|  |
| --- |
| May 2020 |
|  |



media Report

News Coverage

### **Summary**

395 stories in national and local media. An estimated 4,240,350 people had subscriber access (reach) to these articles with an estimated earned media value of $345,175.68.

**Media Advisory**

**May 4, 2020**

**To support the community during the ongoing COVID-19 pandemic, Salt Lake Community College is proud to offer a series of free summer workshops. (Press Calls, Media Advisory)**

### **Top Stories**

# May 1, 2020

# [SLCC Announces Fundraiser for Students During #GivingTuesdayNow](https://finance.yahoo.com/news/slcc-announces-fundraiser-students-during-170000547.html?guccounter=1) *FINANCE.YAHOO.COM*

SLCC's part in global day of giving targets $10,000 for students. Salt Lake Community College will participate in #GivingTuesdayNow, a special global day of giving during which the college aims to raise $10,000 on May 5 for its students who have been impacted by COVID-19.

**May 1, 2020**

[SLCC announces fundraiser for students during #GivingTuesdayNow](https://utahpolicy.com/index.php/features/featured-articles/23721-slcc-announces-fundraiser-for-students-during-givingtuesdaynow) *UTAHPOLICY.COM*

Salt Lake Community College will participate in #GivingTuesdayNow, a special global day of giving during which the college aims to raise $10,000 on May 5 for its students who have been impacted by COVID-19.

## May 4, 2020

## [Got time to learn something new? Check out SLCC's Free Virtual Workshops](https://finance.yahoo.com/news/got-time-learn-something-check-000000177.html) *FINANCE.YAHOO.com*

To support the community during the ongoing COVID-19 pandemic, Salt Lake Community College is proud to offer a series of free summer workshops designed to help Utahns get through what's anticipated to be a long season of social distancing.

## May 4, 2020

# [SLCC offers 30 free summer workshops including how to start your own business](https://kutv.com/newsletter-daily/slcc-offers-30-free-summer-workshops-including-how-to-start-your-own-business) *KUTV.com*

Salt Lake Community College is offering free summer workshops and registration for those courses begins Monday.

**May 4, 2020**

# [Sleep health during Covid-19](https://www.abc4.com/gtu/sleep-health-during-covid-19/) *ABC4.COM*

Terri Mehlhoff from Salt Lake Community College joined us today to discuss sleep health during this pandemic.

**May 5 , 2020**

# [SLCC invited to participate in Second Chance Pell Experiment for incarcerated students](https://kutv.com/news/local/slcc-invited-to-participate-in-second-chance-pell-experiment-for-incarcerated-students) *KUTV.COM*

U.S. Secretary of Education Betsy DeVos announced Tuesday the U.S. Department of Education is inviting 67 schools to participate in its Second Chance Pell experiment, including Salt Lake Community College.

## May 8, 2020

# [The Salt Lake Tribune’s Quarantine Film Festival: 29 films about isolation, hand-washing and having a laugh](https://www.sltrib.com/artsliving/2020/05/10/salt-lake-tribunes/) *STRIB.com*

What do filmmakers, in Utah and around the world, need to say about life during the coronavirus pandemic? Some want to talk about themselves, or to educate others. But a good number of submissions to The Salt Lake Tribune’s first (and, heaven help us, last) Quarantine Film Festival had the goal of making people laugh, or at least smile.

**May 12, 2020**

# [Guest opinion: A light at the end of the tunnel, SLCC prepares Utah’s workforce for economic recovery](https://www.deseret.com/opinion/2020/5/12/21250730/slcc-economic-recovery-free-workshops-covid-19-better-future-improved-lives) *DESERET.COM*

In these challenging times, higher education can be the light at the end of a dark tunnel — a light leading to opportunity, a better future and improved lives.

**May 13, 2020**

# [Utah colleges and universities join effort to sew 5 million medical-grade masks](https://www.ksl.com/article/46753116/utah-colleges-and-universities-join-effort-to-sew-5-million-medical-grade-masks)

# *KSL.COM*

Utah’s public, private and nonprofit universities and colleges have launched a “Sew Your True Colors” campaign, asking their campus communities to sew medical-grade masks using thread in the color of their respective institutions.

**May 13, 2020**

[**How local businesses can adapt to a post-COVID pandemic environment**](https://www.deseret.com/utah/2020/5/13/21254674/how-local-businesses-can-adapt-to-a-post-covid-pandemic-environment)  *DESERET.COM*

The coronavirus pandemic has forced businesses and the individuals who provide the labor force to rethink how to operate in the workplace. With the transmission of a potentially deadly virus on the top of everyone’s mind, the status quo will no longer suffice, a Utah professor notes.

**May 15, 2020**

[**A Good Night's Sleep Can Impact Emotional Well Being**](https://davisclipper.com/a-good-night's-sleep-can-impact-emotional-well-being-p6902-117.htm) *DAVISCLIPPER.COM*

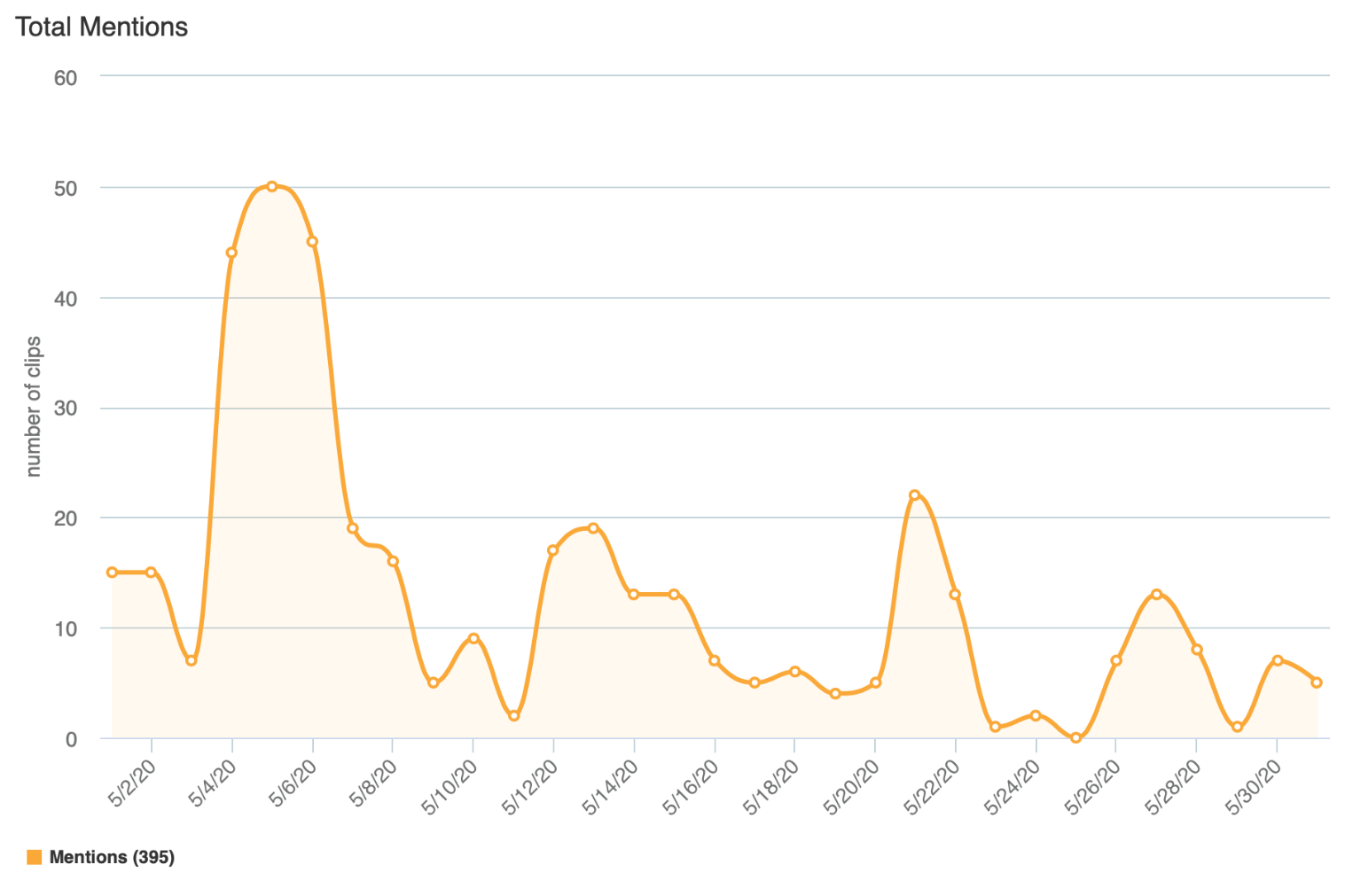
In this crazy time of wearing masks and social distancing, many people may find themselves suffering from depression and anxiety. Getting a good night's rest might just help ease those problems.

**May 26, 2020**

[**Alan Hall: Utah higher education can recover to a better place**](https://davisclipper.com/a-good-night's-sleep-can-impact-emotional-well-being-p6902-117.htm) *DAVISCLIPPER.COM*

Odds were against graduation for this year’s commencement speaker at Weber State University. Born into a home of addiction and abuse and raised in the foster care system, Clarissa McEuen was a young single mother five years ago.

**Media Coverage Analytics**



#### 

Reach is the Total Number of Unique Viewers/Readers, UVPM is the Total Number of Viewers Across All Social Platforms

#### 

#### 

**Social Media**

**SLCC Blog**

A total of 24 blog posts were created and placed on the SLCC News and Events Page.

5.4 [**College Offering Free Online Summer Workshops for Community**](https://saltlakecommunitycollege.blogspot.com/2020/05/college-offering-free-summer-workshops.html)

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

5.4 [**Betsy Specketer Bruin Achievement Award Announced**](https://saltlakecommunitycollege.blogspot.com/2020/05/betsy-specketer-bruin-achievement-award.html)

*Promoted on Twitter, SLCC Today*

5.4 [**SLCC President Outlines College Plans for Near Future**](https://saltlakecommunitycollege.blogspot.com/2020/05/slcc-president-outlines-college-plans.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

5.4 [**Available Positions on the SLCCSA Executive Council**](https://saltlakecommunitycollege.blogspot.com/2020/05/available-positions-on-slccsa-executive.html)

*Promoted on SLCC Today*

5.4 [**Professional Development Opportunties for the Week of May 4–8**](https://saltlakecommunitycollege.blogspot.com/2020/05/professional-development-opportunties.html)

*Promoted on SLCC Today*

5.4 [**Innovations in Teaching: Creating A Virtual Choir**](https://saltlakecommunitycollege.blogspot.com/2020/05/innovations-in-teaching-creating_5.html)

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

5.6 [**Recreation Center Reopens for Appointments**](https://saltlakecommunitycollege.blogspot.com/2020/05/recreation-center-reopens-by-appointment.html)

*Promoted on Twitter, Facebook, SLCC Today*

5.8 [**Dual-Language Math, Biology Courses Offered**](https://saltlakecommunitycollege.blogspot.com/2020/05/dual-language-math-biology-courses.html)

*Promoted on SLCC Today*

5.11 [**DECA President Finds Meaning in Clubs, Virtual Commencement**](https://saltlakecommunitycollege.blogspot.com/2020/05/deca-president-finds-meaning-in-clubs.html)

*Promoted on Twitter, SLCC Today*

5.11 [**Faculty Development Opportunities for the Week of May 11–15**](https://saltlakecommunitycollege.blogspot.com/2020/05/faculty-development-opportunities-for.html)

*Promoted on SLCC Today*

5.11 [**SLCC Announces Soft Reopening of Some Services**](https://saltlakecommunitycollege.blogspot.com/2020/05/slcc-announces-soft-reopening-of-some.html)

*Promoted on SLCC Today*

5.11 [**College Employees Encouraged to Submit Videos for Virtual Commencement Ceremony**](https://saltlakecommunitycollege.blogspot.com/2020/05/college-employees-encouraged-to-submit.html)

*Promoted on Twitter, SLCC Today*

5.11 [**Professional Development Training Opportunities for the Week of May 11–15**](https://saltlakecommunitycollege.blogspot.com/2020/05/professional-development-training.html)

*Promoted on SLCC Today*

5.13 [**Guidance for Employees Returning to Campus**](https://saltlakecommunitycollege.blogspot.com/2020/05/guidance-for-employees-returning-to.html)

*Promoted on SLCC Today*

5.14 [**Deans Encourage Grads, Look Forward to Online Commencement**](https://saltlakecommunitycollege.blogspot.com/2020/05/deans-encourage-grads-look-forward-to.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

5.18 [**Upcoming GSSRC Events**](https://saltlakecommunitycollege.blogspot.com/2020/05/upcoming-gssrc-events.html)

*Promoted on Twitter, SLCC Today*

5.18 [**Soft Reopening Means Masks, Signs of the Times**](https://saltlakecommunitycollege.blogspot.com/2020/05/soft-reopening-means-masks-signs-of.html)

*Promoted on Twitter*

5.18 [**Professional Development Opportunities for the Week of May 18–22**](https://saltlakecommunitycollege.blogspot.com/2020/05/professional-development-opportunities.html)

*Promoted on SLCC Today*

5.19 [**Two Mask-making Efforts at SLCC with One Community-minded Goal – the Greater Good**](https://saltlakecommunitycollege.blogspot.com/2020/05/two-mask-making-efforts-at-slcc-with.html)

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

5.20 [**College Community, 2020 Commencement Important to New SLCCSA President**](https://saltlakecommunitycollege.blogspot.com/2020/05/college-community-2020-commencement.html)

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

5.26 [**Professional and Faculty Development Opportunities for the Week of May 26-29**](https://saltlakecommunitycollege.blogspot.com/2020/05/professional-and-faculty-development.html)

*Promoted on SLCC Today*

5.26 [**Reopening SLCC**](https://saltlakecommunitycollege.blogspot.com/2020/05/reopening-slcc.html)

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

5.27 [**Commencement 2020: SLCCSA President Reflects, Looks Forward**](https://saltlakecommunitycollege.blogspot.com/2020/05/commencement-2020-slccsa-president.html)

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

5.27 [**Rec Centers Open to Students**](https://saltlakecommunitycollege.blogspot.com/2020/05/rec-centers-open-to-students.html)

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

**Twitter**

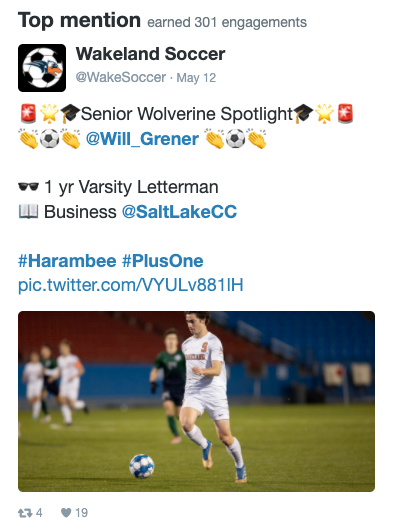
Number of tweets: 51

Tweet impressions: 99.4K

Number of mentions: 100

Follower Count: 4353 (+0)

Top Tweet: Top Mention:

Top Media Tweet:  


**Facebook**

Number of posts: 24

Post impressions: 103.5K

Page likes: 20,821 (+87)

Top post:



**LinkedIn**

Number of posts: 9

Page views: 1059

Unique visitors: 629

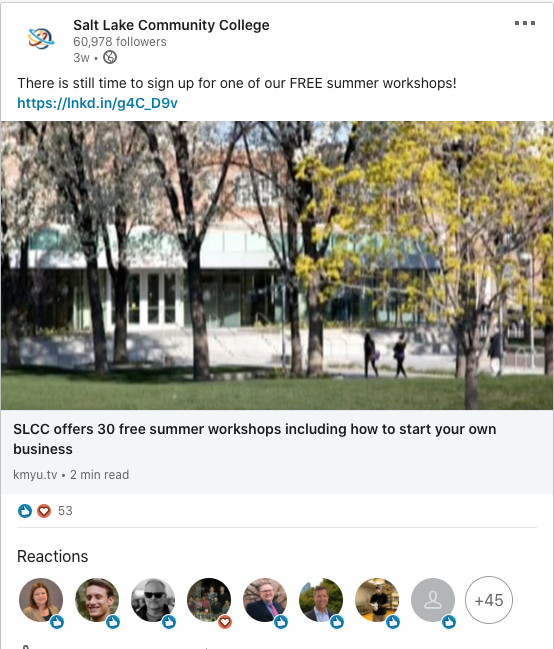
Total followers: 60,932 (-18)

Likes: 170

Comments: 0

Shares: 25

Top Post:



**Instagram**

Number of posts: 2

Number of stories: 24

Post likes: 289

Total followers: 3569 (+104)

Top post:

