

MEDIA REPORT

July 2020



News Coverage

Summary

273 stories in national and local media. An estimated 1,700,511 people had subscriber access (reach) to these articles with an estimated earned media value of \$260,361.80.

Media Advisory

July 14, 2020

Salt Lake Community College's (SLCC) School of Math, Science and Engineering and the Jordan School District's (JSD) Pre-Engineering Program (PREP) received a \$589,000 grant from the National Science Foundation (NSF) that will be used to extend and enhance the current PREP program and then create a direct connection between JSD's PREP program and SLCC's Engineering Technology (ET) Program. (Press Calls, Media Advisory)

Top Stories

July 8, 2020

[Improve your mood naturally](#) *KUTV.COM*

Terri Melhoff is an APRN, FNP, and clinic manager at Salt Lake Community College. She joins us to share 5 natural health tips to improve your mood!

July 9, 2020

[Find out how Salt Lake Community College is helping small businesses](#) *ABC4.COM*

No other business resource center in Utah provides the complete and comprehensive level of help and expertise offered by The Miller Business Resource Center at Salt Lake Community College.

July 14, 2020

[SLCC Using Shared NSF Grant to Create Engineering Career Pipeline for Young Students](#)
FINANCE.YAHOO.COM

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July 21, 2020

[New RSL Basketball Academy aims to be the 'premier athletic and academic basketball development program in the United States'](#) *DESERET.COM*

Since 2018, Zions Bank Real Academy in Herriman has provided young soccer players around the country a living environment in which they could train at a high level while going to school.

July 26, 2020

[COVID-19 brings a new look to community college: More lecture-capture technology and pan-tilt zoom cameras in 170 classrooms](#) *DESERET.COM*

When it comes to the question of who goes to college, SLCC has a simple answer: anyone. Our programs, curriculum and financial aid are structured to be inclusive, to prepare students from all cultures and economic backgrounds for further schooling and meaningful careers.

June 27, 2020

[Tips for college planning](#) *ABC4.COM*

The Monday after Pioneer Day is one of the biggest days for college enrollment in Utah. Many teens spend the holiday weekend talking with their families about where they would like to go. The team at Salt Lake Community College would love those teens to join them, but more importantly, they want students to be ready for college.

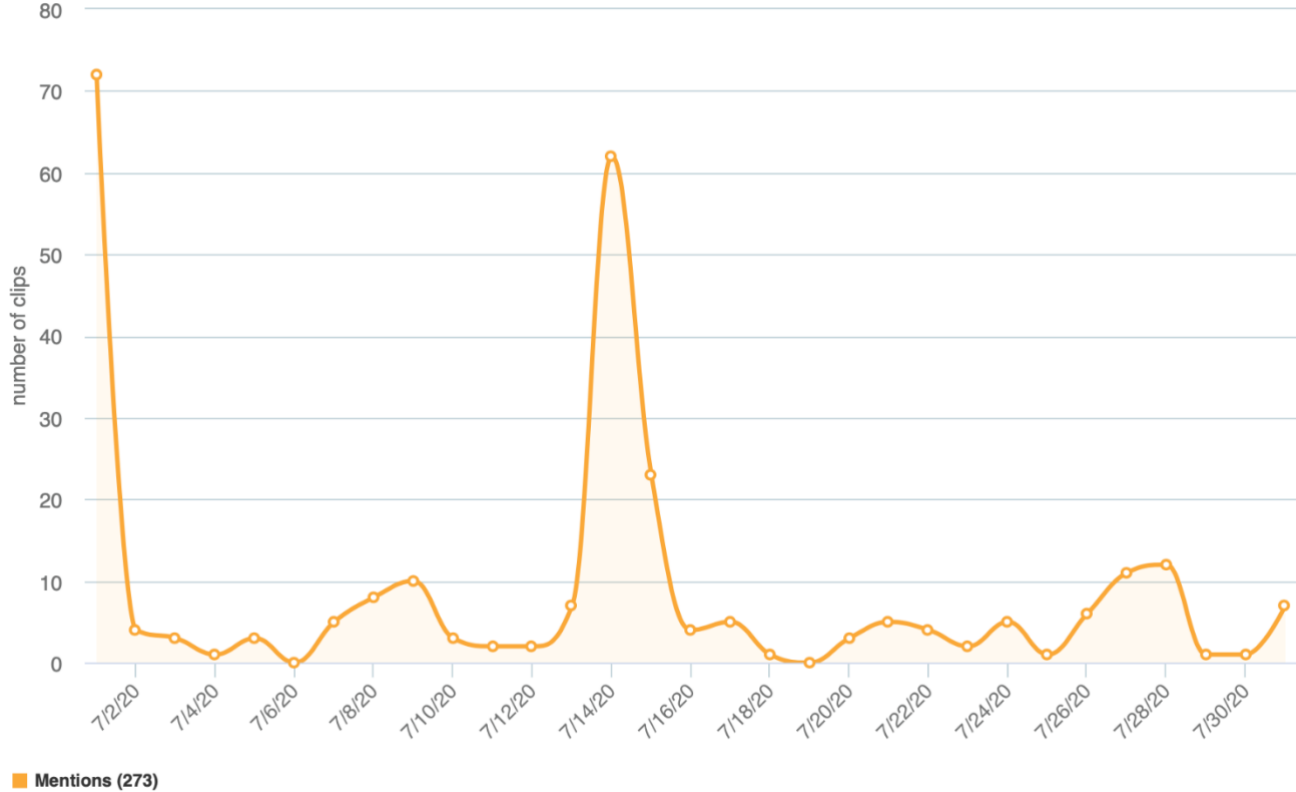
July 28, 2020

[Avoiding Broken Heart Syndrome during the pandemic](#) *KSL.COM*

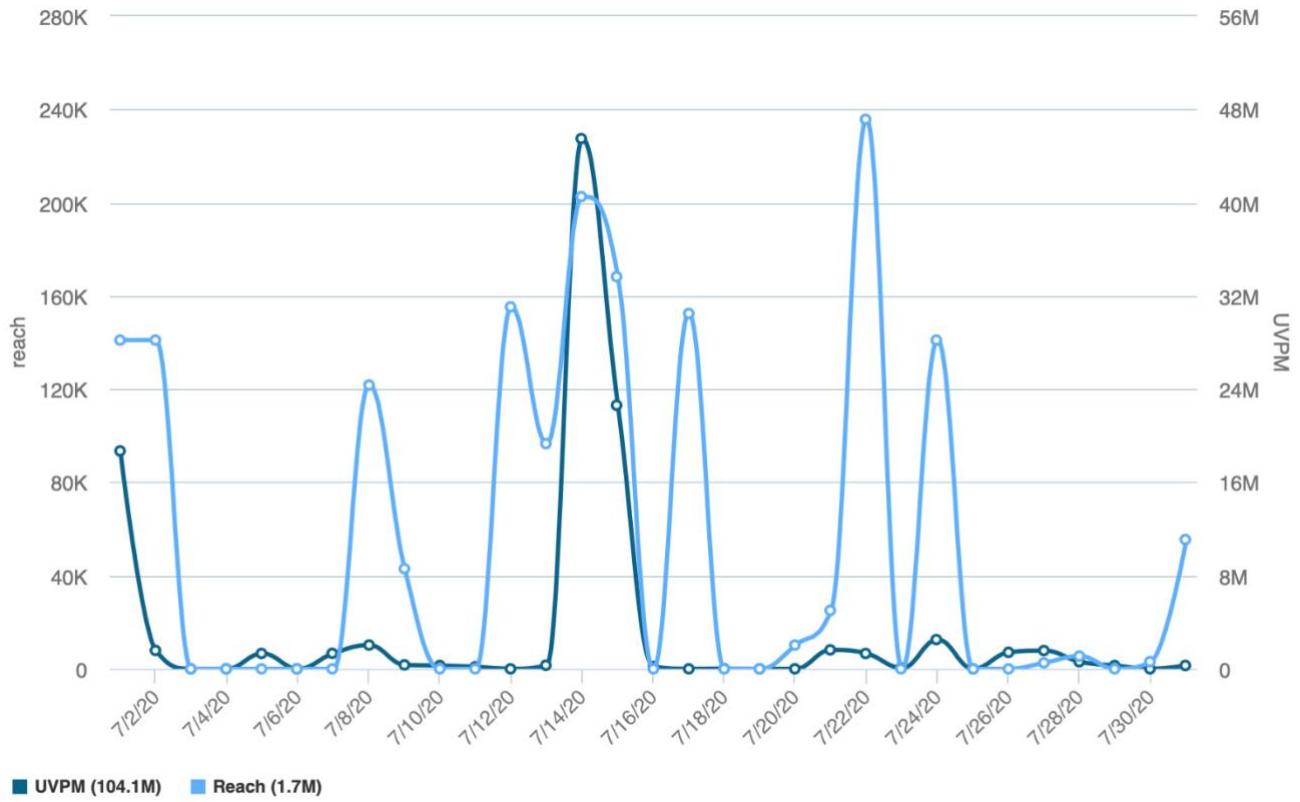
Doctors have seen a rise in what's called Broken Heart Syndrome during the Covid-19 pandemic. Terri Mehlhoff, a clinical manager at Salt Lake Community College, joined ABC4's Surae Chinn to talk about why doctors are seeing an increase in this condition during these times.

Media Coverage Analytics

Total Mentions

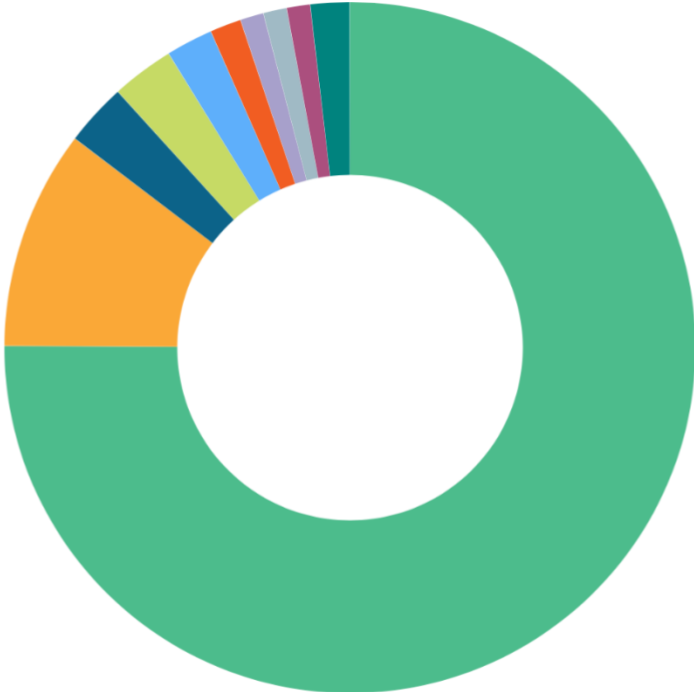


Reach



Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



| | | | |
|---|------------------------------|------------------------------|---|
| Online, consumer: 75.1% | Television station: 10.3% | Online, trade/industry: 2.9% | Newspaper: 2.9% |
| Online, news and business: 2.2% | Social Networking Site: 1.5% | Wire service: 1.1% | Cable/satellite - network/station: 1.1% |
| News/Release Distribution Service: 1.1% | Other: 1.8% | | |

Social Media

SLCC Blog

A total of 20 blog posts were created and placed on the SLCC News and Events Page.

[7.1 College Mail & Printing Services Update](#)

Promoted on SLCC Today

[7.2 Signs of Life: Taylorsville Redwood Campus](#)

Promoted on SLCC Today, Facebook, Twitter

[7.6 Festival Awards Rolling in for Film Student, Grad](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

[7.7 Concurrent ESL in High School Helping Students Prepare for College](#)

Promoted on SLCC Today, Twitter

[7.8 Professional Development Opportunities — July 8–15](#)

Promoted on SLCC Today

[7.13 Workshops Help Fill a Summer at Home for Attendees](#)

Promoted on SLCC Today, Twitter, LinkedIn

[7.14 Fall Sports at SLCC Postponed Until Spring Due to Pandemic](#)

Promoted on SLCC Today, Facebook, Twitter

[7.14 College Using Shared NSF Grant to Create Engineering Career Pipeline for Young Students](#)

Promoted on SLCC Today, Facebook, LinkedIn

[7.14 Signs of Life: Jordan Campus](#)

Promoted on SLCC Today, Facebook, Twitter

[7.15 Professional Development Opportunities: July 15–22](#)

Promoted on SLCC Today

[7.15 Meet Our Faculty: Colin Moore](#)

Promoted on SLCC Today, Facebook, Twitter

7.15 [Signs of Life: Truck Driving Lab at Westpointe](#)

Promoted on SLCC Today, Facebook, Twitter

7.20 [Faculty Forums: Return to Campus](#)

Promoted on SLCC Today

7.21 [President Huftalin Shares Memories of Upcoming Gail Miller Golf Event, Scholarship Fundraiser](#)

Promoted on SLCC Today, Twitter, LinkedIn

7.21 [Volleyball Team Recognized by AVCA for Academic Excellence](#)

Promoted on SLCC Today, Twitter, Facebook

7.22 [Meet Our Faculty: Zac Curtis](#)

Promoted on SLCC Today, Twitter, Facebook

7.22 [Professional Development Opportunities: July 22–29](#)

Promoted on SLCC Today

7.27 [Scholarship Recipient, Rising EMT Star Cheers on Charity Golf Tournament Benefiting Students](#)

Promoted on SLCC Today, Twitter, Facebook, LinkedIn

7.27 [Signs of Life: Lights on at South City Campus](#)

Promoted on SLCC Today, Twitter, Facebook

7.28 [Professional Development Opportunities: July 27–August 5, 2020](#)

Promoted on SLCC Today

Twitter

Number of tweets: 32

Tweet impressions: 42.3K

Number of mentions: 58

Follower Count: 4392 (+10)

Top Tweet:

Top Tweet earned 2,068 impressions

Bruins stopping the spread, one mask at a time! 🍷🧡🤔 twitter.com/SaltLakeHealth...

↪️ 4 ❤️ 15

Top Media Tweet:

Top media Tweet earned 1,667 impressions

From [@SLCCHuftalin](#): Returning to campus this fall

Full details on our Return to Campus page: slcc.edu/return/index.a...
pic.twitter.com/qMrIjWsWHg

ensure that we develop appropriate and effective protocols. We are also committed to remaining flexible, as the college may need to quickly implement new procedures and policies. It is up to each of us to do our part to ensure that all are safe on our campuses, and we appreciate your willingness to follow the college's health and wellness guidelines.

↪️ 3 ❤️ 18

Top Mention:

Top mention earned 82 engagements



Peter Moosman

[@petermoosman](#) · Jul 9

I know there's still a long way to go, but I'm excited...!

I just left a meeting w/my VP about getting sexual orientation added to our admissions forms at [@SaltLakeCC](#) and adopting a trans inclusive facilities policy. Many of us have been trying to make these happen for YEARS.

↪️ 1 ↪️ 1 ❤️ 18

Facebook

Number of posts: 21

Post impressions: 52.9K

Page likes: 20,852 (-7)

Top post:



Salt Lake Community College

Published by Cassie White · July 10, 2020 ·



A message from President Huftalin regarding returning to campus this fall.

Full details on our Return to Campus page:

<https://www.slcc.edu/return/index.aspx>

We recognize the COVID-19 pandemic brings with it uncertainty and concern. Please be assured that SLCC is committed to the health and safety of its students, faculty and staff, and we are working with state and local officials to ensure that we develop appropriate and effective protocols. We are also committed to remaining flexible, as the college may need to quickly implement new procedures and policies. It is up to each of us to do our part to ensure that all are safe on our campuses, and we appreciate your willingness to follow the college's health and wellness guidelines.

LinkedIn

Number of posts: 4

Page views: 1,228

Unique visitors: 661

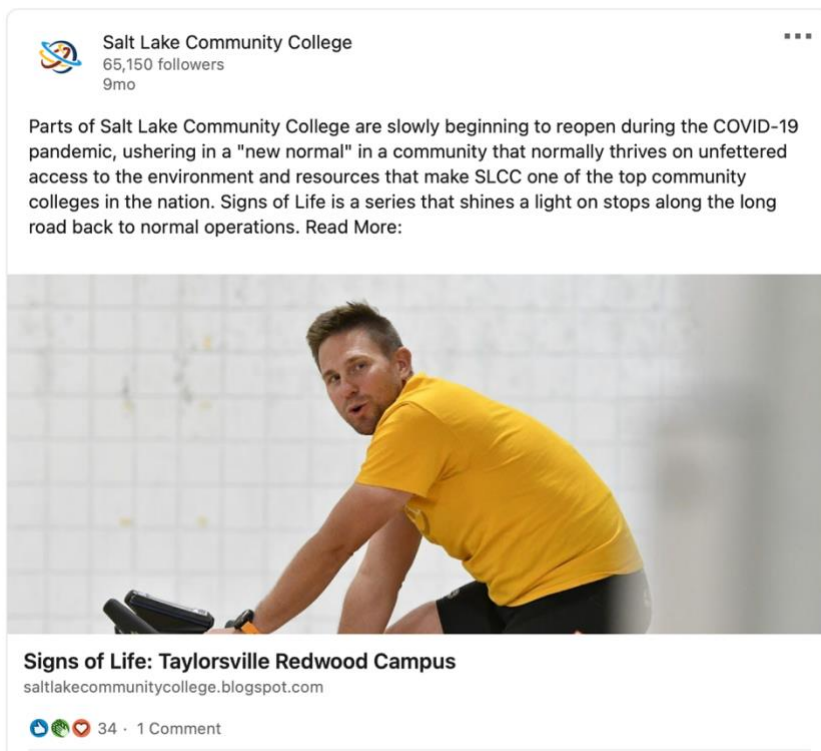
Total followers: 61,796 (+368)

Reactions: 147

Comments: 3

Shares: 6


Top Post:



The screenshot shows a LinkedIn post from Salt Lake Community College. The post header includes the college's logo, name, 65,150 followers, and a post date of 9 months ago. The text of the post discusses the reopening of parts of the college during the COVID-19 pandemic and mentions a series called "Signs of Life". Below the text is a photograph of a man in a yellow shirt riding a stationary bike in a gym. The post title is "Signs of Life: Taylorsville Redwood Campus" and it includes the URL saltlakecommunitycollege.blogspot.com. At the bottom, it shows 34 reactions and 1 comment.

Salt Lake Community College
65,150 followers
9mo

Parts of Salt Lake Community College are slowly beginning to reopen during the COVID-19 pandemic, ushering in a "new normal" in a community that normally thrives on unfettered access to the environment and resources that make SLCC one of the top community colleges in the nation. Signs of Life is a series that shines a light on stops along the long road back to normal operations. Read More:



Signs of Life: Taylorsville Redwood Campus
saltlakecommunitycollege.blogspot.com

34 · 1 Comment

Instagram

Number of posts: 3

Number of stories: 10

Post likes: 238

Total followers: 3,708 (+79)

Top post:

