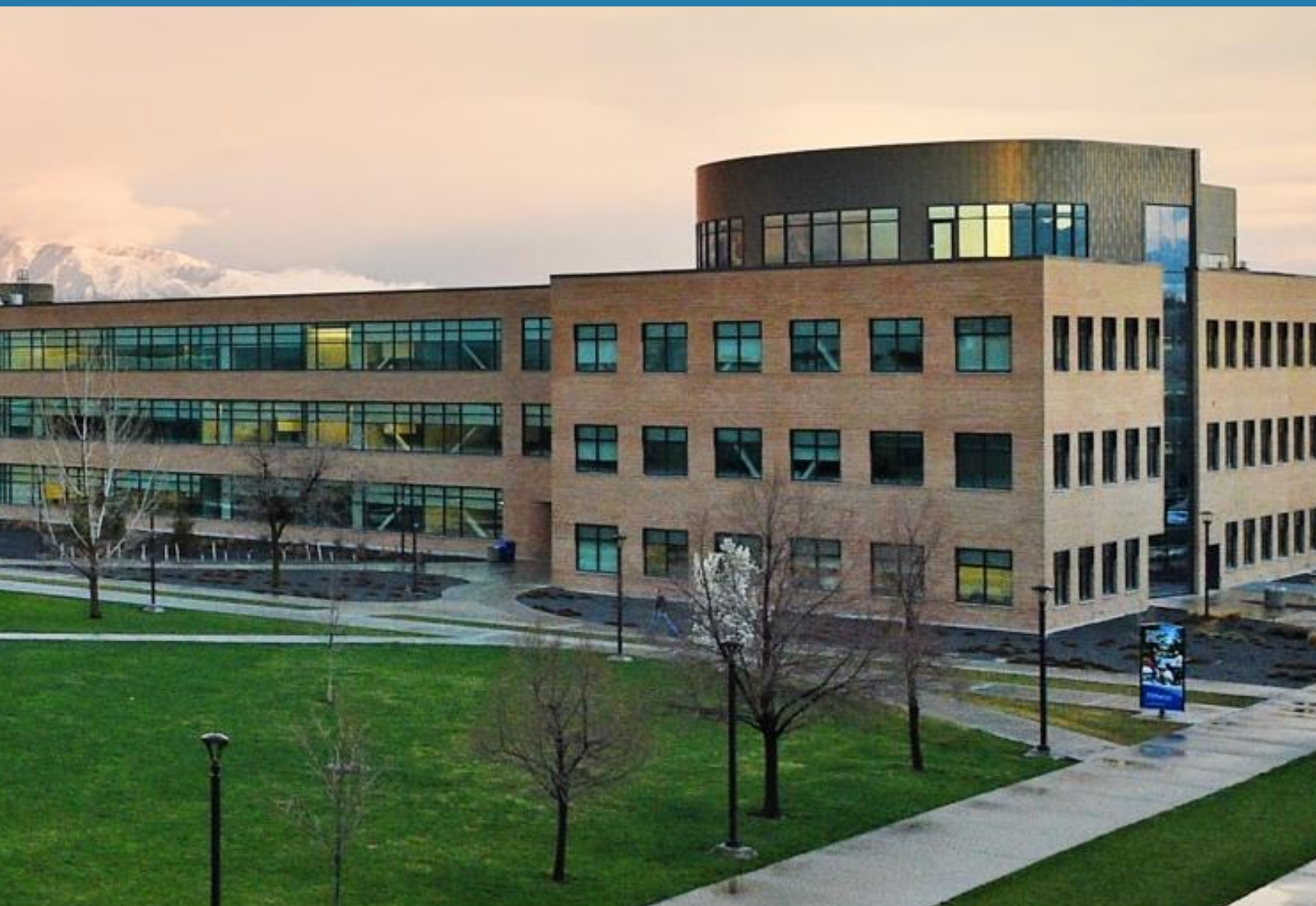


MEDIA REPORT

February 2021



News Coverage

Summary

325 stories in national and local media. An estimated 7,384,606 people had subscriber access (reach) to these articles with an estimated earned media value of \$398,027.22.

Media Advisory

March 8, 2021

[Salt Lake Community College debuts Giving Day event to raise funding for student scholarships and programs.](#)

Top Stories

February 4, 2021

[Transformational Activism: Breaking the School-To-Prison Pipeline with Save The Kids](#)
SLUGMAG.COM

Save the Kids (STK) is a nonprofit devoted to keeping youth from being institutionalized in the carceral system.

February 8, 2021

[This TikTok star from Utah wants to prove he's 'Tough as Nails'](#) *SLTRIB.COM*

Scott Henry almost missed a chance to compete on CBS' "Tough as Nails" — because he thought an email from producers was fake.

February 9, 2021

[Native American mascots in schools harmful, should be dropped, Utah legislative panel says](#) *KSL.COM*

A resolution that acknowledges the harms of using Native American mascots in Utah public schools and encourages their retirement will be debated by the House of Representatives.

February 11, 2021

[SLCC is Inviting You to Take Part in Giving Day](#)

1,948 minutes. It sounds like a song from "Rent". Salt Lake Community College is hoping to raise a lot of money in that amount of time.

February 12, 2021

[Select Health y Salt Lake Community College ofrecen becas para estudiantes hispanos](#)

TELEMUNDOUTAH.COM

Select Health y Salt Lake Community College está ofreciendo becas para estudiantes hispanos, según informó el Consulado de México en Salt Lake City en su cuenta de Twitter.

February 13, 2021

[The Utah Refugee Center is Evidence of Community Collaboration](#) *DESERET.COM*

Utah is home to nearly 65,000 refugees from all over the world. Between 2019 and 2020, more than 40,000 received assistance and training at the Utah Refugee Center at Salt Lake Community College's Meadowbrook Campus in South Salt Lake.

February 17, 2021

[Beating the Odds: Post-secondary success for adult, first-generation and lower-income students](#) *UTAHPOLICY.COM*

Boosting post-secondary educational attainment is critical to Utah's future and the Utah Foundation has released a report exploring how to increase success in students who traditionally have been less likely to complete higher ed degrees.

February 18, 2021

[SLCC - Giving Day for Students](#) *KUTV.COM*

Nancy Michalko, the Executive Director, SLCC Foundation & Development, discusses the SLCC Giving Day of Students.

February 18, 2021

[How You Can Help Utah's Get an Education on National Kindness Day](#) *STUDIO5.KSL.COM*

One local institution is known for supplying degrees, certifications, and trainings to thousands of Utahns.

February 22, 2021

[Volunteer program provides dental care to underprivileged children in Utah County](#)
UNIVERSE.BYU.EDU

The Give Kids A Smile program is providing underprivileged children in Utah County with free oral care for the next few weeks.

February 23, 2021

[RADIOACTIVE: FEBRUARY 23, 2021](#) *KRCL.ORG*

#RoundtableTuesday explores cultural appropriation vs. appreciation with SLCC Professor James Singer and Andrei Golub of Lingua Bear.

February 24, 2021

[Transgender school sports bill halted in Utah Senate](#) *ABC4.COM*

A bill aiming to exclude transgender youth from playing girls' sports was highly contested at the capitol during a Senate committee hearing.

February 26, 2021

[State's nearly \\$22B budget plan spends big on education, transportation](#) *SLTRIB.COM*

Utah legislative leaders said the process of setting next year's \$21.7 billion budget was one of the easiest they've ever experienced.

February 28, 2021

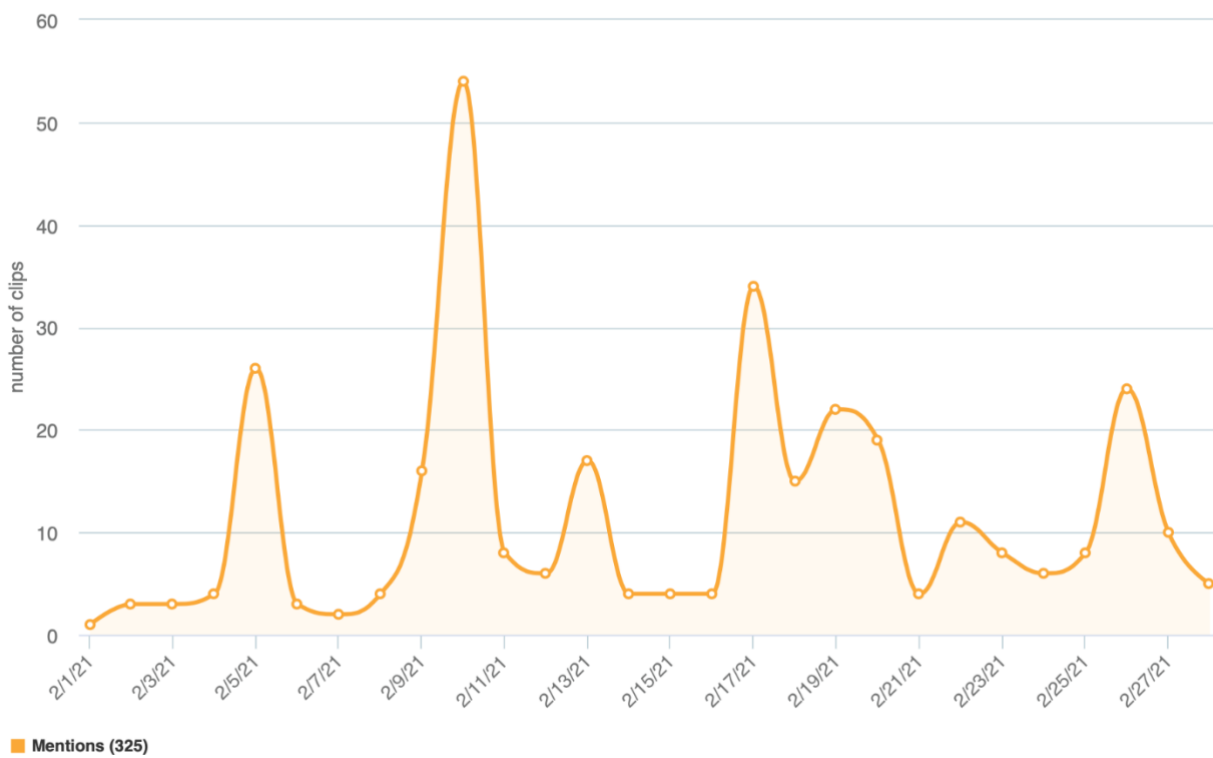
[Racist Zoombombings the Latest Application of Technology by White Supremacists](#)

HISTORYNEWSNETWORK.ORG

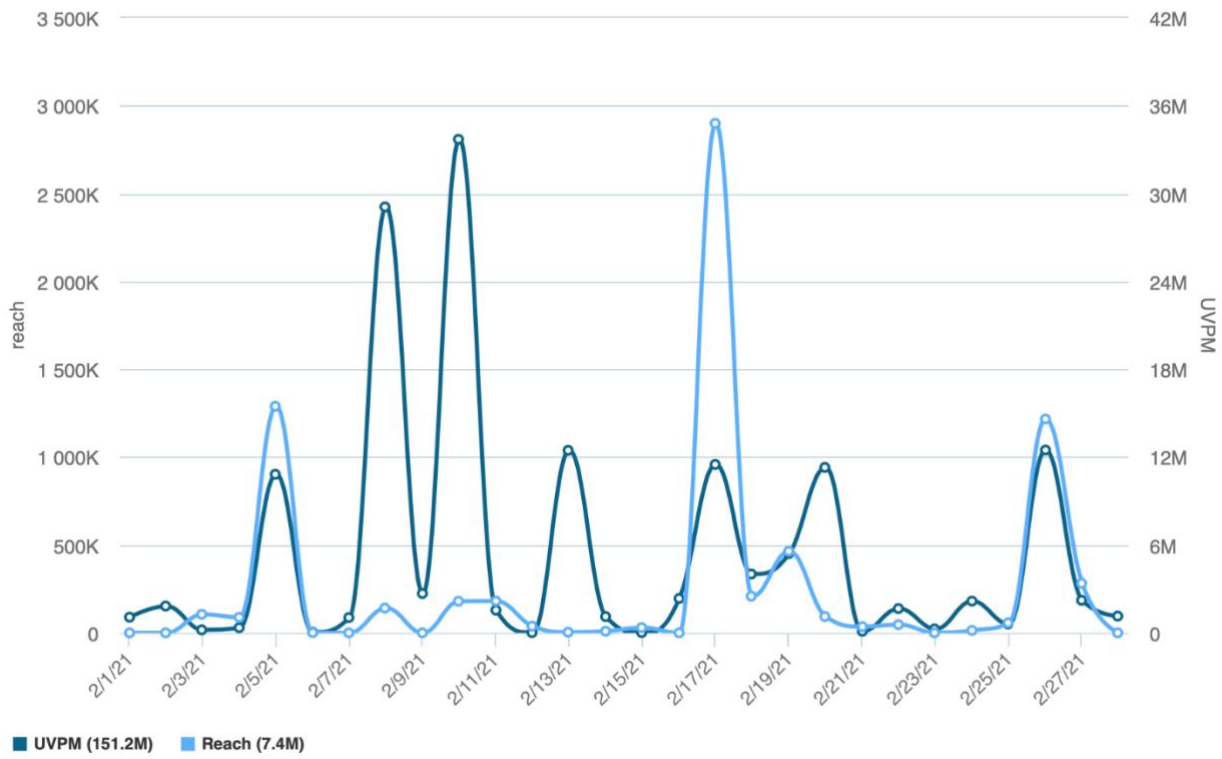
White supremacist keyboard warriors appear to have declared a cyber war against Black History Month. Virtual events across the land have been Zoombombed by these perpetrators.

Media Coverage Analytics

Total Mentions

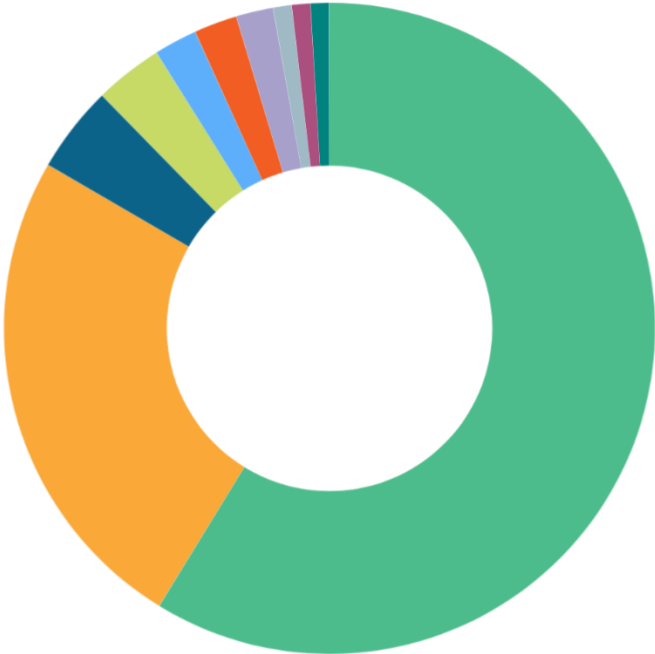


Reach



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: 58.8% Television station: 24.6% Online, trade/industry: 4.3% Newspaper: 3.4% Blog, consumer: 2.2%
Radio station: 2.2% Cable/satellite - network/station: 1.8% Social Networking Site: 0.9% Online, news and business: 0.9%
Other: 0.9%

Social Media

SLCC Blog

A total of 8 blog posts were created and placed on the SLCC News and Events Page.

2.8 [Engage In, Celebrate Black History Month With SLCC Events](#)

Promoted on SLCC Today, Twitter, Facebook

2.8 [President Huftalin's Message About Hatred, Racism Following Incident](#)

Promoted on SLCC Today, Twitter, Facebook

2.9 [College debuts Giving Day event to raise funding for student scholarships and programs](#)

Promoted on SLCC Today, Twitter

2.16 [Meet Our Faculty: Cai Olsen](#)

Promoted on SLCC Today, Twitter, Facebook, LinkedIn

2.16 [Salt Lake Community College's First-ever Giving Day is Here!](#)

Promoted on SLCC Today, Twitter, Facebook, LinkedIn

2.17 [Experience Annual Beloved Community Project Through Film and Photos](#)

Promoted on SLCC Today

2.17 [eSports Debuts at SLCC with Spring Season, Smash Brothers Game](#)

Promoted on Twitter, Facebook

2.20 [Students, Staff Hold 2021 BSU Cultural Fashion Show](#)

Promoted on Twitter, Facebook

Twitter

Number of tweets: 36

Tweet impressions: 35.6K

Number of mentions: 173

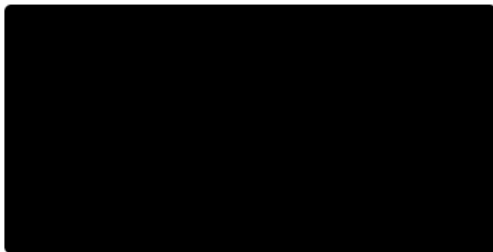
Follower Count: 4553 (+24)

Top Tweet:

Top Tweet earned 2,846 impressions

So... Are you in?!

Mark your calendars:  Feb 17th is **#SLCCGivingDay** ! All funds raised will go to scholarships and programs that promote a bright future for our students Think Boldly. Dream Big. Be the Change. buff.ly/3oJLH1M
pic.twitter.com/xkjL6C83hB



↩ 3 ↻ 10 ❤ 22

Top Media Tweet:

Top media Tweet earned 1,821 impressions

The BIG day is finally here! It's time to give! We hope to raise \$100K for scholarships and programs that promote a bright future for our students. **#SLCCGivingDay**

So, are you in? buff.ly/3cWtAUd
pic.twitter.com/7v7RSaqFkC



↻ 5 ❤ 5

Top Mention:

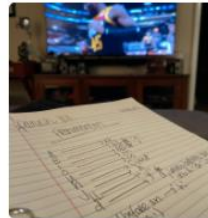
Top mention earned 615 engagements



Hailey Higgins

@HaileyHiggins · Feb 14

Saturday night with the **@utahjazz** and my Spanish homework. Started an online 'Rapid Spanish' course this week with **@SaltLakeCC**. Learning to speak Spanish is my big goal of 2021!
pic.twitter.com/mGSRieWsDx



↩ 4 ❤ 57

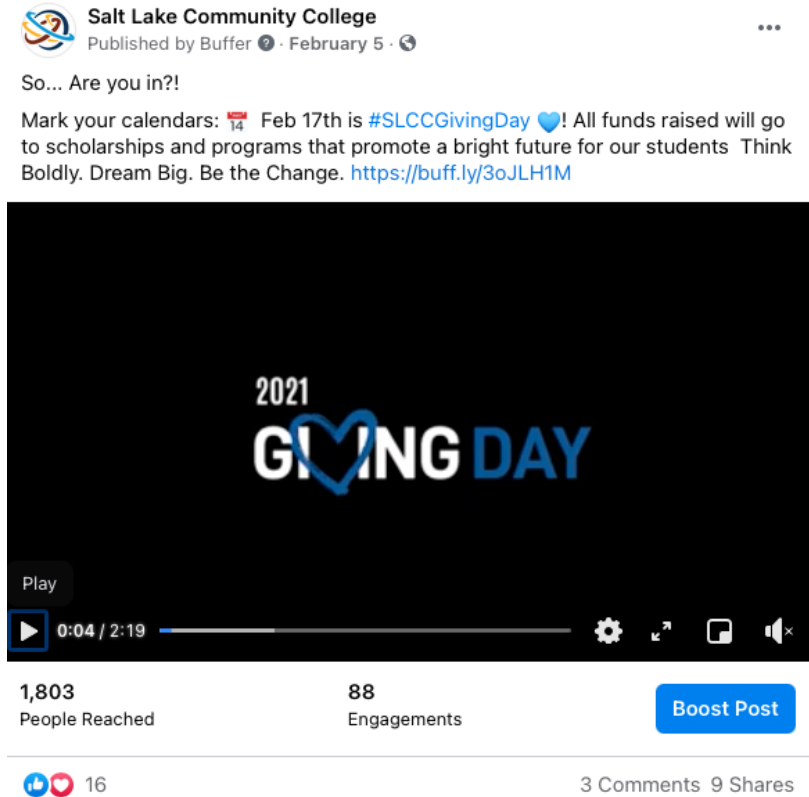
Facebook

Number of posts: 23

Post impressions: 62K

Page likes: 21,100 (+17)

Top post:



Salt Lake Community College
Published by Buffer · February 5 ·

So... Are you in?!

Mark your calendars: 📅 Feb 17th is [#SLCCGivingDay](#) ❤️! All funds raised will go to scholarships and programs that promote a bright future for our students Think Boldly. Dream Big. Be the Change. <https://buff.ly/3oJLH1M>

2021 GIVING DAY

Play 0:04 / 2:19

1,803 People Reached 88 Engagements [Boost Post](#)

16 3 Comments 9 Shares

LinkedIn

Number of posts: 13

Page views: 1079

Unique visitors: 631


Total followers: 64,464


Reactions: 125




Comments: 2



Shares: 14

Top Post:



Salt Lake Community College
65,017 followers
2mo • 



 **Jonathan T. Cox** • 2nd
General Manager of Agricultural Services at Matrix Sciences
2mo • 

I had a conversation recently with a high school senior stressed out about college. He was a disappointed that the local community college was his most likely destination. He wanted "bigger things" for his future. I know exactly how he feels because twenty years ago, I was him.

I told him my story. I remember applying to the same schools as my friends and seeing them get full ride scholarship offers while my mailbox was empty. I felt that a community college was below me, and I was wrong.

I got my start at [Salt Lake Community College](#) and it was one of the biggest blessings of my life. I loved the people I met, the professors that taught me and the opportunities it gave me. At the community college I felt visible. I had a friend who attended the state school and his freshman chemistry class had 300 people in it, mine had 30. My professor knew my name.

I worked hard at SLCC and graduated with a transfer degree and good enough grades to earn a full ride transfer scholarship at the University of Utah. I eventually went on to get a PhD from the University of Washington. It wasn't the path I envisioned at 18, but I am grateful for the journey.

Sometimes we forget that the places we go are not our final destinations.
[#keepmovingforward](#)

Instagram

Number of posts: 5

Number of stories: 36

Post likes: 203

Total followers: 3971 (+22)

Top post:

The image shows an Instagram post from the account 'saltlakecc'. The post features a graphic for a 'VIRTUAL MINI MAJOR EXPO' on February 17, 2021, from 1 PM to 3 PM. The graphic includes the Zoom meeting ID (964 6042 2751) and passcode (MAJOREXPO). It depicts four people in virtual meeting windows. The text 'we hope to see you there!' is written at the bottom of the graphic. The post has two comments from 'saltlakecc' providing details about the event and the Zoom link. The post is liked by 'slcchula' and 45 others.

**VIRTUAL
MINI MAJOR EXPO**

FEBRUARY 17, 2021 | 1 PM - 3 PM

[ZOOM MEETING ID: 964 6042 2751](#) | [PASSCODE: MAJOREXPO](#)

we hope to see you there!

saltlakecc • Following
Salt Lake Community College

saltlakecc Hey Bruins, if you are thinking about transferring to the University of Utah, there is a great virtual event happening 1-3 p.m. TOMORROW (February 17). Reps from EVERY college at the U will be in attendance to answer your questions. The zoom link is in the comments.

8w

saltlakecc The zoom meeting password is MAJOREXPO and the meeting link is:
<https://utah.zoom.us/j/93779419560#success>

8w 1 like Reply

Liked by slcchula and 45 others

FEBRUARY 16

Add a comment... Post