

MEDIA REPORT

November 2020



News Coverage

Summary

231 stories in national and local media. An estimated 1,796,495 people had subscriber access (reach) to these articles with an estimated earned media value of \$148,302.13.

Media Advisory

November 10, 2020

Salt Lake Community College is proud to announce the opening of its annual President's Art Show, taking place now through Nov. 18 at the college's South City Campus at 1575 S. State Street in Salt Lake City. (Press Calls, Media Advisory)

Top Stories

November 5, 2020

['I'm just an average guy in Utah': Inside Chris Conran's run on 'The Bachelorette'](#)

DESERET.COM

As a kid, Chris Conran showed up to St. Louis Cardinals games two hours early, clutching a baseball and pen in his hands, hoping to snag an autograph from a player.

November 7, 2020

[Michael Brown: How Utah can keep its level of student debt the lowest in the nation](#)

SLTRIB.COM

Across the United States, an ever-growing student loan debt crisis has been ignored for decades, and now we find ourselves with an outstanding student loan debt balance of \$1.67 trillion.

November 11, 2020

[7 things you need to know about Utah's plan to test college students for COVID-19](#)

SLTRIB.COM

When Utah Gov. Gary Herbert announced his plans this week to curb the staggering spread of COVID-19 in the state, colleges were a key component of the emergency orders.

November 11, 2020

[SLCC starts new program for unemployed, furloughed workers in COVID](#) *KUTV.COM*

With so many Utah workers furloughed or having lost their jobs, Salt Lake Community College is launching a new program to help them.

November 13, 2020

[Applying to colleges? Here's how to get your senior the application help they need](#)

KSL.COM

Applying to colleges is already stressful. Throw a pandemic on top of it and things get even more confusing. An upcoming event can help your high school senior navigate the application process.

November 18, 2020

[What are rapid COVID-19 tests on Utah college campuses revealing?](#) *DESERET.COM*

Efforts to test college students and staff for COVID-19 using rapid antigen tests reveal positivity rates on one Utah campus as low as 1%, but as high as 9% on another.

November 19, 2020

[Who's Up, Who's Down and Why](#) *INSIDEHIGHERED.COM*

Nationally, they are down 9.5 percent, according to the latest report from the National Student Clearinghouse Research Center.

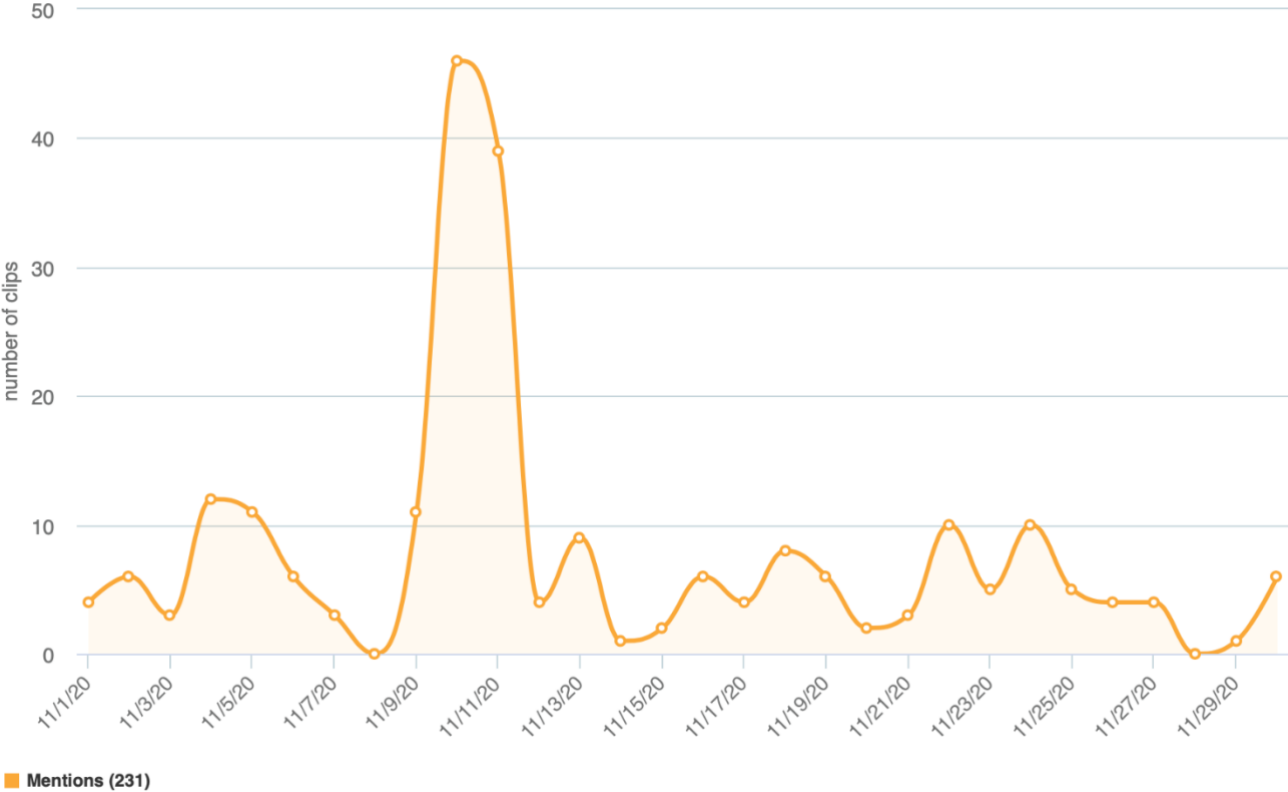
November 30, 2020

[SLCC unveils land acknowledgement plaques](#) *GLOBESLCC.COM*

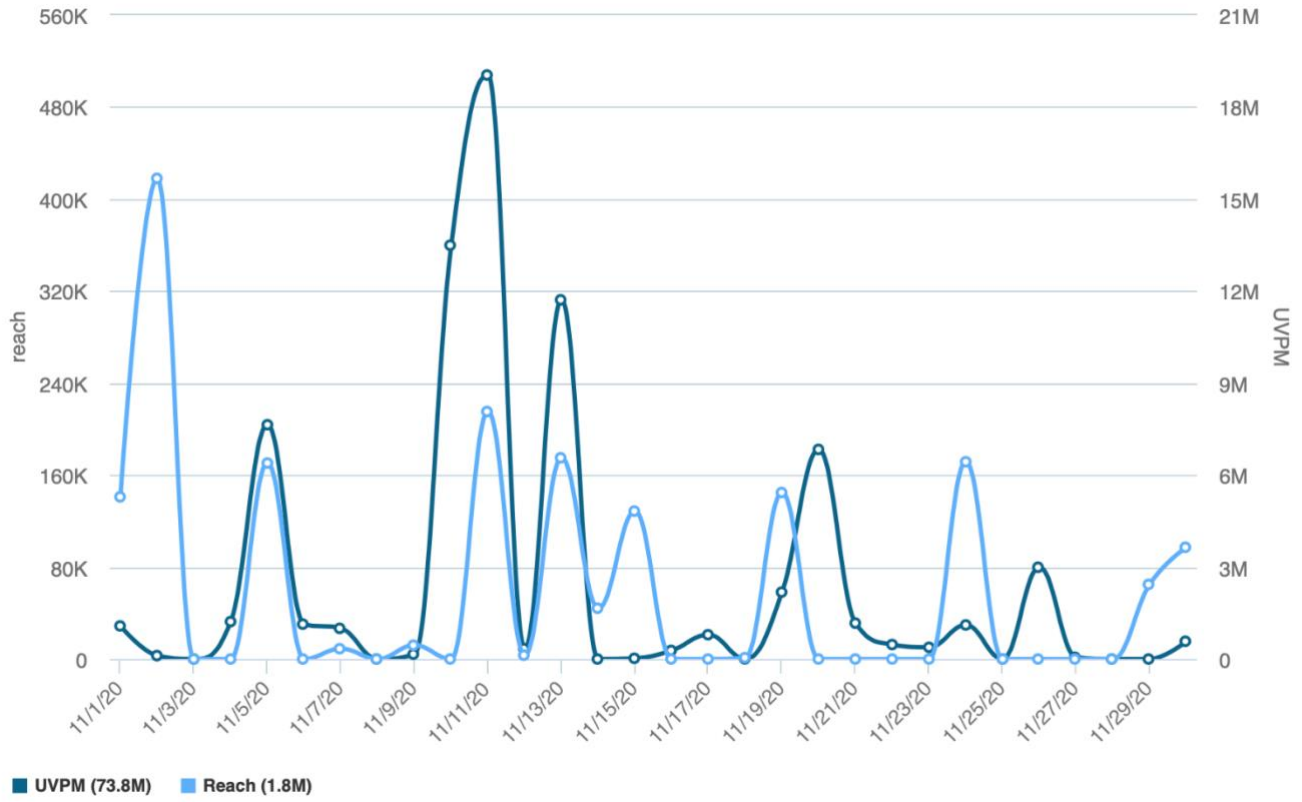
This November, Salt Lake Community College announced the installation of several plaques recognizing the historical significance of the land it occupies at its various campuses.

Media Coverage Analytics

Total Mentions

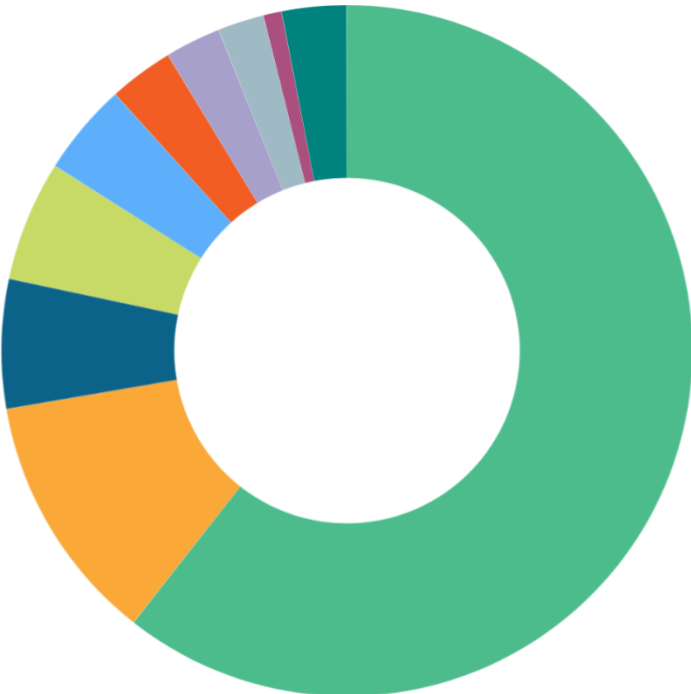


Reach



Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 60.6% Online, news and business: 11.7% Television station: 6.1% Online, trade/industry: 5.6%
Newspaper: 4.3% Radio station: 3% Blog, news and business: 2.6% Blog, consumer: 2.2%
Publication, college/alumni: 0.9% Other: 3%

Social Media

SLCC Blog

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

11.3 [Four at SLCC Bring Home NASPA Awards](#)

Promoted on SLCC Today, Twitter, Facebook

11.4 [SLCC Magazine Wins Two National Awards](#)

Promoted on SLCC Today, LinkedIn

11.4 [Faculty Development Opportunities — 11/04/2020](#)

Promoted on SLCC Today

11.4 [Winners Chosen for 2020 President’s Art Show](#)

Promoted on SLCC Today, Twitter, Facebook

11.4 [Staff Development Opportunities — 11/04/2020](#)

Promoted on SLCC Today

11.5 [Native American ‘Shared Territory’ Plaques Installed at Campuses](#)

Promoted on SLCC Today, Twitter, Facebook

11.9 [Dance Concert Planned for Live Grand Theatre Audience](#)

Promoted on SLCC Today, Twitter, Facebook

11.9 [Original Mural Breathes New Life into Old Space](#)

Promoted on SLCC Today, Twitter, Facebook

11.11 [Staff Development Opportunities — 11/11/2020](#)

Promoted on SLCC Today

11.11 [Faculty Development Opportunities — 11/11/2020](#)

Promoted on SLCC Today

11.11 [Upcoming Benefits Webinars](#)

Promoted on SLCC Today

11.18 [Staff Development Opportunities — 11/18/2020](#)

Promoted on SLCC Today

11.18 [Faculty Development Opportunities — 11/18/2020](#)

Promoted on SLCC Today

11.20 [COVID-19 Testing for Students at SLCC](#)

Promoted on SLCC Today, Twitter, Facebook

11.23 [Grace and Gratitude Despite Challenging Times - Part 1](#)

Promoted on SLCC Today, Twitter, Facebook

11.24 [Grace and Gratitude Despite Challenging Times - Part 2](#)

Promoted on SLCC Today, Twitter, Facebook

11.25 [Grace and Gratitude Despite Challenging Times - Part 3](#)

Promoted on SLCC Today, Twitter, Facebook

11.25 [Faculty Development Opportunities — 11/25/2020](#)

Promoted on SLCC Today

11.25 [Staff Development Opportunities — 11/25/2020](#)

Promoted on SLCC Today

11.26 [Grace and Gratitude Despite Challenging Times - Part 4](#)

Promoted on SLCC Today, Twitter, Facebook

11.27 [Grace and Gratitude Despite Challenging Times - Part 5](#)

Promoted on SLCC Today, Twitter, Facebook

11.28 [Grace and Gratitude Despite Challenging Times - Part 6](#)

Promoted on SLCC Today, Twitter, Facebook

11.29 [Grace and Gratitude Despite Challenging Times - Part 7](#)

Promoted on SLCC Today, Twitter, Facebook

11.30 [Grace and Gratitude Despite Challenging Times - Part 8](#)

Promoted on SLCC Today, Twitter, Facebook

Twitter

Number of tweets: 27

Tweet impressions: 47.7K

Number of mentions: 99

Follower Count: 4529 (-12)

Top Tweet:

Top Tweet earned 6,005 impressions

In the coming days, we will announce how SLCC students can support this important effort of testing all who attend in-person classes. While there are many logistics to sort out, we are committed to implementing a comprehensive testing program for our students. twitter.com/UtahCoronaviru...

↩ 8 ❤ 28

Top Media Tweet:

Top media Tweet earned 2,778 impressions

As the country embarks upon [#NativeAmericanHeritageMonth](#), SLCC officials have announced the installation of several plaques recognizing the historical significance of the land it occupies at its various campuses. Read more: buff.ly/3nzdGkQ pic.twitter.com/0rYLPFhtuf



↩ 1 ↻ 2 ❤ 15

Top Mention:

Top mention earned 380 engagements



Ben Winslow

@BenWinslow · Nov 10

.@UUtah, @UVU, @SaltLakeCC can y'all confirm that? No in-person learning after Thanksgiving???

Seems like a big deal. [#utpol](#) [#Utah](#) [#COVID19](#)

↩ 20 ↻ 2 ❤ 21

Facebook

Number of posts: 22

Post impressions: 57.3K

Page likes: 21,065 (+14)

Top post:



Salt Lake Community College

Published by Sarah Reale · November 11, 2020 ·



[#HappyVeteransDay2020](#) to all of our SLCC Veterans! We are happy and honored to serve you. ❤️🇺🇸

It was a snowy morning at our flag ceremony!



LinkedIn

Number of posts: 6

Page views: 972

Unique visitors: 529

Total followers: 63,409 (+286)

Reactions: 114

Comments: 2

Shares: 19

Top Post:



Salt Lake Community College

65,166 followers

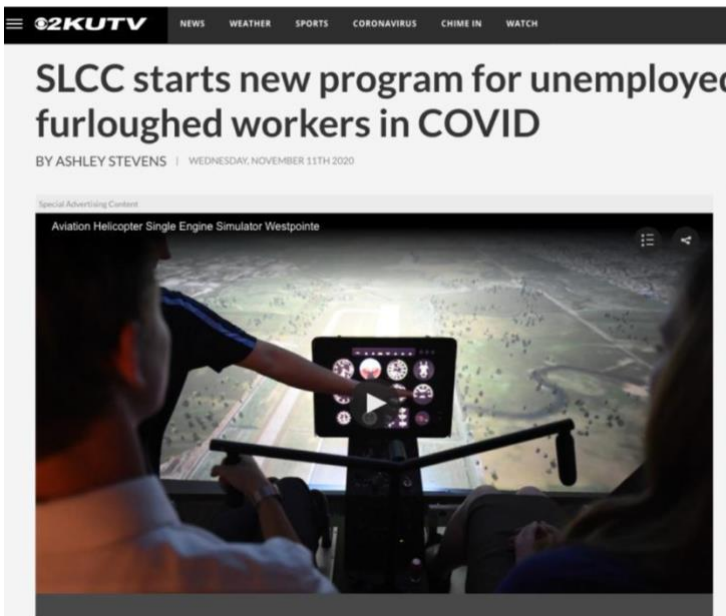
5mo · 🌐



SLCC starts new program for unemployed, furloughed workers in **#COVID**

"with funding Salt Lake Community College has secured through the **#caresact**, the college is offering 27 courses and programs ranging from **#healthcare** and advanced **#manufacturing** to **#informationtechnology** and **#transportation**."

Read more: https://lnkd.in/ejQ8_rm



👍 🗨️ 84 · 1 comment

Instagram

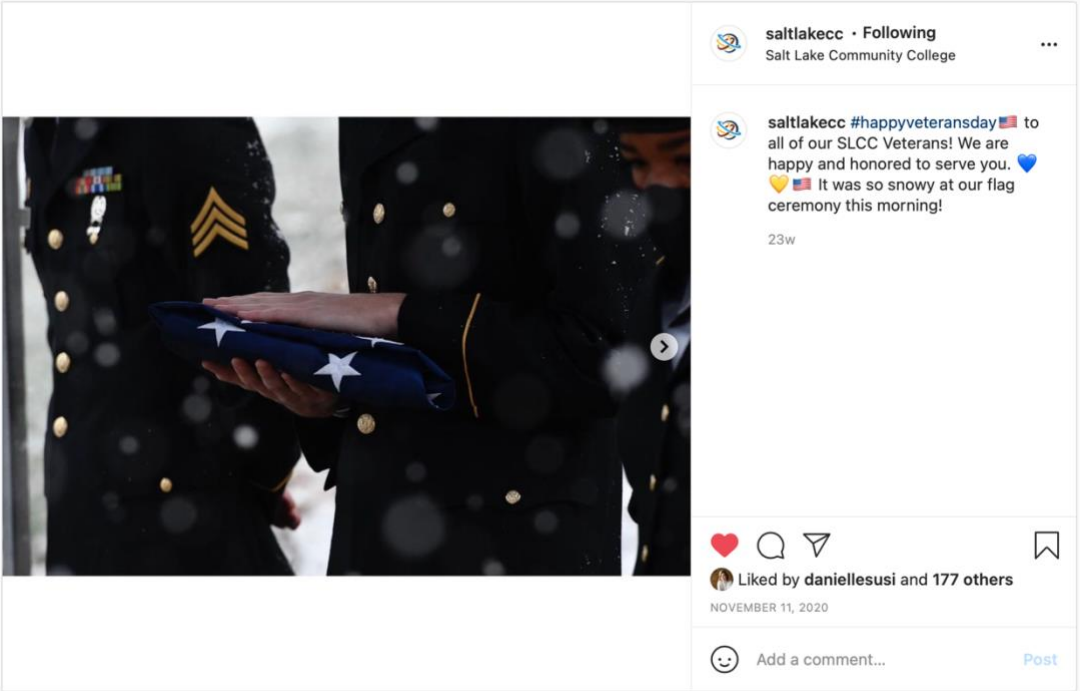
Number of posts: 3

Number of stories: 47

Post likes: 361

Total followers: 3,890 (+20)

Top post:



saltlakecc • Following
Salt Lake Community College

saltlakecc #happyveteransday to all of our SLCC Veterans! We are happy and honored to serve you. It was so snowy at our flag ceremony this morning!

23w

Liked by daniellesusi and 177 others

NOVEMBER 11, 2020

Add a comment... [Post](#)