

MEDIA REPORT

February 2019



News Coverage

Summary

405 stories in national and local media. An estimated 5,360,298 people had subscriber access (reach) to these articles with an estimated earned media value of \$1,440,930.76.

Top Stories

February 3, 2019

[Guest opinion: Together, we can change the future for Utah students](#) *DESERETNEWS.COM*

As leaders at Salt Lake Community College, or SLCC, and the University of Utah, we are familiar with students experiencing real dilemmas such as those in the examples above. We know that creative collaborations across institutions can change the odds for degree completion in Utah, so we are working together to improve outcomes.

February 6, 2019

[Multiple school closures and delays due to major winter storm](#) *FOX13NOW.COM*

Several schools have been closed or delayed due to a heavy snowstorm Wednesday. Here is a partial list as of 7:45 a.m.

February 10, 2019

[Her friends were horrified. But a Utah actress has found new insight in playing a baker who won't make a cake for a same-sex wedding.](#) *SLTRIB.COM*

Betsy West's liberal friends were aghast when she took the role. They wanted to know how she could possibly play such a terrible person.

In "The Cake," West plays Della, a North Carolina baker in a politically red town who doesn't want to make a wedding cake for a younger female friend who is as close to her as a daughter — because the friend is marrying a woman.

February 11, 2019

[Qualifying college students would pay no tuition or fees under 'access scholarship' OK'd by committee](#) *DESERETSNEWS.COM*

Qualifying college students would pay no tuition or fees for two years under HB260, which creates the Access Utah Promise Scholarship program.

February 15, 2019

[Dean's List: Women at Utah Universities](#) *SALTLAKEMAGAZINE.COM*

There are a handful of women pioneering the charge for gender equity in their roles as presidents at universities across the state. Add Salt Lake Community College, with its student body of more than 34,000, also led by a woman, President Deneece Huftalin, and Utah has a female majority in higher education's upper levels.

February 19, 2019

[How this Salt Lake-based musician is bringing soul to the state](#) *DESERETNEWS.COM*

Joshua Strauther, aka Joshy Soul, is a neo soul, vintage Motown singer — and he lives in Salt Lake City. Salt Lake might not have the soul heritage of, say, Detroit, but Strauther is working to change that one performance and album at a time.

February 19, 2019

[In our opinion: Proposed scholarship could be an intergenerational poverty game changer](#) *DESERETNEWS.COM*

A bill that would open access to higher education for thousands of students is on the floor of the Utah House of Representatives, where it deserves a favorable vote on its way to becoming a law that could have a long-term impact on breaking the cycle of intergenerational poverty.

February 20, 2019

[Michelle Quist: Utah Legislature has some important matters left on its plate](#)

SLTRIB.COM

Utah students of limited means would pay no tuition or fees for two years to attend state colleges, universities and technical colleges under a legislative initiative dubbed the "college access scholarship." The scholarship program would be patterned after existing initiatives at Weber State University and Salt Lake Community College that cover costs of tuition and general student fees where federal financial aid falls short for low-income students who take full academic loads.

February 21, 2019

[Salt Lake Community College increasing college enrollment with Utah High School](#)

KUTV.COM

Salt Lake Community College is making it easy for anyone to go or go back to school! We have Curtis Larsen joining us from SLCC and Jeanette Hernandez Heltman, an adviser from Granger High School, telling us the first steps for finding a college to attend.

February 22, 2019

[OpenStax announces top 10 schools that have adopted free college textbooks](#)

GUIDRYNEWS.COM

Rice University-based publisher OpenStax announced today the top 10 schools that have served the most students with the adoption of its free college textbooks in the 2017-18 school year. OpenStax textbooks are in use at 48 percent of colleges and universities in the U.S., and 2.2 million students used at least one of its books in the 2017-18 school year alone. OpenStax textbooks have been used by over 6.2 million students since 2012.

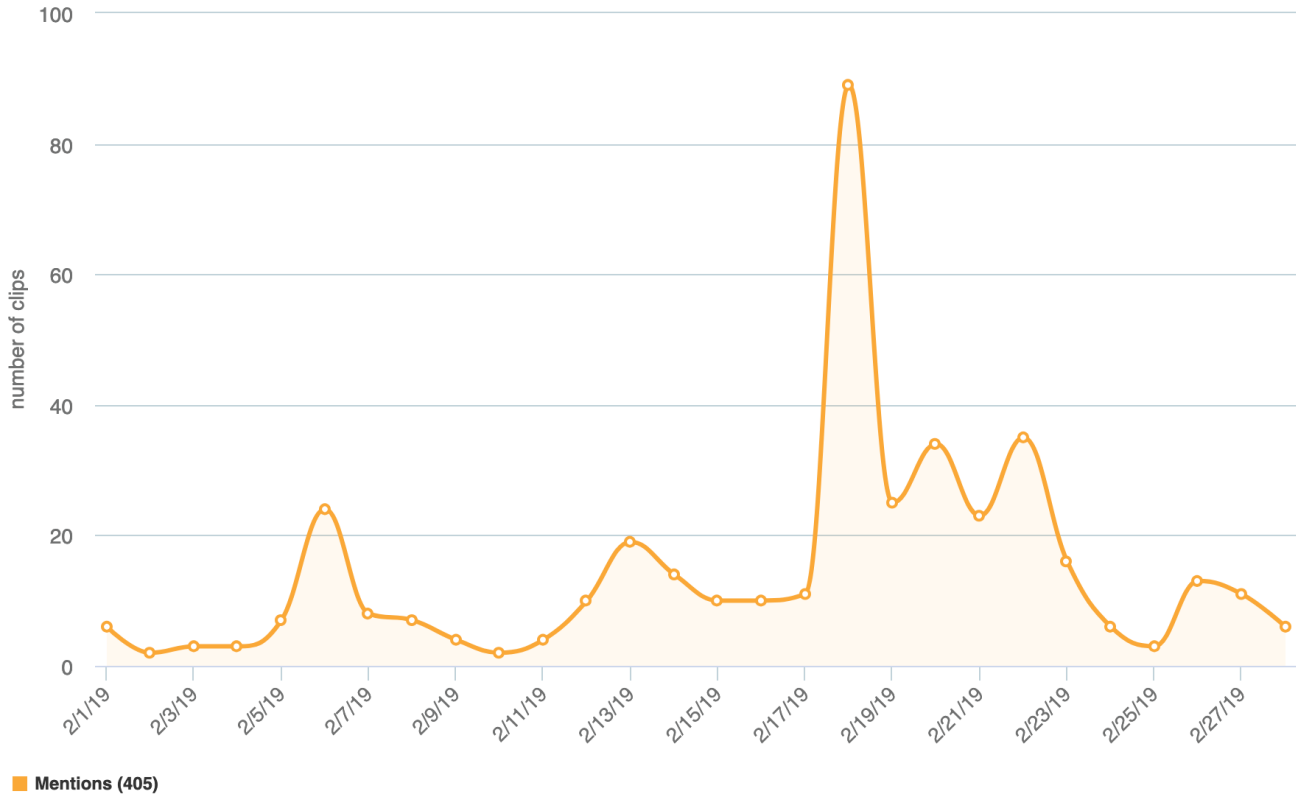
February 22, 2019

[New Program Helps Students Navigate College Applications](#) *KSL.COM*

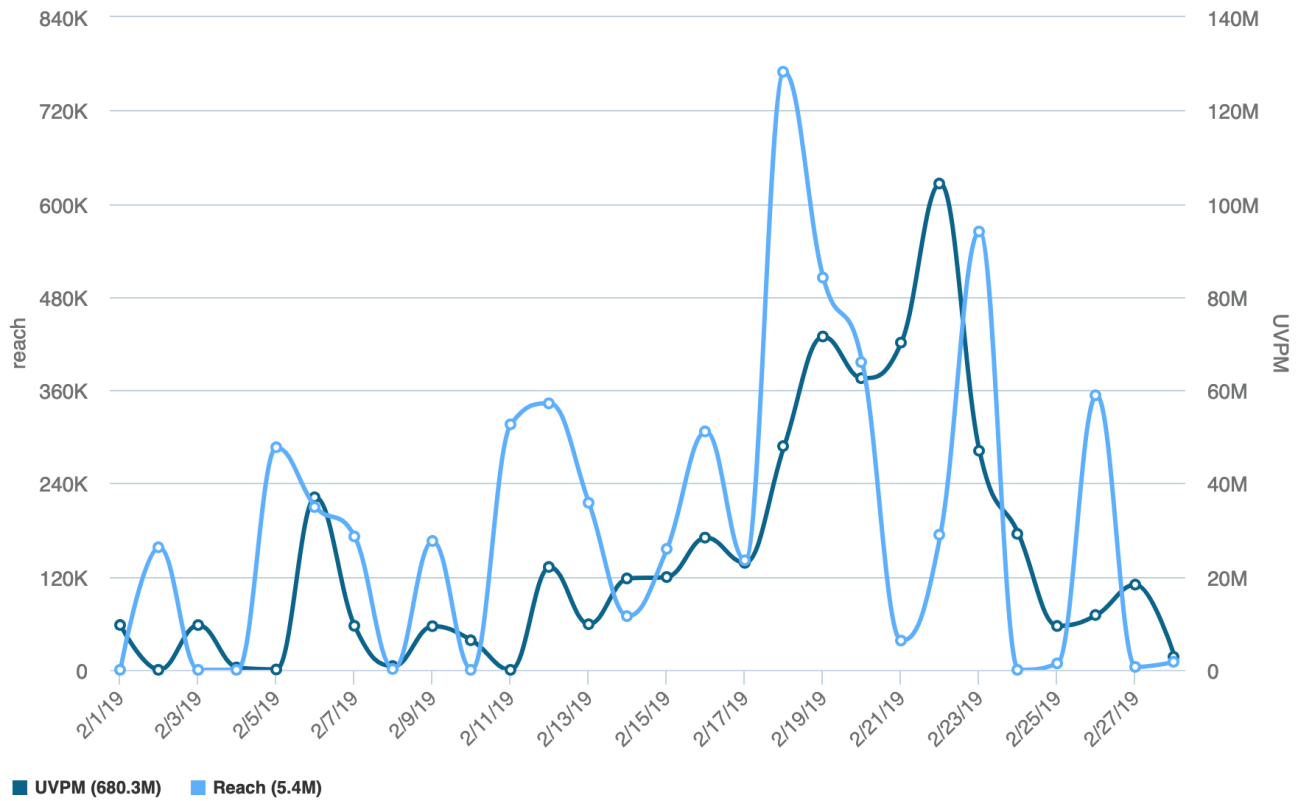
High school students' next step is college, but it can be hard to get there sometimes. Curt Larsen and Jeannette Hernandez Heltman share how the College Access Adviser Program helps students navigate the application process.

Media Coverage Analytics

Total Mentions



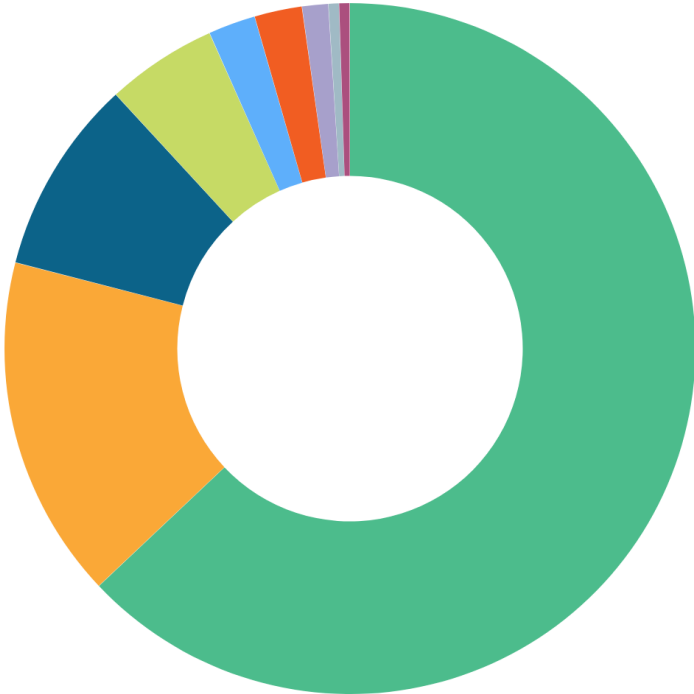
Reach



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: 63% ■ Television program: 16% ■ Newspaper: 9.1% ■ Online, news and business: 5.2%
■ Photo/Video Sharing Site: 2.2% ■ Online, trade/industry: 2.2% ■ Publication, college/alumni: 1.2% ■ Radio program: 0.5%
■ Blog, consumer: 0.5%

Social Media

SLCC Blog

A total of 9 blogs were created and placed on SLCC's News and Events Page.

2.4 [SLCC Grizzlies Night Coming Feb. 9](#)

Promoted in SLCC Today, Facebook, Twitter

2.4 [OIT Upgrading All SLCC Machines](#)

Promoted in SLCC Today

2.4 [SLCC Names New Vice President for Finance and Administration, CFO](#)

Promoted in SLCC Today

2.4 [Meet Our Faculty: Wesley C. Sanders](#)

Promoted on Facebook, SLCC Today

2.21 [Scholarship Recipient Sees “Boundless” Opportunities at SLCC](#)

2.22 [OpenStax Announces Top 10 Schools That Have Adopted Free College Textbooks](#)

Promoted on Twitter, SLCC Today

2.26 [SLCC President Huftalin Part of ‘The Commission on the Status of Women’](#)

Promoted on Twitter

2.27 [Real ‘Black Klansman’ Ron Stallworth Speaks at Grand Theater](#)

Promoted on Facebook, Twitter, SLCC Today

2.28 [Student Thriving With Help of Math Success Center](#)

Twitter

- Number of tweets: 19
- Tweet Impressions: 109.4K
- Number of mentions: 7
- Follower count: +134

- Top Tweet:




Salt Lake CC @SaltLakeCC · Feb 5
"Together, SLCC and the U. can help more Utahns earn college degrees."
- @SLCCHuftalin & @RuthVWatkins #uted #utpol



Guest opinion: Together, we can change the future for Utah students
Earning a college degree and/or certificate has never been more important.
deseretnews.com

1 5 24 ||

- Top Mentions:


 **Denece**
@SLCCHuftalin Following

Great event today @SaltLakeCC with our UWHEN chapter talking about @sherylsandberg TED talk! Brilliant women !




12:47 PM - 21 Feb 2019

21 Likes 

 3   21 

- Top Media Tweet:

 **Salt Lake CC**
@SaltLakeCC

Attention Bruins: All Salt Lake Community College campuses will be closed for the remainder of the day. We will reopen tomorrow. Please be safe and enjoy your #SnowDay!




8:36 AM - 6 Feb 2019

24 Retweets 67 Likes 


 1  24  67 


Facebook

- Number of posts: 9
- Post Impressions: 278K
- Page Likes: +132
- Top post:




 **Salt Lake Community College** Published by Sarah Reale [?] · February 6 · 🌐 ⋮

Attention Bruins: All Salt Lake Community College campuses will be closed for the remainder of the day. We will reopen tomorrow. Please be safe and enjoy your #SnowDay!



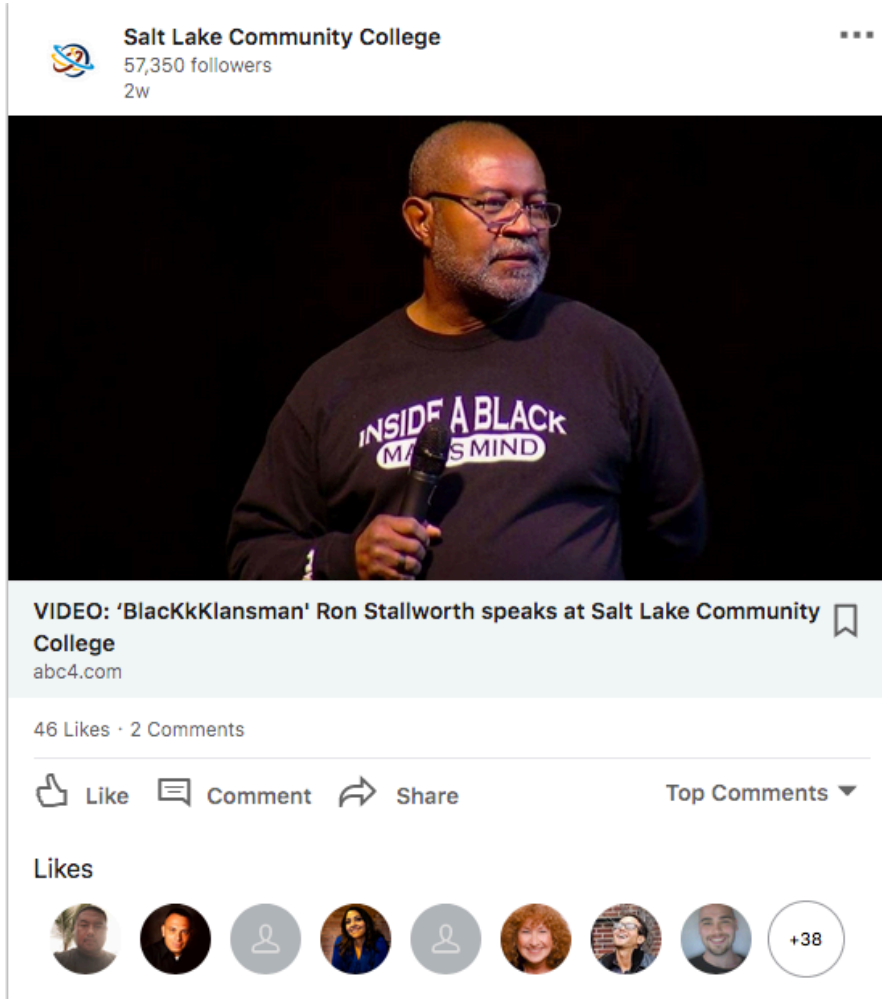
 **Get More Likes, Comments and Shares**
Boost this post for \$100 to reach up to 50,000 people.

6,308 People Reached	919 Engagements	Boost Post
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   120 16 Comments 30 Shares

LinkedIn

- Page Views: 1,162
- Unique Visitors: 655
- Total Followers: 57,350 (+240)
- Likes: 172, Comments: 13, Shares: 15
- Top Post:



Salt Lake Community College
57,350 followers
2w

VIDEO: 'BlacKkKlansman' Ron Stallworth speaks at Salt Lake Community College
abc4.com

46 Likes · 2 Comments

Like Comment Share Top Comments

Likes

[User Avatars] +38

Instagram

- Number of posts: 9
- Number of stories: 35
- Post Likes: 887
- Total Followers: 2,244
- Top Posts:



saltlakecc

saltlakecc 🚨 UPDATED SNOW ALERT 🚨
SLCC Closure:
Salt Lake Community College and all its campuses will be closed for the remainder of the day! Please be safe. We will see you tomorrow.

djandraa I have a test today is any way they close the campus until after 1 🤔

zhogge I beg you push to not open till 3, I can't even get out of my driveway

rcoffeelover My driveway is also completely snow. Waiting for the next update...hopefully they just make it the whole day.

saltlakecc @djandraa your lucky day! We are closed for the day.

saltlakecc @zhogge we are now closed

👍🗨️📌

👍👍👍 Liked by drylnkk and 142 others

FEBRUARY 6



saltlakecc

saltlakecc Brace yourselves...Midterms are coming.

coolestjennie Nooooooooo! Haha!

connor_holt That's a weird thought.

lexibrown89 on one hand I'm like "WHAT MIDTERMS" and also like heckkk yeah half way through 🤔

👍🗨️📌

👍👍👍 Liked by slccsa and 142 others

FEBRUARY 20