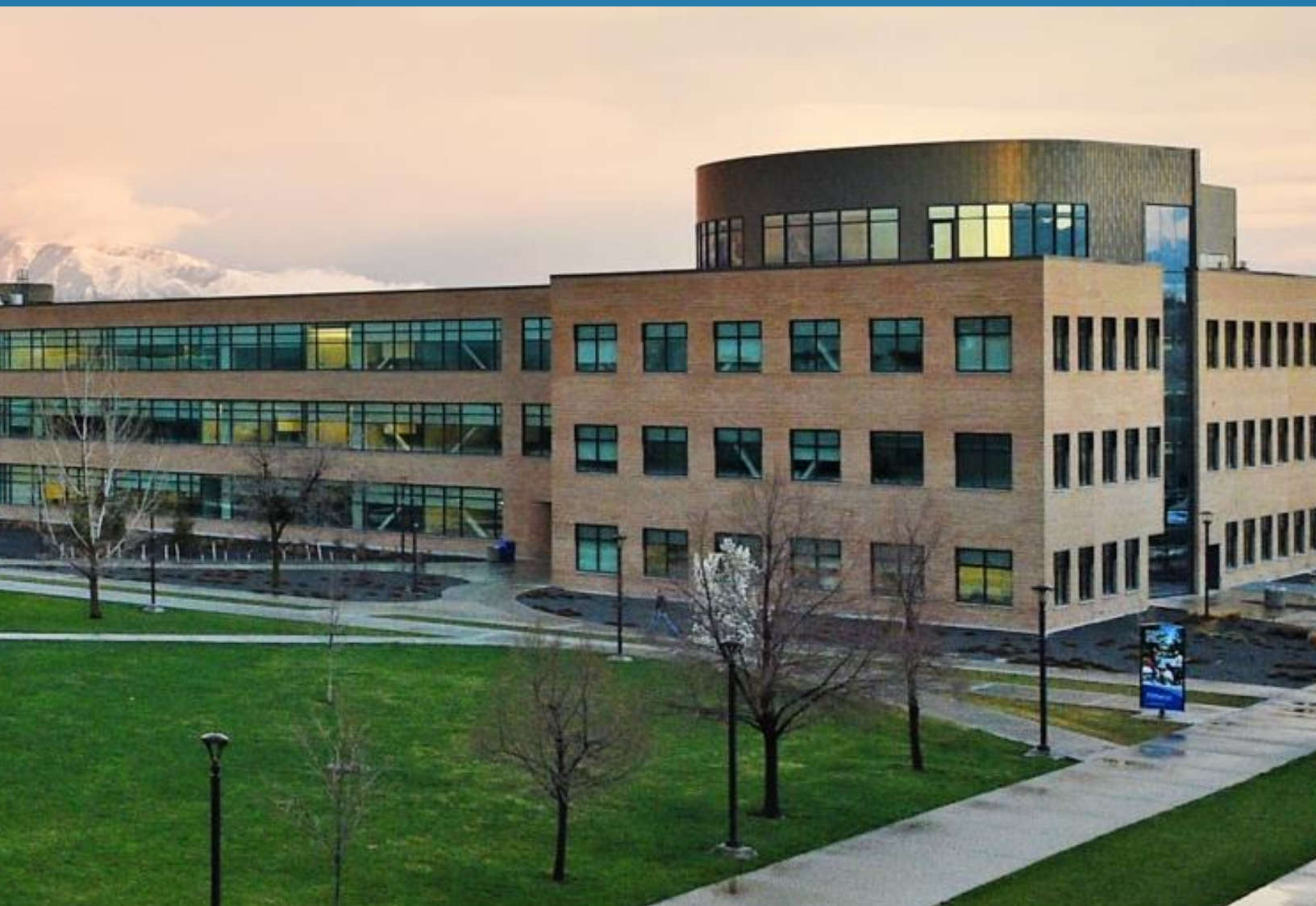


# MEDIA REPORT

September 2022



# News Coverage

## Summary

143 stories in national and local media. An estimated 430M people had subscriber access (reach) to these articles with an estimated earned media value of \$4.M.

## Media Advisories

September 21, 2022

### [SLCC Students Engage Youngsters in STEM at KidCon](#)

Salt Lake Community College (SLCCC) students want to ignite enthusiasm for STEM education in local youth.

September 28, 2022

### [Salt Lake Community College to host noted White House Photographer at annual Tanner Forum](#)

Salt Lake Community College is proud to welcome best-selling author and photographer Pete Souza as the featured speaker for its annual Tanner Forum on Social Ethics.

## Top Stories

September 4, 2022

[Utah women: Come share your stories with us](#)

*SLTRIB*

A new partnership between The Salt Lake Tribune’s Innovation Lab and the Community Writing Center serves as a vehicle to share women’s voices and their lives through creative expression.

September 6, 2022

[2022 Engineering Leader Under 40: JR Landeen, 28](#) *PLANTENGINEERING*

After only 3 years at Syscon Automation, JR Landeen has discovered and implemented new technology for the company and its clients.

September 9, 2022

[Learn tech skills quick and find high paying jobs](#) *KSTU-TV*

Did you know Salt Lake Community College can help you learn the skills you need typically within a year so you can move into the workforce and start making decent money?

September 13, 2022

[Need skills? Need a job? Utah college launches a new way to help students get both — quickly](#) *HEADTOPICS*

Anecdotal reports from some community colleges across the country show hopeful signs that perhaps draconian drops in enrollment during the Covid pandemic may be coming to an end.

September 13, 2022

[SLCC renames technical school, offering unconventional options for all backgrounds](#)

*SLTRIB*

Salt Lake Community College 's School of Applied Technology is now the Salt Lake Technical College.

September 14, 2022

[Report: Paid Internships Benefit Community College Students](#) *INSIDEHIGHERED*

A new report details the benefits of work-based learning opportunities at community colleges and some of the ways these programs could improve.

September 14, 2022

[Can a State-Funded Pro Running Team Work? Jared Ward & Isaac Wood Are Hoping the Answer is Yes](#) *LETSRUN*

It was March 2022, and Michael Ottesen was starting to think that his days as a semi-elite runner were drawing to a close.

September 15, 2022

[Survey finds majority of small business owners fear losing customers to big businesses](#)

*FOX13*

Small business owners fear they will lose customers to big businesses.

September 15, 2022

[Scammers already taking advantage of student loan forgiveness program](#) *KUTV*

The federal government hasn't started college loan forgiveness, but already scammers are using the program to try to rip-off college students.

## September 20, 2022

### [Sundance Film Festival brings back ‘Locals Package’ for Utah moviegoers — at a price](#)

SLTRIB

Utah movie lovers will get an early chance to buy tickets to the 2023 Sundance Film Festival, after two years without in-person screenings in Utah — but they’ll pay a higher price than three years ago.

## September 20, 2022

### [Learn how to enjoy career success as a Surgical tech](#) ABC4

Utah movie lovers will get an early chance to buy tickets to the 2023 Sundance Film Festival, after two years without in-person screenings in Utah — but they’ll pay a higher price than three years ago.

## September 20, 2022

### [¿Tienes una pregunta para el gobernador de Utah?: Spencer Cox te responderá en persona, encuentra aquí toda la información](#) UNIVISION

La División de Asuntos Multiculturales de Utah reveló que la actividad busca un mejor intercambio de ideas entre los hispanos y las autoridades estatales.

## September 22, 2022

### [Mural artists return to their roots with work at SLCC’s Peace and Justice Garden](#) SLTRIB

Art has been a journey for Luis Novoa, and one part of that journey was a calligraphy course he took at Salt Lake Community College.

## September 22, 2022

### [Commerce Department Minority Business Development Agency Awards \\$4.7 Million To Boost Business Centers](#) FINANCE.YAHOO

U.S. Secretary of Commerce Gina Raimondo announced its Minority Business Development Agency (MBDA) has been awarded \$4.72 million in federal funding to boost and expand its national network of business centers.

## September 22, 2022

### [From homeless to honors student: Utah woman shares her incredible story](#) *KUTV*

Sarah spoke to Suzy Grandgent, who went from being a homeless, single mother of two to an honor student at Salt Lake Community College.

## September 25, 2022

### [Utah small business benefits from \\$3.9B in federal contracts](#) *THEENTERPRISE*

Contracting with the federal government had a \$3.9 billion impact on Utah small businesses in the 2021 fiscal year, according to a recently released government report.

## September 26, 2022

### [Swiss train manufacturer is looking for a new generation of workers in Utah](#) *KSL*

Public transit is back in style in the U.S. — and so are skilled manufacturing careers.

## September 27, 2022

### [Hurry Up and Wait: What Can You Do While Awaiting the Title IX Final Rule?](#) *JDSUPRA*

U.S. Secretary of Commerce Gina Raimondo announced its Minority Business Development Agency (MBDA) has been awarded \$4.72 million in federal funding to boost and expand its national network of business centers.

## September 27, 2022

### [Salt Lake Community College promotes National Hispanic Heritage Month](#) *KUTV*

It's National Hispanic Heritage Month, and the work continues at Salt Lake Community College to get more people involved with celebrations and awareness.

## September 28, 2022

[¿Quieres manejar un camión por trabajo en Utah?: Antes de tomar el volante encuentra aquí todo lo que debes saber](#) *UNIVISION*

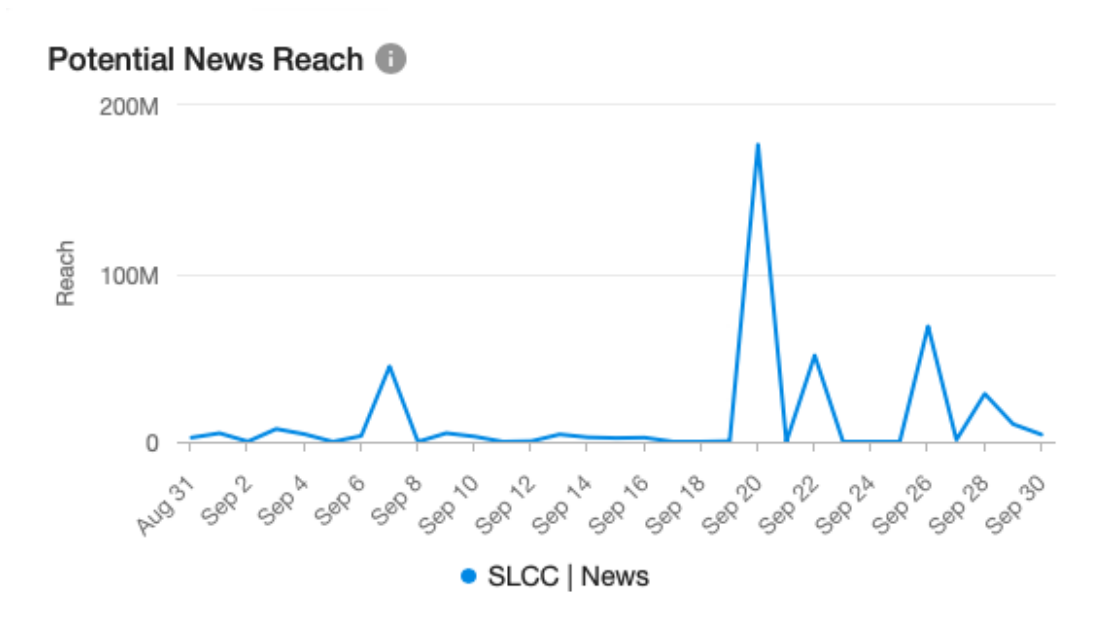
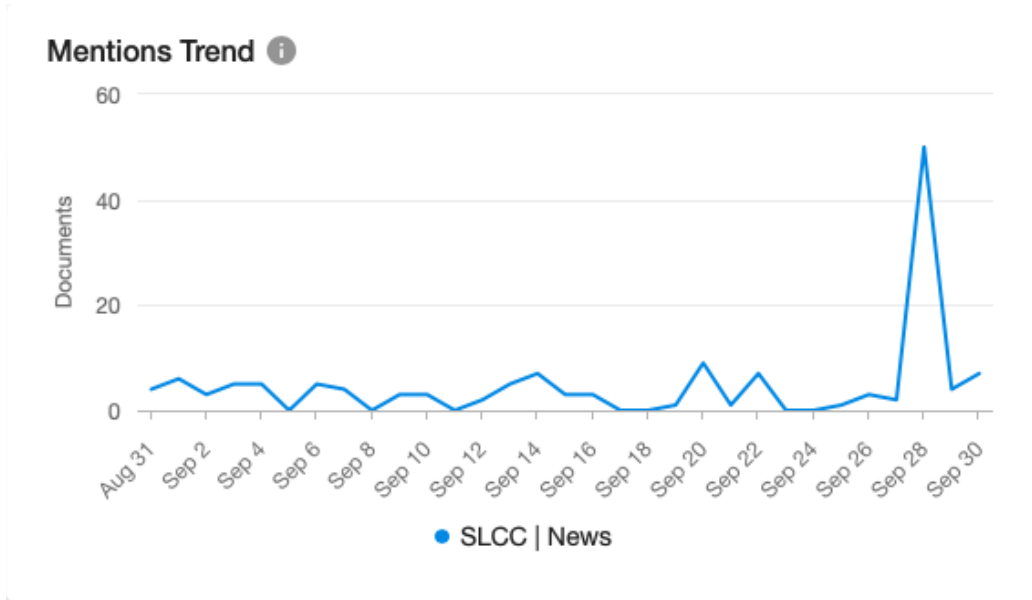
Una licencia de conductor comercial, CDL por sus siglas en inglés ( Commercial Driver License) es el principal requisito en caso de que por trabajo necesites manejar un autobús, por ejemplo.

## September 28, 2022

[Women Tech Council Recognizes Top Female Technology Leaders](#) *BENZINGA*

The Women Tech Council (WTC), a national organization focused on the impact of women in driving high growth for the technology sector, today announced the award recipients of the 2022 Women Tech Awards.

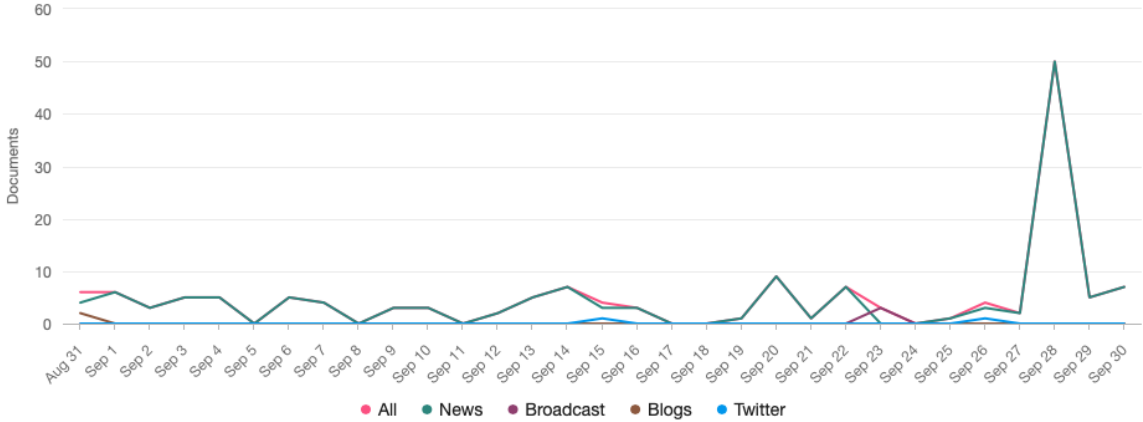
# Media Coverage Analytics



Reach is the Total Number of Unique Viewers/Readers



Mentions Trend by Source Type ⓘ



# Social Media

## SLCC Blog

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

**09/05 [Meet Our Staff: Isaac Wood](#)**

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

Visits: 530

**09/21 [Filling in Gaps in Forensic Science: Students Participate in Research and Mock Scenarios](#)**

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 396

# Twitter

Number of tweets: 36

Tweet impressions: 10.9K

Number of mentions: 76

Follower Count: 4,794

Top Tweet:

**Top Tweet** earned 1,580 impressions

It's a beautiful day to raise money for student scholarships at the SLCC Gail Miller Leadership Cup!

[pic.twitter.com/YZ93ncmwIV](https://pic.twitter.com/YZ93ncmwIV)



♥ 4

Top Mention:

**Top mention** earned 115 engagements



**UofU Undergraduate Studies**

@UofUUndergrad · Sep 20

Check out what's happening at the Juniper Building at the Herriman Campus!

[@SaltLakeCC](https://twitter.com/SaltLakeCC) [@UUtah](https://twitter.com/UUtah)

[pic.twitter.com/bgBvH0o7cG](https://pic.twitter.com/bgBvH0o7cG)



↻ 3 ♥ 22

Top Media Tweet:

**Top media Tweet** earned 1,230 impressions

Pete Souza, former Chief White House Photographer, will visit SLCC on Tuesday, October 25, and speak at the annual Tanner Forum on Social Ethics. Free tickets are available NOW through the Grand Theatre. Limit 4 per person.

[grandtheatrecompany.vbotickets.com/event/Tanner\\_F...](https://grandtheatrecompany.vbotickets.com/event/Tanner_F...) [pic.twitter.com/yumCpQdINV](https://pic.twitter.com/yumCpQdINV)



↻ 5 ♥ 16

## Facebook

Number of posts: 28

Post impressions: 2.58M

Page likes: 23,158

Top post:



**Salt Lake Community College**

Sep 19 • 7:40 AM

Taste of Diversity is an annual cultural celebration event that has been taking place since 2018. Please join us on Wednesday, September 21, from noon - 3 p.m. as we showcase “Sabores de Latinoamerica” (Flavors of Latin America) from Mexico, Dominican

## LinkedIn

Number of posts: 20

Page views: 1,238

Unique visitors: 737

Total followers: 71,450

Engagements: 183

Top Post:



**Salt Lake Community College**

Sep 8 • 8:53 PM

Aprende más sobre Jennifer Ivette Alegría Ibanez, uno de nuestros estudiantes fabulosos de ESL. Get to know Jennifer Ivette Alegría Ibanez, one of our amazing ESL students.

<https://lnkd.in/gB2RbdJd>

## Instagram

Number of posts: 10

Engagements: 504

Total followers: 5,112

Top post:



• @saltlakecc

Sep 8 • 3:08 PM

Aprende más sobre Jennifer Ivette Alegría Ibanez, uno de nuestros estudiantes fabulosos de ESL. Haz clic en el enlace en nuestro bio. / Get to know Jennifer Ivette Alegría Ibanez, one of our amazing ESL students. Visit the link in our bio.