

MEDIA REPORT



Summary

376 stories in national and local media. An estimated 3,036,048 people had subscriber access (reach) to these articles with an estimated earned media value of \$857,341.79.

Press Releases

September 10, 2019

[Salt Lake Community College to Welcome Popular Speaker, Statistician at Its Annual Tanner Forum on Social Ethics](#)

September 19, 2019

[SLCC Offers New Fitness Degree, Easing Path to Four-Year Schools](#)

September 27, 2019

[SLCC's Grand Theatre Presents Musical Comedy 'Curtains!'](#)

September 9, 2019

[Connecting entrepreneurs at The Mill](#) ABC4.COM

Alert the entrepreneurs, there is a great opportunity to get your business up and running. The Mill at Miller Campus is an incubator for businesses at Salt Lake Community College. It is the only program of its kind with a co-working space to provide resources and connections to businesses.

September 12, 2019

[EDCUTAH ANNOUNCES FY 19'S ECONOMIC DEVELOPMENT SUCCESSES AND AWARD WINNERS](#) UTAHPULSE.COM

During its annual meeting held September 10, the Economic Development Corporation of Utah celebrated significant successes of the past fiscal year. In addition, recognized community members Carlos Braceras, Dean Luikart, and Salt Lake Community College for their outstanding leadership in economic development.

September 13, 2019

[High school students get a look at high-paying technical jobs](#) DESERET.COM

With unemployment in Utah below 3%, a number of industries are struggling to find enough qualified workers to fill positions in high-paying technical fields. Now, some Utah companies are courting soon-to-be high school graduates with the lure of good pay and benefits without the cost of a college degree.

September 25, 2019

[Even in-state college is an average of \\$10k per year. Here's how to pay for it](#)

FOX13NOW.COM

Curtis Larsen, Assistant VP of Student Services for Salt Lake Community College shared the following with us: "For the 2019-2020 school year, the average cost for in-state residents at a public university is more than \$10,000. That cost increases significantly for private institutions and out-of-state residents. College costs include a plethora of expenses, such as tuition, meals, books, supplies, transportation and housing.

[Iraqi refugee finds new home at East Midvale Elementary](#) KSL.COM

In Carrie Dumas' kindergarten class, every day is different. Like many teachers, she spends her days searching for solutions. "I don't know that there's such a thing as a normal day," she said. "Every day brings something new, and challenges." Sometimes, those challenges are almost too much to handle. "Students that came to me last year," she said, "one of them was from Afghanistan, two were from countries in Africa."

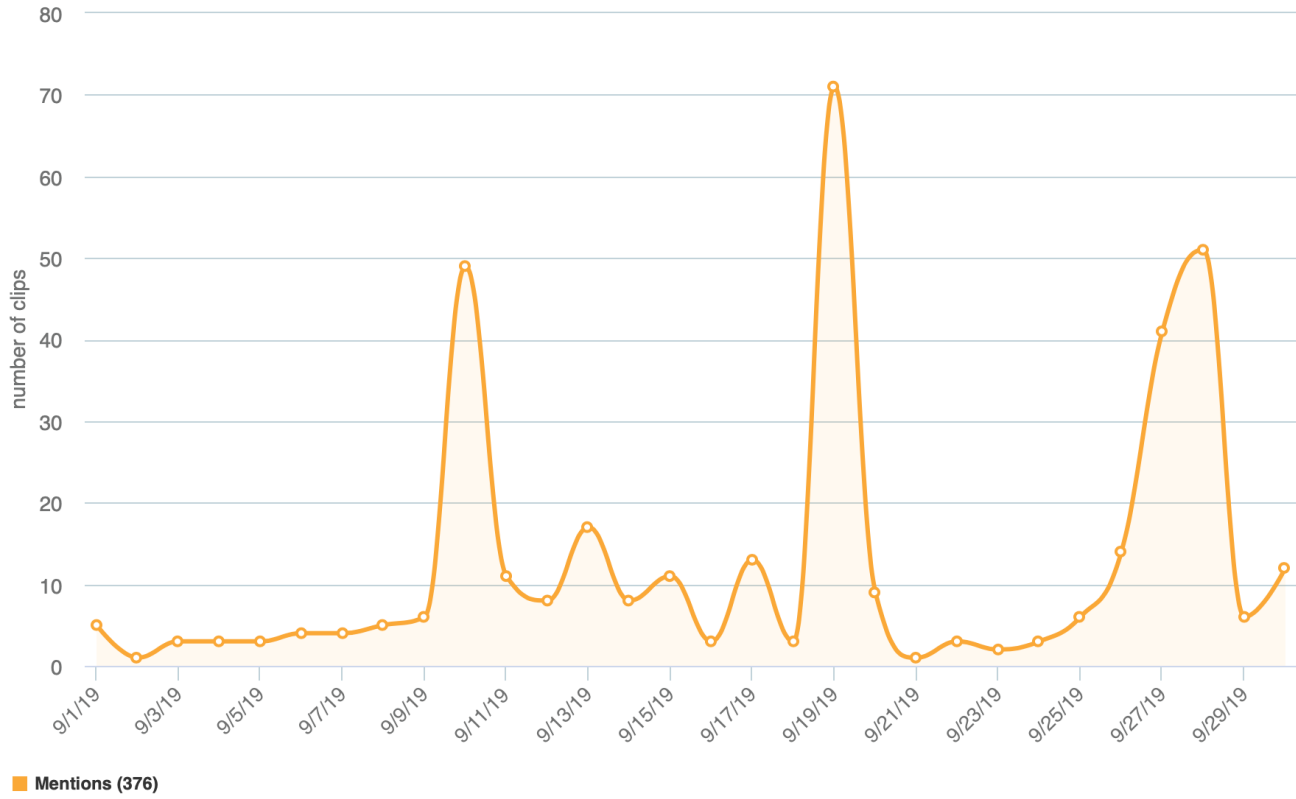
September 29, 2019

[How a refugee found her 'safe, free space](#) DESERET.COM

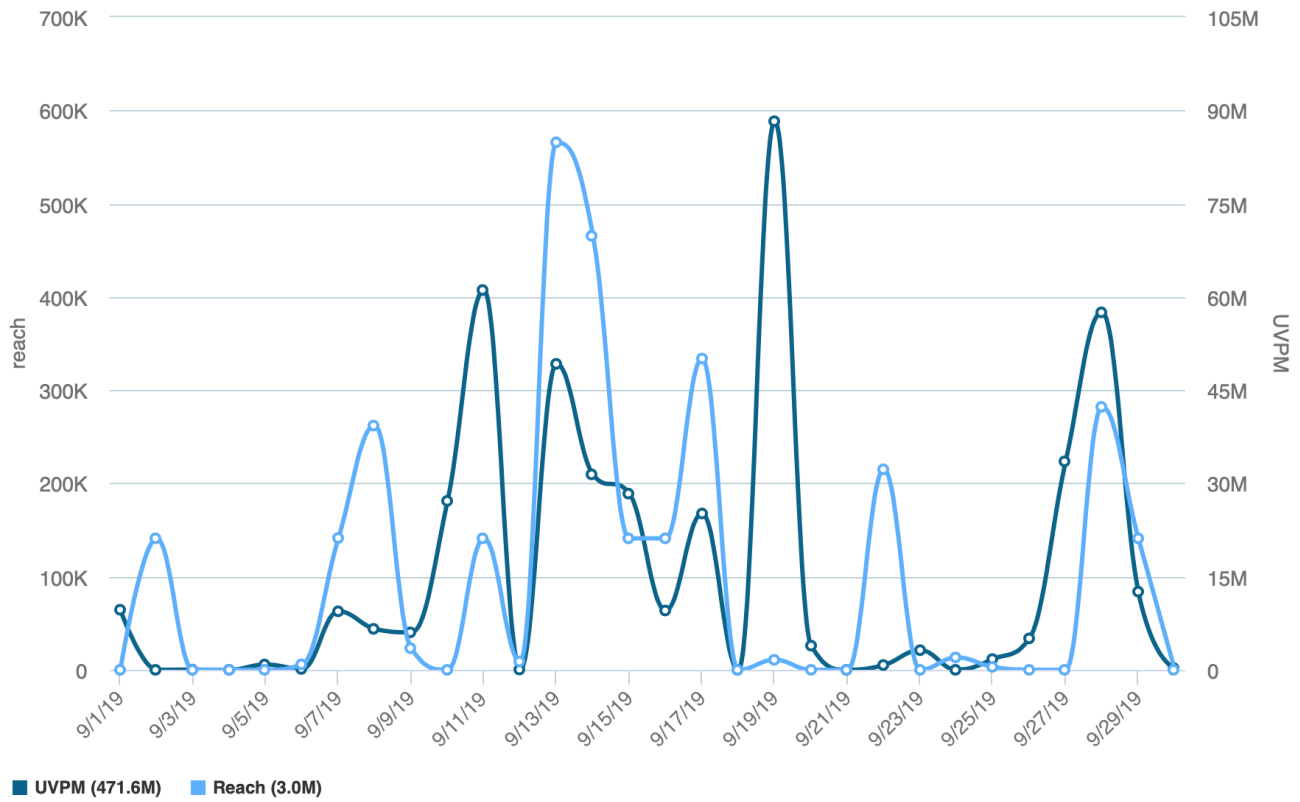
Amid all the attention on asylum-seekers not getting into the United States of America, here's a report about one who did. Nour Bilal is from Syria. She was 14 years old in November of 2014 when her country's civil unrest deposited her family of five on Salt Lake City's doorstep. The list of things she didn't know about her new Utah home amounted to just about everything, including the predominant language.

Media Coverage Analytics

Total Mentions

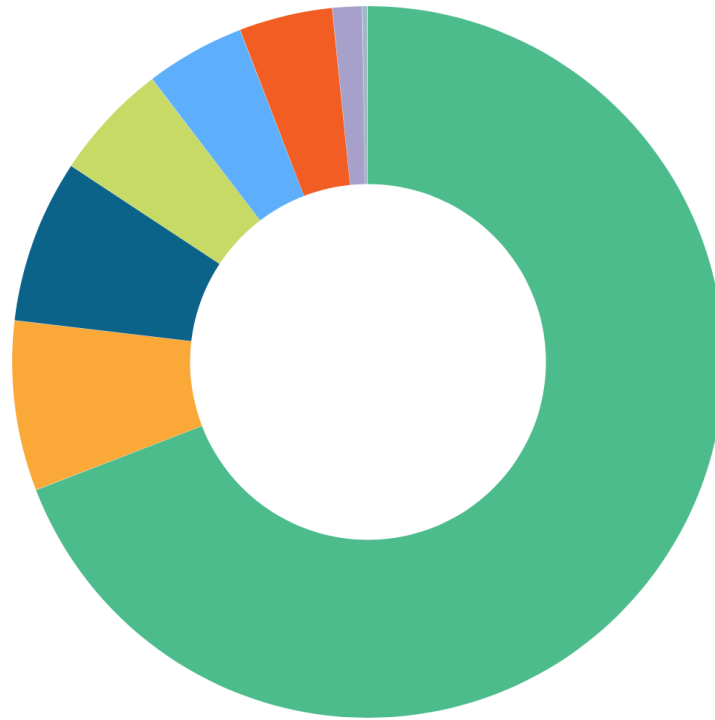


Reach



Reach is the Total Number of Unique Viewers/Readers, UVPM is the number of unique viewers/readers per month across all social platforms.

Share of Coverage by Media Type



■ Online, consumer: 69.1% ■ Online, news and business: 7.7% ■ Radio station: 7.4% ■ Newspaper: 5.3%
■ Online, trade/industry: 4.5% ■ Television station: 4.3% ■ Blog, consumer: 1.3% ■ Publication, college/alumni: 0.3%

Blog Posts

A total of 19 blogs were created and placed on SLCC's News and Events Page.

9.3 [Original Artwork Missing from Student Center](#)

Promoted in SLCC Today, Twitter, Facebook

9.3 [Westpointe Shuttle Service Now Running](#)

Promoted in SLCC Today, Twitter, Facebook

9.4 [Events, Activities Planned for Disability Awareness Week](#)

Promoted in SLCC Today, Twitter

9.4 [Meet Our Faculty: Jeri Eastman](#)

Promoted in SLCC Today

9.6 [Grand Season](#)

Promoted in SLCC Today, Twitter

9.9 [College to Welcome Popular Speaker to its Tanner Forum on Social Ethics](#)

Promoted in SLCC Today, Twitter, Facebook, LinkedIn

9.11 [Annual Gail Miller Golf Event Raises Money for Student Scholarships](#)

Promoted in SLCC Today, Twitter, LinkedIn

9.12 [SLCC Eats Chosen as Ford College Community Challenge Winner](#)

Promoted in SLCC Today, Twitter, Facebook

9.12 [Students, Staff, Faculty Invited to Donate Blood During Fall Drives](#)

Promoted in SLCC Today, Twitter

9.13 [Grand Opening Set for Womxn's, LGBTQ+ Center](#)

Promoted in SLCC Today, Twitter

9.16 [Adam Dastrup Wins Award for OER Efforts in Geography](#)

Promoted in SLCC Today, Twitter, LinkedIn

9.17 [College Planetariums a Hit at KidCon](#)

Promoted in SLCC Today

9.18 [SLCC Offers New Fitness Degree, Easing Path to Four-year Schools](#)

Promoted in SLCC Today, Twitter, LinkedIn

9.25 [Disability Awareness Week Keynote Shares Ideas on Keeping All Students Engaged](#)

Promoted on Twitter

9.27 [Meet Our Faculty: Dennis O'Reilly](#)

Promoted in SLCC Today

9.27 [Grand Theatre Presents Musical Comedy "Curtains"](#)

Promoted in SLCC Today

9.30 [Cool Classes: Stage Makeup](#)

Promoted in SLCC Today, Facebook, LinkedIn

Twitter

- Number of tweets: 28
- Tweet Impressions: 28.5K
- Number of mentions: 106
- Follower count: 4068 (+16)

- Top Tweet:



Salt Lake CC
@SaltLakeCC

Shut up, I deserve this fried chicken.

6:08 PM · 9/4/19 · [Twitter for iPhone](#)

||| View Tweet activity

4 Retweets 24 Likes



Salt Lake CC @SaltLakeCC · 9/4/19
Replying to @SaltLakeCC

~ Every Bruin after a long day of classes.



Top Mention:

10:28

 **SLCC Volleyball**
@SLCCVolleyball

5 set thriller in Vegas as Bruins take down #1 and previously unbeaten Seward County. No time to enjoy it as we are back on the court at 8am PST in a rematch from last week vs #4 Miami Dade. @njcaa @saltlakecc @slccbruins @NJCAAVolleyball



#8 **3** **BRUINS WIN!** **2** #1
16-25, 25-22, 19-25, 25-14, 16-14

Tweet your reply

Top Media Tweet:

 **Salt Lake CC**
@SaltLakeCC

Who's excited for Fall Semester?
[#SaltLakeCC](#) [#goodtobeabruin](#)



12:28 PM · 8/21/19 · [Twitter for iPhone](#)

 View Tweet activity

5 Retweets **11** Likes

- Number of posts: 12
- Post Impressions: 102,917
- Page Likes: 20,196 (-4)
- Top post:

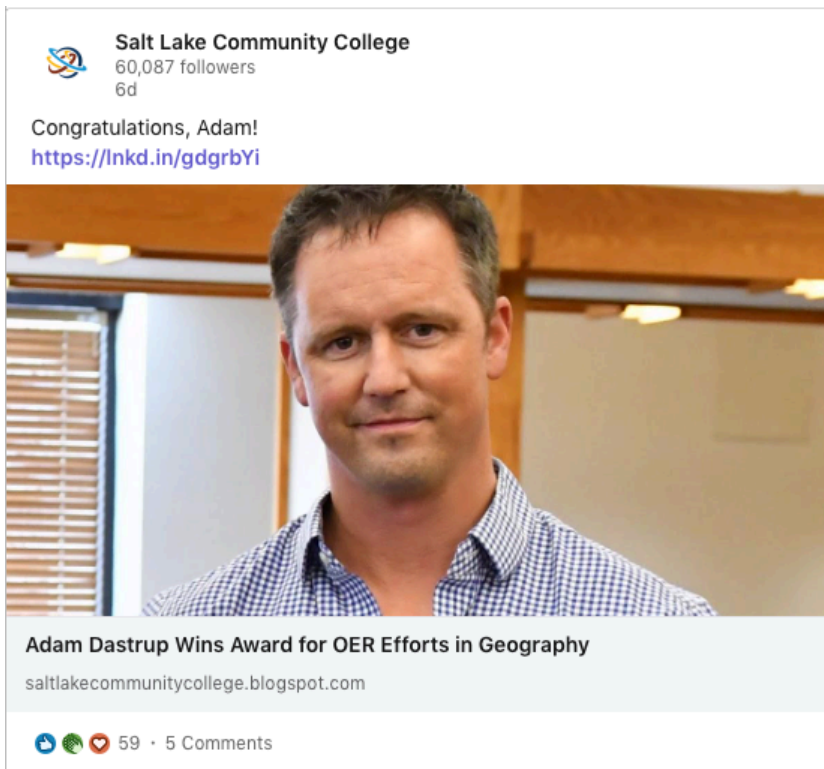
 Salt Lake Community College added 14 new photos. ...
Posted by Cassie White
September 16 at 1:48 PM · 

Our 2019 golf tournament was a hole-in-one because of our wonderful student athletes!




 Thy Vu Mims and 12 others 

- Number of posts: 6
- Page Views: 955
- Unique Visitors: 551
- Total Followers: 60,070 (+426)
- Likes: 218
- Comments: 5
- Shares: 4
- Top Post:



Salt Lake Community College
60,087 followers
6d

Congratulations, Adam!
<https://lnkd.in/gdgrbYi>




Adam Dastrup Wins Award for OER Efforts in Geography
saltlakecommunitycollege.blogspot.com

59 · 5 Comments

- Number of posts: 10
- Number of stories: 40
- Post Likes: 789
- Total Followers: 2,833 (+92)
- Top Posts:

saltlakeecc ...



[View Insights](#) [Promote](#)


Liked by **photographybystephen** and 117 others

saltlakeecc What are you grateful for today? – We're grateful for YOU! 🧡🐻💙

[View all 2 comments](#)

September 17

saltlakeecc ...



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Liked by **erikashubin** and 111 others

saltlakeecc "I'll walk down the lane
With a happy refrain
Just studyin'
Studyin' in the rain!" 🌧️🧔

September 20