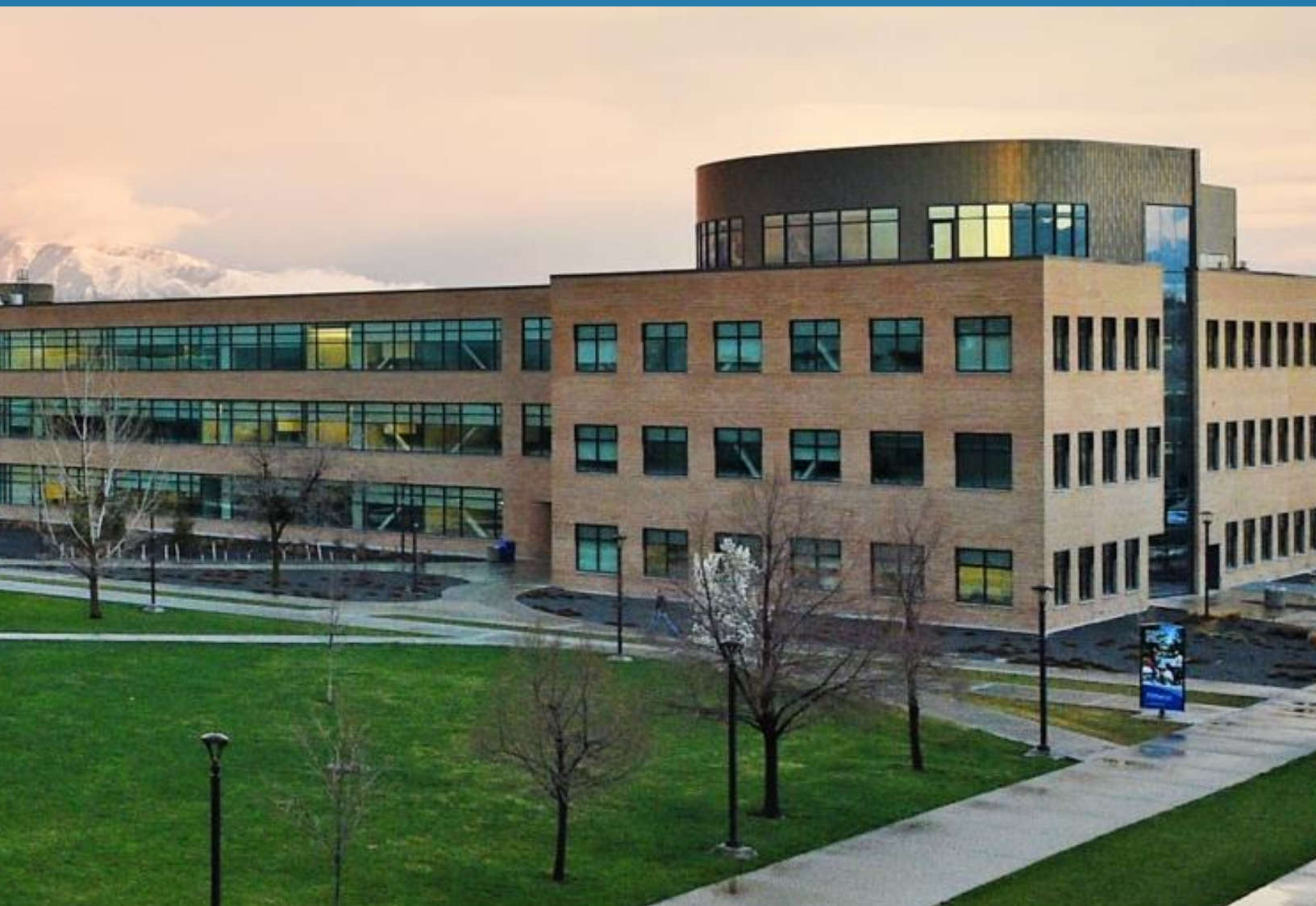


# MEDIA REPORT

January 2022



# News Coverage

## Summary

497 stories in national and local media. An estimated 15,110,446 people had subscriber access (reach) to these articles with an estimated earned media value of \$539,485.

## Media Advisory

January 10, 2022

### [Salt Lake Community College One of Top Online Learning Schools in the Country](#)

Salt Lake Community College is recognized as one of the country's top online learning schools according to a recent Newsweek ranking.

## Top Stories

January 4, 2022

### [Gov. Cox wants more Utahns to graduate from college. Here's how](#) *SLTRIB.COM*

Utah Gov. Spencer Cox, like his predecessor Gary Herbert, wants Utahns to continue their studies after graduating high school.

January 6, 2022

### [How Loyola and San Francisco ended up scheduling a big college basketball game at Salt Lake Community College](#) *SLTRIB.COM*

Two of this season's top men's basketball programs suddenly found themselves without contests this week after COVID-19 caught up with their would-be opponents.

## January 8, 2022

### [Update on Vivint Arena Health and Safety Protocols](#) *NBA.COM*

Update on COVID-19 health and safety protocols for all events at Vivint Arena following today's Salt Lake County Health Department public health order:

To support the health and well-being of our community, Vivint Arena will be enforcing the Salt Lake County Health Department requirement of mandatory masks for indoor events at the arena, including Utah Jazz games and upcoming concerts and shows such as Monster Jam, Harlem Globetrotters and JoJo Siwa. The policy will also be in effect for NBA G League Salt Lake City Stars home games at Salt Lake Community College.

## January 13, 2022

### [What is a Pharmacy Technician and why are they in such high demand in Utah?](#)

*ABC4.COM*

Salt Lake Community College's Pharmacy Technician program is on fire. With the growing need for healthcare services for the aging population as they face higher rates of chronic diseases, Utah is seeing an ever-increasing demand for prescription medications and therefore the people who supply them.

## January 18, 2022

### [See a show, be in a show! Get a sneak peek of shows for the season at this local theatre](#) *STUDIO5KSL.COM*

A local live theatre puts on fun, family shows – and creates great learning opportunities too! Salt Lake Community College is home to the Grand Theatre, and for over 30 years, it has put on shows with amateurs and professionals, side by side.

## January 21, 2022

### [Why some LGBTQ students in Utah say their health education is inadequate](#)

*EQUALOPPORTUNITYTODAY.COM*

Queer students in Utah's middle and high schools say they feel left out of the standard health and human development discussions, arguing that what students learn about their bodies and sexuality is not adequate or inclusive.

January 21, 2022

[Walking the Narrow Path of Academic Careers in the Arts](#) *DAILYUTAHCHRONICLE.COM*

Adjunct and full-time professors alike have had a difficult couple of years of adapting to online teaching and trying to work through the emotional toll taken by the pandemic.

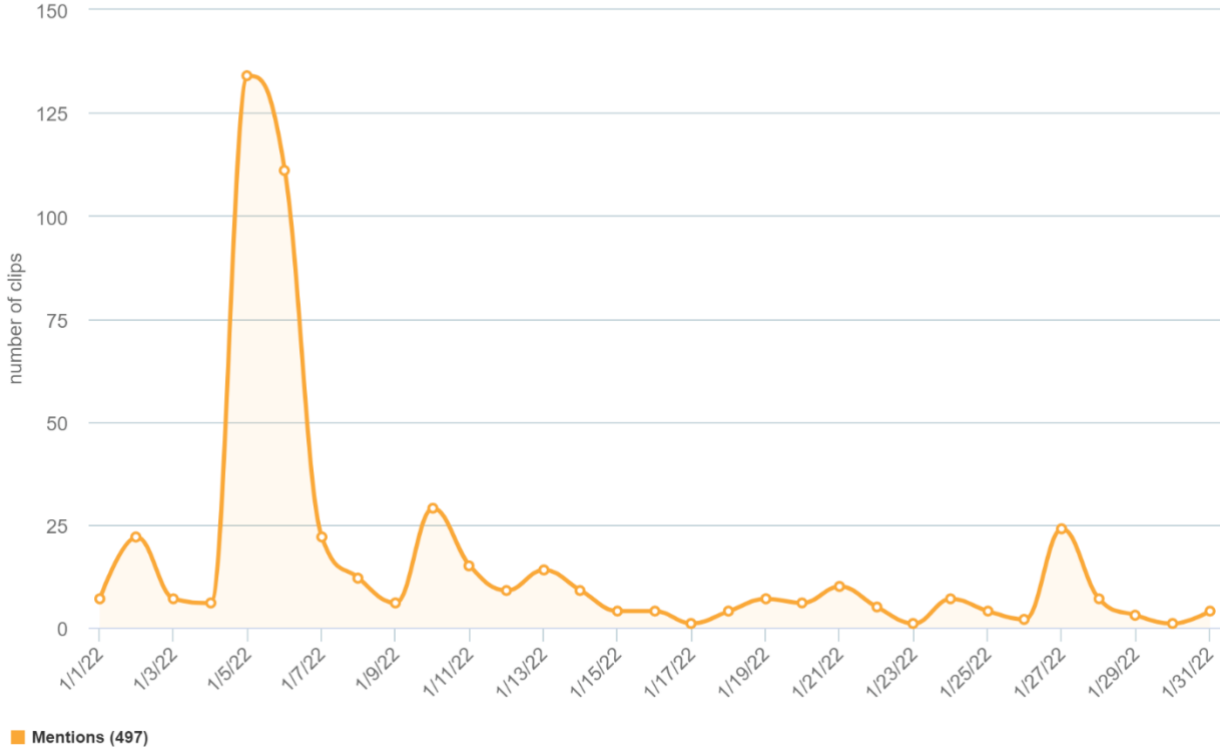
January 27, 2022

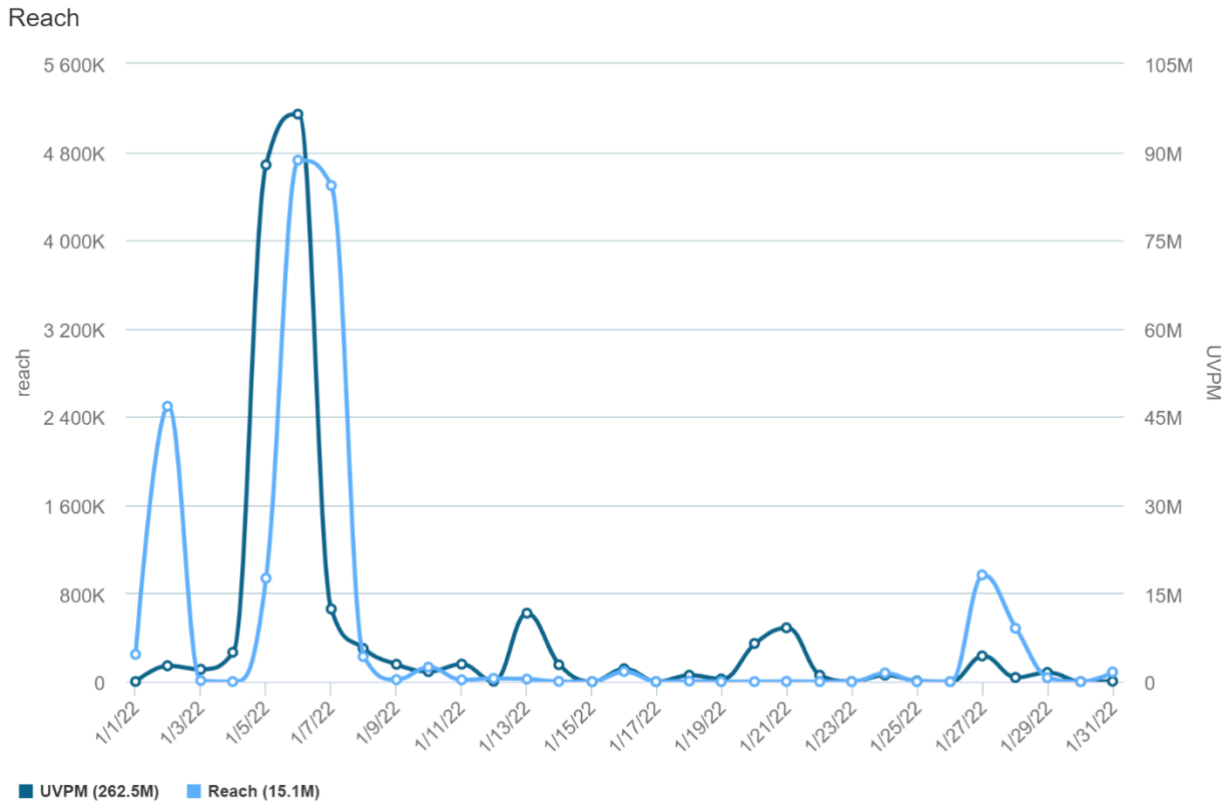
[ABC 4 Utah News at 4:00pm](#) *ABC4UTAH.COM*

New figures on cybercrime in 2021 are out and according to Forbes, every 11 seconds, a consumer or business summit ransomware attack in 2021. Thirty-two percent of victims paid a ransom demand last year and on average, those victims recorder recovered only 60% of their data. This comes as there is a delay in creating a new U.S. cybersecurity board that is prompting concerns. So, let's dive into all of this. Get some ideas on what we can do. So, joining us now live here in studio is Salt Lake Community College, cybersecurity professor Rod Buehler.

# Media Coverage Analytics

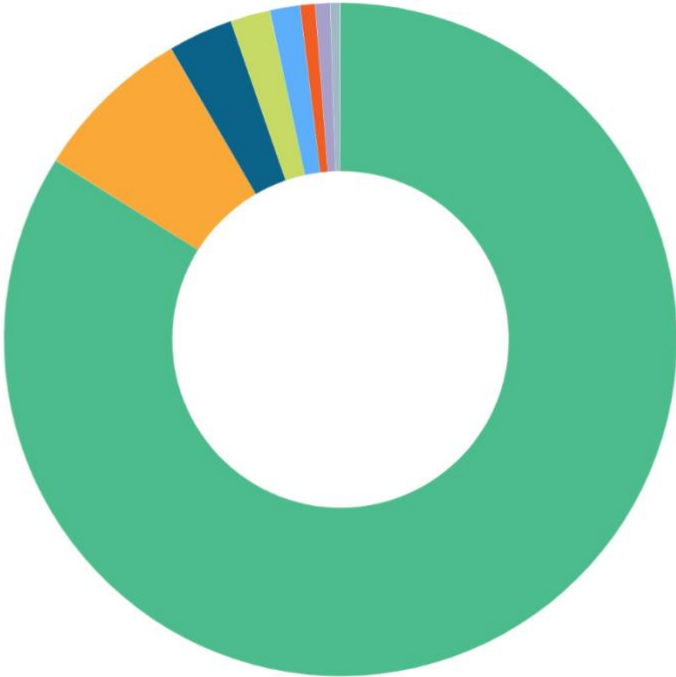
Total Mentions





Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



■ Online, consumer: 83.9%   ■ Television station: 7.7%   ■ Cable/satellite - network/station: 3.1%   ■ Online, trade/industry: 1.9%  
■ Online, news and business: 1.4%   ■ Radio station: 0.7%   ■ Blog, consumer: 0.7%   ■ Social Networking Site: 0.5%

# Social Media

## SLCC Blog

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

01.03 [Meet Our Students: Carlos Diaz](#)

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

01.07 [Masks Required On All Campuses Beginning January 8](#)

*Promoted on SLCC Today, Facebook, Twitter*

01.10 [Meet Our Faculty: Dr. Xin Zhao](#)

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

01.17 [Meet Our Students: Evelyn Solares Olvera](#)

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

01.19 [Professor Published in Prestigious Ploughshares Journal](#)

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

01.20 [College Recognized as One of the Top Online Learning Schools in the Country](#)

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

01.24 [Meet Our Students: Moriancumer Hurtado](#)

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

01.25 [Updates to SLCC COVID-19 Protocols](#)

*Promoted on SLCC Today, Facebook*



# Twitter

Number of tweets: 24

Tweet impressions: 327K

Number of mentions: 89

Follower Count: 4,683

Top Tweet:

Top Mention:

## Top Tweet earned 4,881 impressions

SLCC community: [@SaltLakeHealth](#) has issued a public health mask mandate starting Jan 8 through Feb 7, regardless of vaccination status or past infection. This will include all SLCC campuses and classes. For more information visit [slcc.edu/safe](http://slcc.edu/safe) or [saltlakecommunitycollege.blogspot.com/2022/01/masks-...](http://saltlakecommunitycollege.blogspot.com/2022/01/masks-...) [twitter.com/SaltLakeHealth...](https://twitter.com/SaltLakeHealth...)

1 reply 4 retweets 17 likes

Media Tweet:



We're looking for a new Chief Diversity Officer who will be responsible for providing the vision, leadership, management, and strategic planning for inclusion and equity initiatives across the College. Interested? Learn more: [jobs.slcc.edu/postings/51293](http://jobs.slcc.edu/postings/51293)



10:20 · 1/13/22 · Twitter Web App



Top

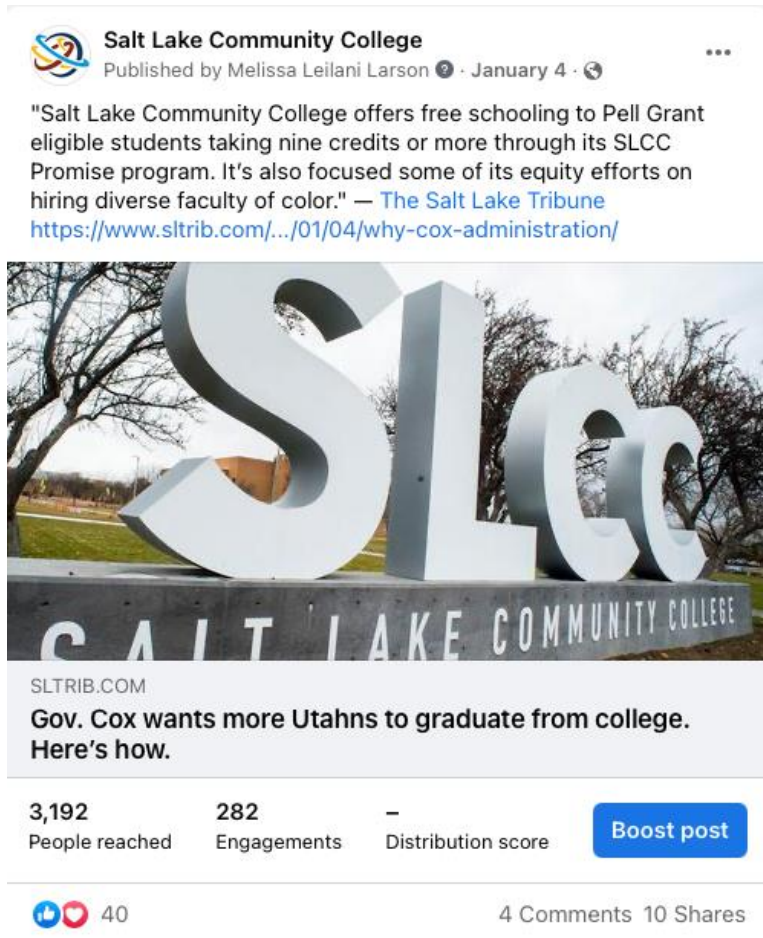
# Facebook

Number of posts: 18

Post impressions: 117,431


Page likes: 21,379

Top post:



**Salt Lake Community College**  
Published by Melissa Leilani Larson · January 4

"Salt Lake Community College offers free schooling to Pell Grant eligible students taking nine credits or more through its SLCC Promise program. It's also focused some of its equity efforts on hiring diverse faculty of color." — [The Salt Lake Tribune](#)  
<https://www.sltrib.com/.../01/04/why-cox-administration/>



SLTRIB.COM  
**Gov. Cox wants more Utahns to graduate from college. Here's how.**

3,192 People reached    282 Engagements    - Distribution score    [Boost post](#)

40    4 Comments 10 Shares

# LinkedIn

Number of posts: 10

Page views: 1,435

Unique visitors: 876

Total followers: 68,874

Reactions: 427

Comments: 16

Shares: 42

Top Post:



**Salt Lake Community College**  
68,876 followers  
1mo • 🌐

"Salt Lake Community College offers free schooling to Pell Grant eligible students taking nine credits or more through its SLCC Promise program. It's also focused some of its equity efforts on hiring diverse faculty of color." — The Salt Lake Tribune <https://lnkd.in/gWMgdwvK>



**Gov. Cox wants more Utahns to graduate from college. Here's how.**  
sltrib.com • 5 min read

👍❤️🌱 Jenn Sparks and 131 others      7 comments

# Instagram

Number of posts: 8

Post likes: 658

Total followers: 4,575

Top post: