

# MEDIA REPORT

July 2022



# News Coverage

## Summary

116 stories in national and local media. An estimated 122M people had subscriber access (reach) to these articles with an estimated earned media value of \$1.1M.

## Media Advisories

July 18, 2022

### Surgical Technology Metallica Scholars

Salt Lake Community College (SLCC) is one of only 10 community colleges across the country awarded a \$100,000 grant for workforce education from the All Within My Hands (AWMH) Foundation as part of its Metallica Scholars Initiative. Among the 10 recipients, SLCC was one of only two community colleges in the West to receive this grant.

## Top Stories

July 7, 2022

### [22 Finalists Announced for Women Tech Awards' 15th Annual Celebration](#)

*TECHBUZZ.NEWS*

Today the Women Tech Council, a national organization based in Salt Lake City focused on the economic impact of women in the technology sector, announced the 22 finalists for the 2022 Women Tech Awards.

July 7, 2022

### [Sylvan Lake Gulls pitching success a team effort](#) *REDDEERADVOCATE.COM*

There's no doubt that pitching is one of the most important positions in baseball.

July 8, 2022

### [\\$1.3M to Boost Arts and Humanities Faculty in Institutional Leadership](#) *NEWSWISE.COM*

A \$1.3 million grant from the Mellon Foundation will expand the very successful University of Utah Presidential Leadership Fellows pilot program to Salt Lake Community College, Utah State University and Weber State University.

July 10, 2022

### [Thanks to Norma, the Utah Sports Hall of Fame Museum survived the pandemic, is going strong](#) *DESERETNEWS.COM*

Standing at the entrance to the Utah Sports Hall of Fame Museum, a place that houses the institutional memory of Utah's finest athletes and greatest sports achievements, Norma Carr, the acting manager of the museum, is asked if she ever feels the presence of the legends.

July 11, 2022

[Prosecutors say Zaon Collins tested positive for meth](#) *REVIEWJOURNAL.COM*

A judge on Monday declined to remand Zaon Collins back into custody after prosecutors said the former UNLV basketball recruit twice tested positive for methamphetamine.

July 12, 2022

[Metallica Scholars Initiative Enters Fourth Year](#) *MUSICCONNECTION.COM*

Since establishing the Metallica Scholars Initiative in 2019, All Within My Hands (AWMH) has been working with the American Association of Community Colleges (AACC) to provide direct support for career and technical education programs across the US.

July 12, 2022

[4 helpful tips for a more affordable college experience](#) *ABC4.COM*

Featuring campuses spread throughout the state, Salt Lake Community College has been a wonderful source of higher education for learners of all ages since opening in 1947.

July 13, 2022

[How Salt Lake Community College is helping its students save money on textbooks](#)  
*KUTV.COM*

A Salt Lake Community College has saved students more than twenty-one million dollars in textbook fees alone. Andrea Scott is here to talk about their wildly successful Open Education Resources program.

July 13, 2022

[How BYU transfer Hunter Erickson sees next move as chance to 'focus on myself'](#)

*KSL.COM*

How BYU transfer Hunter Erickson sees next move as chance to 'focus on myself'.

July 13, 2022

[Summit County woman "flips" bikes to give to people for free](#) *KUTV.COM*

Summit County woman "flips" bikes to give to people for free.

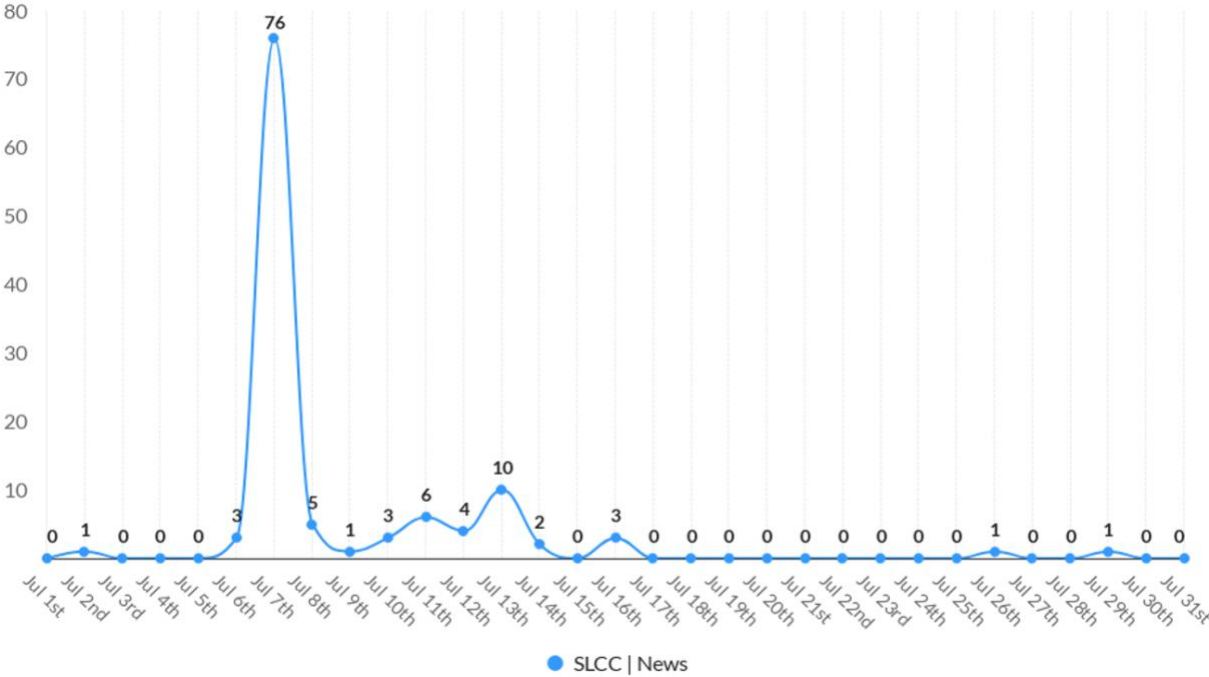
July 14, 2022

[Meet Utah's new poet laureate](#) *SLTRIB.COM*

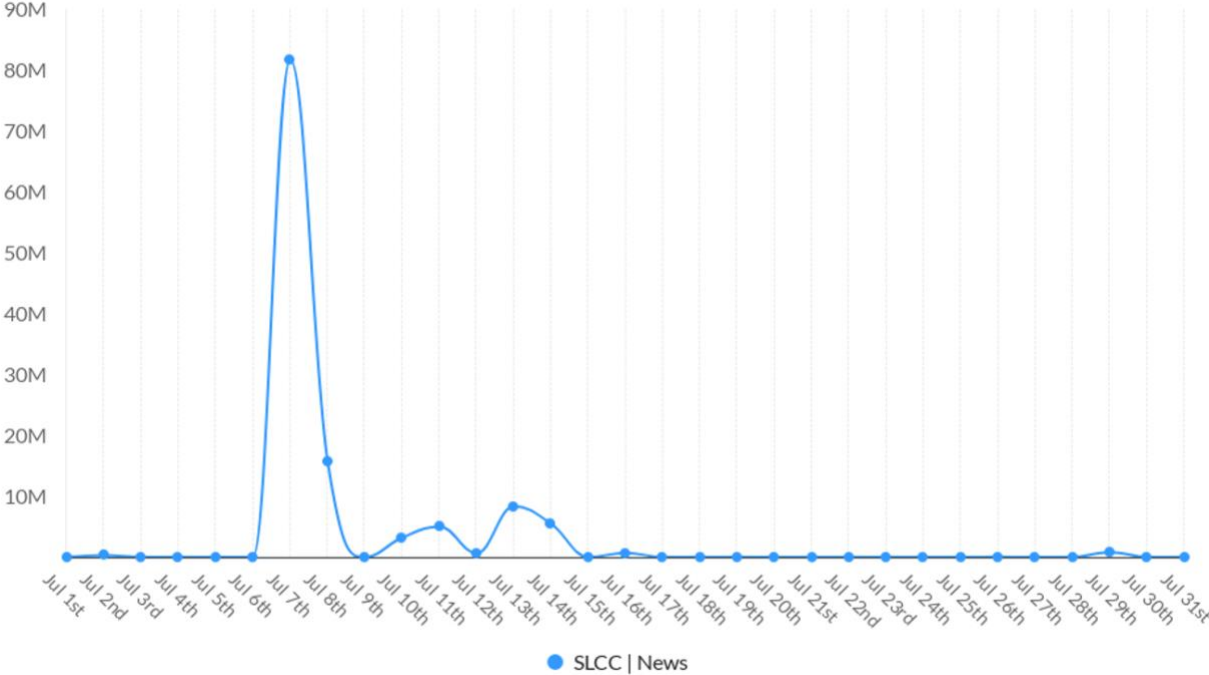
ALisa Bickmore — a retired English professor and founder of a nonprofit publishing house — has been named Utah's new poet laureate.

# Media Coverage Analytics

Total Mentions

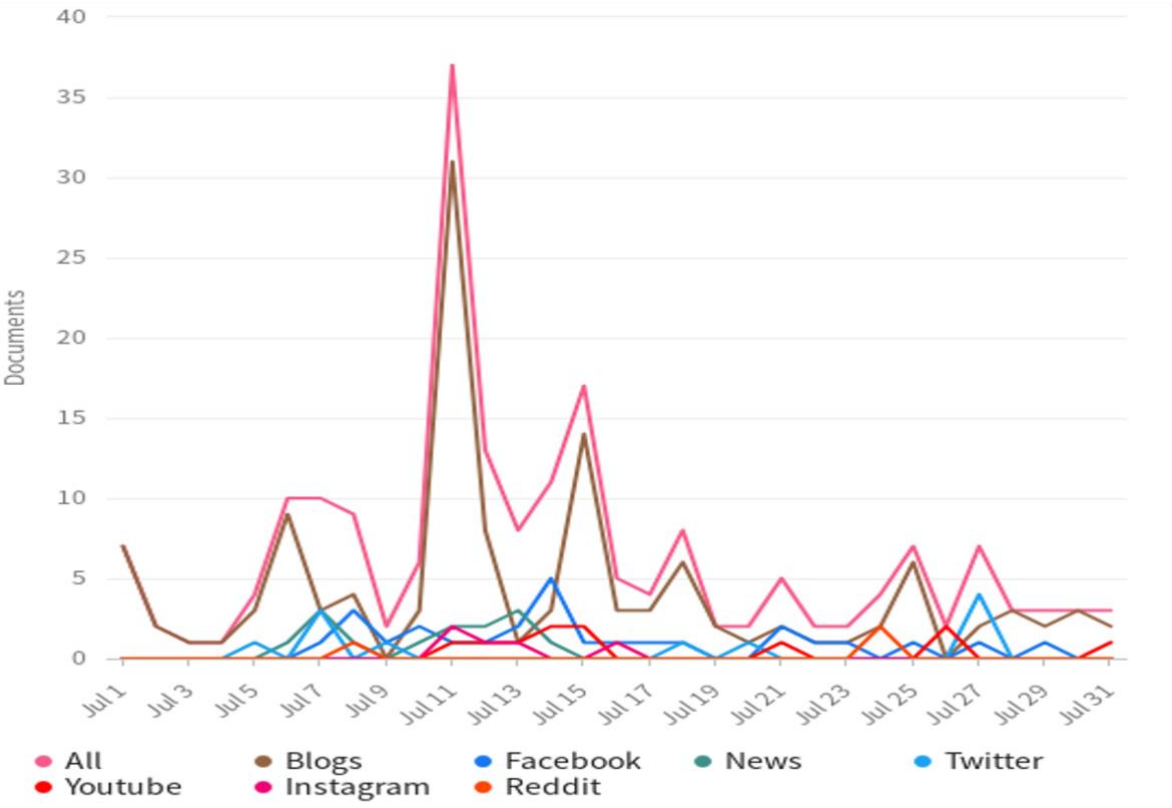


### Reach



Reach is the Total Number of Unique Viewers/Readers

### Share of Coverage by Media Type





# Social Media

## SLCC Blog

A total of ten blog posts were created and placed on the SLCC News and Events Page. The following five had the most engagement:

**07/18 [SLCC Awarded \\$100,000 for Student Scholarships in Surgical Technology](#)**

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 752

**07/20 [Construction Updates](#)**

Promoted via SLCC Today

Visits: 520

**07/08 [\\$1.3M to boost arts and humanities faculty in institutional leadership](#)**

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Visits: 374

**07/19 [New Domestic Study Trip Expands Travel Opportunities for Students](#)**

Promoted via SLCC Today, Twitter, LinkedIn

Visits: 302

**07/01 [Making College Affordable: Open Resource Means No High-Priced Textbooks](#)**

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 256

# Twitter

Number of tweets: 17

Tweet impressions: 10.5K

Number of mentions: 59

Follower Count: 4,755

Top Tweet:

**Top Tweet** earned 1,454 impressions

"Hop into College" is an opportunity for the community to learn what it means to attend SLCC. This free event is family friendly and open to the public. 4-7:30 p.m. on July 22 at the SLCC West Valley Center. See you there!

[slcc.edu/dreamcenter/ho...](http://slcc.edu/dreamcenter/ho...)  
[pic.twitter.com/Bfbjgogsst](https://pic.twitter.com/Bfbjgogsst)



4 retweets 14 likes

Top Media Tweet:

**Top media Tweet** earned 1,187 impressions

**#IndependenceDay** means a lot of things to a lot of people. Here at SLCC, it's a celebration of what makes this country great. What makes this country great, exactly? You do, Bruins. Be safe and enjoy the holiday. **#HappyFourth #BruinFam**

**#saltlakecc #slccgrad #ClassOf2022**  
[pic.twitter.com/s1vUEQnHdD](https://pic.twitter.com/s1vUEQnHdD)



3 retweets 18 likes

Top Mention:

**Top mention** earned 166 engagements



**Kyle Taylor**

@CoachKyleTaylor · Jul 22

Looking forward to having **@hunterericksonn** at **@SaltLakeCC** this year! Big year ahead for Hunter with **@BruinAthletics** and **@SLCCbasketball!**

[ksl.com/article/504382...](http://ksl.com/article/504382...)

2 retweets 20 likes

## Facebook

Number of posts: 20

Post impressions: 1,995,866

Page likes: 22,749

Top post:



## LinkedIn

Number of posts: 9

Page views: 1,347

Unique visitors: 772

Total followers: 70,600

Reactions: 184

Comments: 2

Shares: 16

Top Post:



**Salt Lake Community College**  
70,849 followers  
1mo · 🌐

**#IndependenceDay** means a lot of things to a lot of people. Here at SLCC, it's a celebration of what makes this country great. What makes this country great, exactly? You do, Bruins. Be safe and enjoy the holiday. **#HappyFourth** **#BruinFam** **#saltlakecc** **#slccgrad** **#ClassOf2022**



 Jenny Burgess and 47 others 2 shares

# Instagram

Number of posts: 6

Post likes: 557

Total followers: 4,912

Top post:



The image shows a screenshot of an Instagram post from the account 'saltlakecc'. The main image is a photograph of a young woman in a black graduation cap and gown with a blue stole, smiling and holding a black diploma that says 'Salt Lake Community College'. The background shows other graduates and a building. The text overlay on the right side of the screenshot includes the following information:

- Account: saltlakecc • Following (Salt Lake Community College)
- Caption: #IndependenceDay means a lot of things to a lot of people. Here at SLCC, it's a celebration of what makes this country great. What makes this country great, exactly? You do, Bruins. Be safe and enjoy the holiday. #HappyFourth #BruinFam #saltlakecc #siccgrad #ClassOf2022
- Edited: 6w
- Engagement: 557 likes (indicated by a heart icon)
- Comments: 0 (indicated by a speech bubble icon)
- Shares: 0 (indicated by a paper plane icon)
- Bookmark: 0 (indicated by a bookmark icon)
- Liked by: erikashubin and others
- Date: JULY 4
- Interaction: Add a comment... (with a smiley face icon) and Post (in blue text)