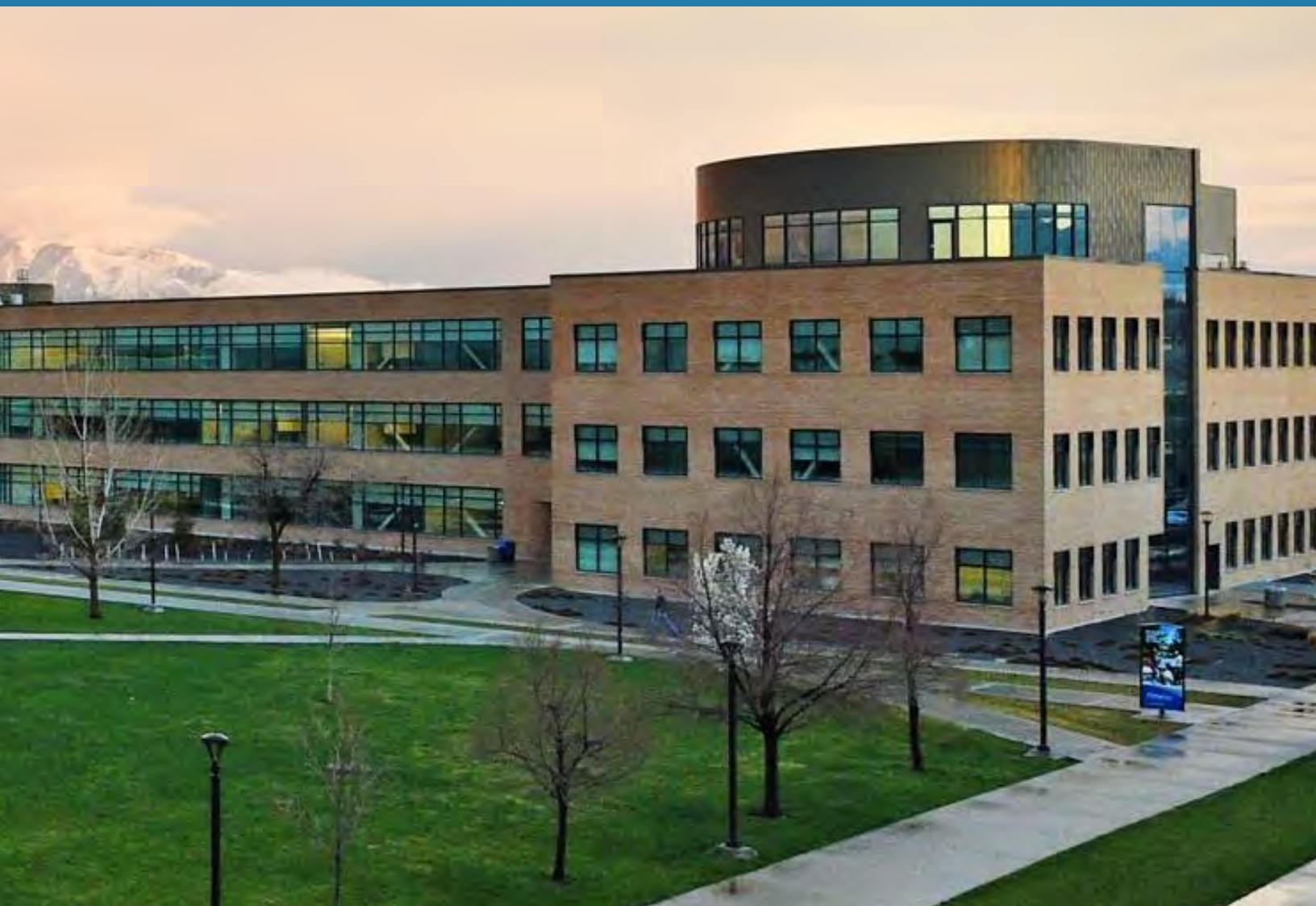


MEDIA REPORT

July 2021



News Coverage

Summary

336 stories in national and local media. An estimated 3,922,762 people had subscriber access (reach) to these articles with an estimated earned media value of \$363,956

Top Stories

July 2, 2021

[SLCC campus cuts water use by 31% during drought](#) *KSL.COM*

In the midst of this drought, many Utahns have been trying to find new ways to save on outdoor watering.

July 6, 2021

[Salt Lake Community College Reduces Water Use by 31%](#) *KUTV.COM*

Salt Lake Community College is one of many organizations in the state working to conserve water due to the drought and has managed to reduce their water use by 31% so far.

July 6, 2021

[SLCC graduate brings journey to United States to on-campus mural](#) *SLTRIB.COM*

After months of work and a delay by the pandemic, Agustin Bautista-Silva presented his mural to a small gathering of students and staff at Salt Lake Community College in April.

July 7, 2021

[Laptops are coming to students in SLCC prison education program](#) *SLTRIB.COM*

When the COVID-19 pandemic threatened to suspend Salt Lake Community College's prison education program in the spring of 2020, the school rushed to expedite a way it could continue to offer classes should future shutdowns occur.

July 11, 2021

[Looking to launch a business? Here's how Utahns can find the cash to get it off the ground.](#)
SLTRIB.COM

You have what you're convinced is a brilliant idea for a new business.

July 15, 2021

[SLCC, University of Utah to share new campus in this growing community](#) *KSL.COM*

University of Utah and Salt Lake Community College leaders and state officials celebrated breaking ground for a new campus 10 years in the making that they say will bring critical educational opportunities to the fast-growing south end of Salt Lake County.

July 15, 2021

[Utah Foundation Breakfast Briefing: Mental health in anxious times](#) *UTAHPOLICY.COM*

Lockdowns. Social isolation. Unrest. Soaring drug overdose deaths. Health worries. Economic anxiety. This decade is off to a challenging start for our nation's sense of well-being.

July 21, 2021

[This athlete with Utah ties will be a Team USA flag bearer for the Olympics opening ceremony](#) *DESERET.COM*

A huge honor for Olympic athletes is getting to be a flag bearer for their country at the opening ceremony of the Games.

July 21, 2021

[Former SLCC infielder Alvarez chosen to carry US flag at opening ceremony](#) *KSL.COM*

Four-time Olympic women's basketball gold medalist Sue Bird and baseball player Eddy Alvarez were chosen as U.S. flag bearers for the opening ceremony of the Olympics on Friday night.

July 21, 2021

[SLCC coach weighs in on 'gross' double standard for women's beach sports](#) *KSL.COM*

Jessa Gines Dansie could certainly relate when she heard the controversial news about a women's beach handball team that was fined over the weekend for wearing shorts instead of bikini bottoms.

July 23, 2021

[Three things to watch today at the Tokyo Olympics](#) *SLTRIB.COM*

The Tokyo Olympics officially got under way Friday morning — after a year of delays, and amid a COVID-19 surge that has left Japan's capital city in a state of emergency — as athletes from around the world marched in the opening ceremony's traditional Parade of Nations.

July 23, 2021

[Watch: Former SLCC infielder Eddy Alvarez makes history as Team USA flagbearer at Tokyo Olympics](#) *KSL.COM*

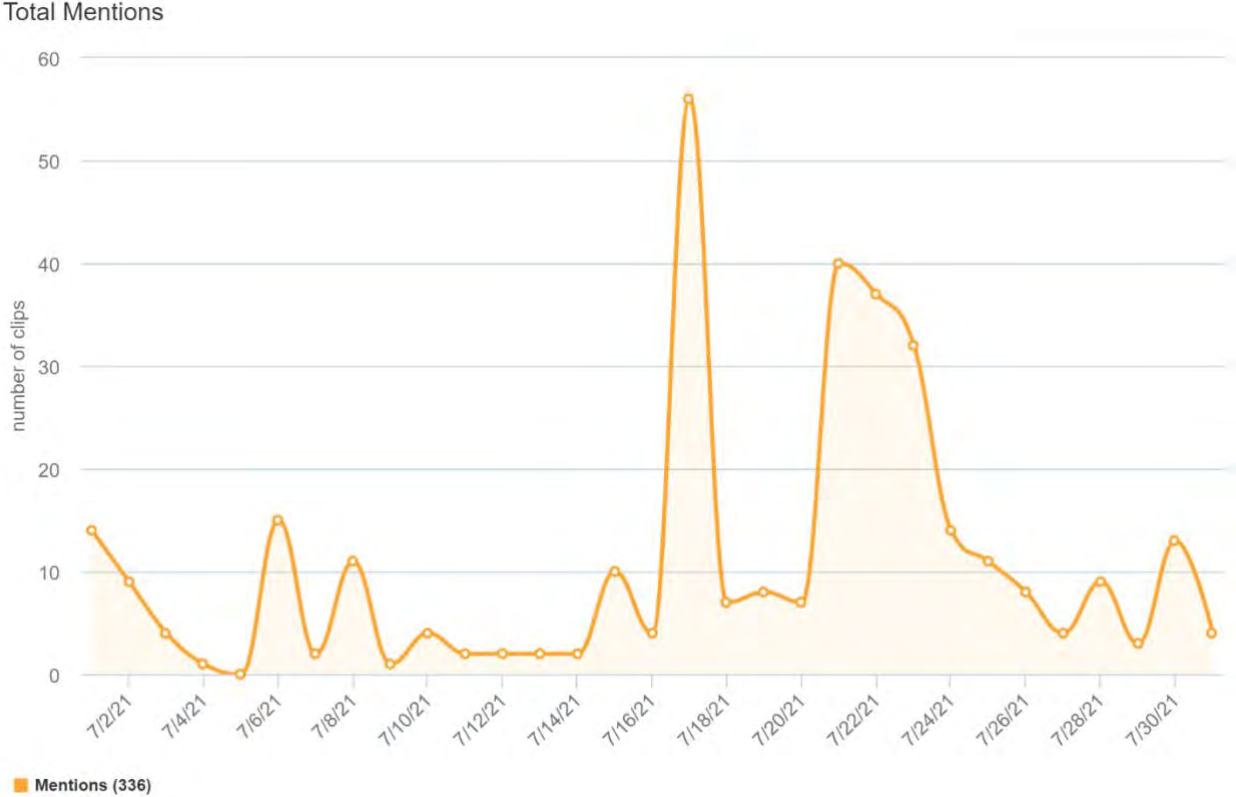
A former Utah college athlete made history with Team USA during Friday night's opening ceremonies at the Tokyo Olympics.

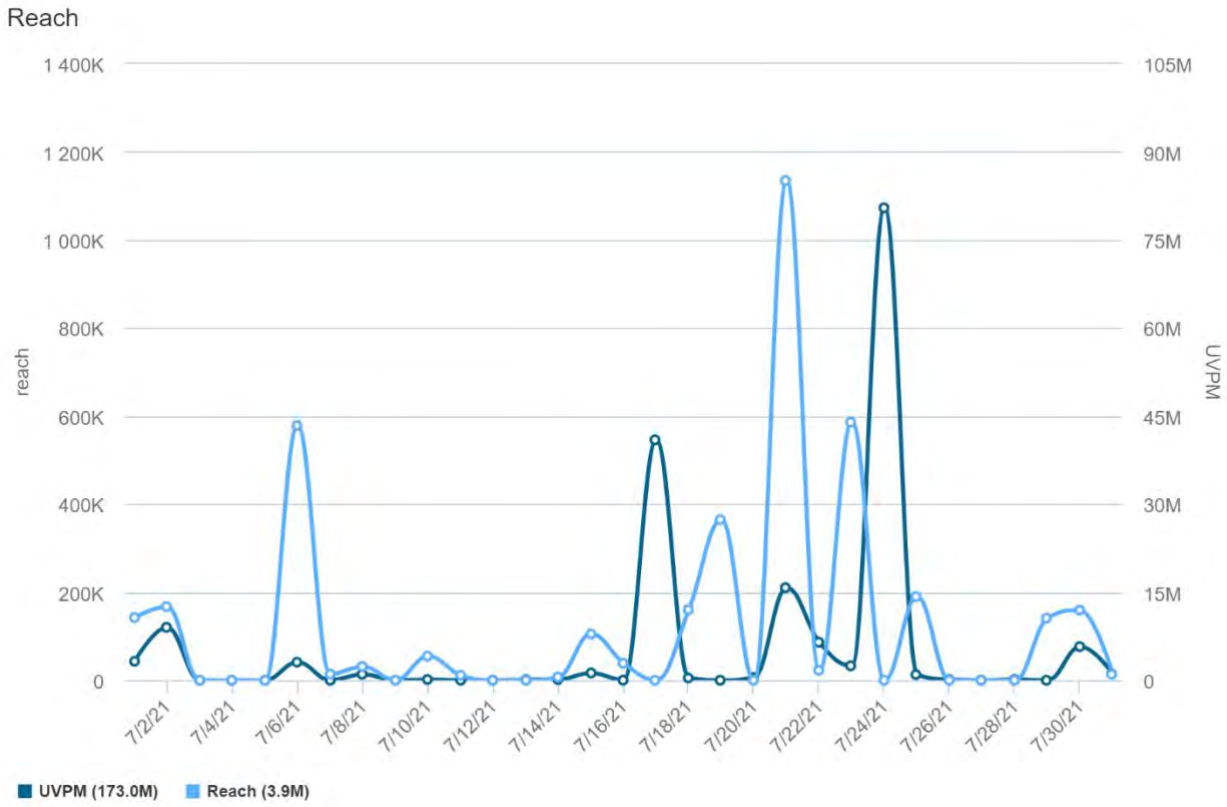
July 26, 2021

[Amplify Utah Focuses on Diverse Voices](#) *EDITORANDPUBLISHER.COM*

The Salt Lake Tribune, along with the nonprofit Amplify Utah and Salt Lake Community College (SLCC), have partnered to write and publish stories that highlight the state's diverse communities and engages with young readers.

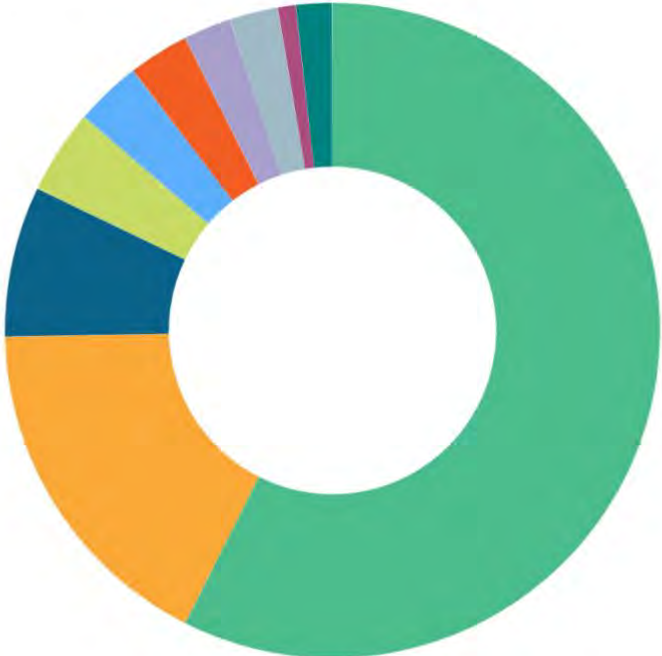
Media Coverage Analytics





Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 57.4% Microblog: 17.3% Television station: 7.4% Social Networking Site: 4.2% Newspaper: 3.3%
Cable/satellite - network/station: 3% Online, trade/industry: 2.4% Radio station: 2.4% Online, news and business: 0.9%
Other: 1.8%

Social Media

SLCC Blog

A total of 10 blog posts were created and placed on the SLCC News and Events Page.

7.8 [Summer Program Offers High School Grads ‘Bridge’ to Success](#)

Promoted on SLCC Today, Facebook, Twitter

7.13 [Meet Our Students: Isabella 'Izzy' Baker](#)

Promoted on SLCC Today, Facebook, Twitter

7.14 [Commencement 2021: Graduates of Excellence](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

7.15 [SLCC, U of U Begin Construction on New Campus in Herriman](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

7.19 [Student Eyes Paralympic Games, Fencing Success in Tokyo](#)

Promoted on SLCC Today, Facebook, Twitter

7.20 [Salt Lake Community College Ranked Number One as the Most Affordable LGBTQ College](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

7.21 [Commencement 2021: Graduates of Excellence](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

7.21 [Meet Our Students: Shari-Fa Harrigan](#)

Promoted on SLCC Today, Facebook, Twitter

7.28 [Student Poem Featured in Commencement Program](#)

Promoted on SLCC Today, Facebook, Twitter

Twitter

Number of tweets: 32

Tweet impressions: 36.1K

Number of mentions: 136

Follower Count: 4589 (+19)

Top Tweet:

Top Tweet earned 5,076 impressions

👏 Thank you, **#utleg** for your continued support! [twitter.com/SLCCHuftalin/s...](https://twitter.com/SLCCHuftalin/status/1461111111)
pic.twitter.com/jdGuO4tG7p



👤 1 🔄 2 ❤️ 14

Top Mention:

Top mention earned 481 engagements

 **Denece**
[@SLCCHuftalin](https://twitter.com/SLCCHuftalin) · Jul 15

This day just keeps getting better! Photo op with **@GovCox** celebrating our **@BruinAthletics** national champs and 2nd in nation soccer teams. I agree with the Governor...our student athletes represented the state and **@SaltLakeCC** beautifully... and BTW won BIG!!! **#soproud**
pic.twitter.com/BQZkJmi1R0



👤 1 🔄 7 ❤️ 66

Top Media Tweet:

Top media Tweet earned 1,800 impressions

#SLCC alum and Olympic Silver Medalist **@EddyAlvarez90** carried in the US flag at the head of **@TeamUSA** at the **#Tokyo2020** opening ceremonies early this morning— Watch the replay tonight!! We're cheering for you, Eddy! **@BruinAthletics**
#saltlakecc pic.twitter.com/gfftQq7wMq



👤 1 🔄 2 ❤️ 31

Facebook

Number of posts: 25

Post impressions: 89.7K

Page likes: 21,225 (+41)

Top post:



Salt Lake Community College
Published by Sarah Reale · July 19 · 🌐

Student Eyes Paralympic Games, Fencing Success in Tokyo "Shelby Jensen Fencing", 20, a student at Salt Lake Community College, is headed to Tokyo for the Paralympic Games that begin Aug. 24. "I'm so overjoyed," she says. "After all the hard work I put in, it finally paid off." Read more:
[#paralympicgames #Tokyo2020](https://saltlakecommunitycollege.blogspot.com/.../student...#paralympicgames)



9,237 People Reached 1,146 Engagements – Distribution Score [Boost Post](#)

👍❤️ 71 29 Shares

LinkedIn

Number of posts: 12

Page views: 1470

Unique visitors: 922

Total followers: 66255 (+364)

Reactions: 797

Comments: 7

Shares: 39

Top Post:



Salt Lake Community College
67,259 followers
3mo · 🌐

Today, SLCC and The University of Utah broke ground for our newest venture: the Juniper Building at what will be our Herriman campus. We are so excited for this new chapter! These photos show:

- 1) Where we were in 2019
- 2) Where we are today in 2021
- 3) Where we will be in Fall 2023

#saltlakecc #goodtobeabruin

THE FUTURE STARTS HERE!

Shawn Newell and 101 others

3 comments

Instagram

Number of posts: 11

Number of stories: 13

Post likes: 1022

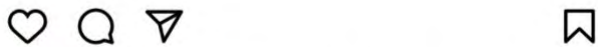
Total followers: 4139 (+31)

Top post:



[View Insights](#)

[Boost Post](#)



 Liked by slcchula and 196 others

saltlakecc #SLCC alum and Olympic Silver Medalist Eddy Alvarez carried in the US flag at the head of #TeamUSA at the #Tokyo2020 opening... [more](#)

[View all 2 comments](#)

July 23