccination/Boosters Requirement](#)

Promoted on SLCC Today

02.16 [SLCC Student Erin Jackson Wins Speedskating Gold](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

02.28 [What is American Heart Month? Discover Ways to Promote Your Heart Health](#)

Promoted on SLCC Today, Twitter, LinkedIn

02.28 [Meet Our Students: Lindy Alvarado](#)

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

Twitter

Number of tweets: 22

Tweet impressions: 22,998

Number of mentions: 206

Follower Count: 4,692

Top Tweet:

Salt Lake CC @SaltLakeCC

To-Do List:

- Congratulate SLCC student @ErinJackson480 on her gold medal 🏆
- Sign up for live Q&A with @tanfrance 🗣️
- Donate to #SLCCGivingDay on Feb 17 📄

Every dollar raised goes directly supports our students!
slcc.edu/tanfrance/

12:37 PM · Feb 13, 2022 · Twitter Web App

Top Mention:

Denece @SLCCHuftalin

So this just happened! Congratulations @SaltLakeCC Bruins! Region champs and an unbelievable season. 🧡🧡🧡

5:25 PM · Feb 26, 2022 · Twitter for iPhone

Top Media Tweet:

Salt Lake CC @SaltLakeCC

Today is the day! It's Giving Day! For 24-hours, we will take donations that go directly to support our hardworking students. Are you in? #slccgivingday bit.ly/3uPGVGW

1,145 views 0:05 / 0:18

8:01 AM · Feb 17, 2022 · Sprout Social

Facebook

Number of posts: 32

Post impressions: 80,353

Page likes: 21,425

Top post:



Salt Lake Community College
Published by Sarah Reale · February 9 ·

Special SLCC Giving Day 2022 Virtual Event with [Tan France](#)
Thursday, February 17 2022 · 11:30 AM MST

We're pleased to announce a special SLCC Giving Day appearance and online Q&A with fashion designer and Netflix "Queer Eye" star Tan France!

Grab your spot today as space is limited to the first 1,000 registrations. Registration includes exclusive access to the online Q&A. [#SLCCGivingDay](#) Register here: <https://www.slcc.edu/tanfrance/index.aspx>

SLCC.EDU
SLCC Giving Day 2022 Virtual Event with Tan France [Sign up](#)

LinkedIn

Number of posts: 14

Page views: 1,376

Unique visitors: 836

Total followers: 68,938

Reactions: 351

Comments: 5

Shares: 20

Top Post:



Salt Lake Community College
69,084 followers
1mo · Edited ·

Special SLCC Giving Day 2022 Virtual Event with Tan France Thursday, February 17 2022 · 11:30 AM MST
We're pleased to announce a special SLCC Giving Day appearance and online Q&A with fashion designer and Netflix "Queer Eye" star Tan France! Grab your spot today as space is limited to the first 1,000 registrations. Registration includes exclusive access to the online Q&A. #SLCCGivingDay Register here: <https://lnkd.in/gz9fapzj> #fashion #netflix #queereye #tanfrance #



SLCC Giving Day 2022 Virtual Event with Tan France
slcc.edu · 2 min read

 Nancy Michalko and 70 others · 1 comment · 6 shares

Instagram

Number of posts: 10

Post likes: 975

Total followers: 4,625

Top post:

The screenshot shows an Instagram post from the account 'saltlakecc' (Salt Lake Community College). It features two side-by-side photographs of young women. The woman on the left is wearing a pink t-shirt with 'SUSU' on it and a blue backpack. The woman on the right is wearing a grey hoodie with 'SALT LAKE EST 1948 Bruin COMMUNITY COLLEGE' and a blue baseball cap, holding a green folder. The caption reads: 'saltlakecc Just stopping by to say there're Bruins in Beijing. Right now. For THE OLYMPICS. Erin Jackson (L) and Kristen Santos (R) are just two of the SIX Bruins representing the United States at the 2022 Olympic Games. Other Bruin speedskaters include Georgia Birkeland, Ethan Cepuran, Ryan Pivirutto and Corinne Stoddard. Salt Lake Community College is proud to partner with @usspeedskating, and to be the academic home to so many outstanding athletes. Keep an eye on the Olympics for the next few weeks, because you never know when you might see a Bruin — or six. #SaltLake #SaltLakeCC #TeamUSA'. The post has 208 likes and was posted on February 4.