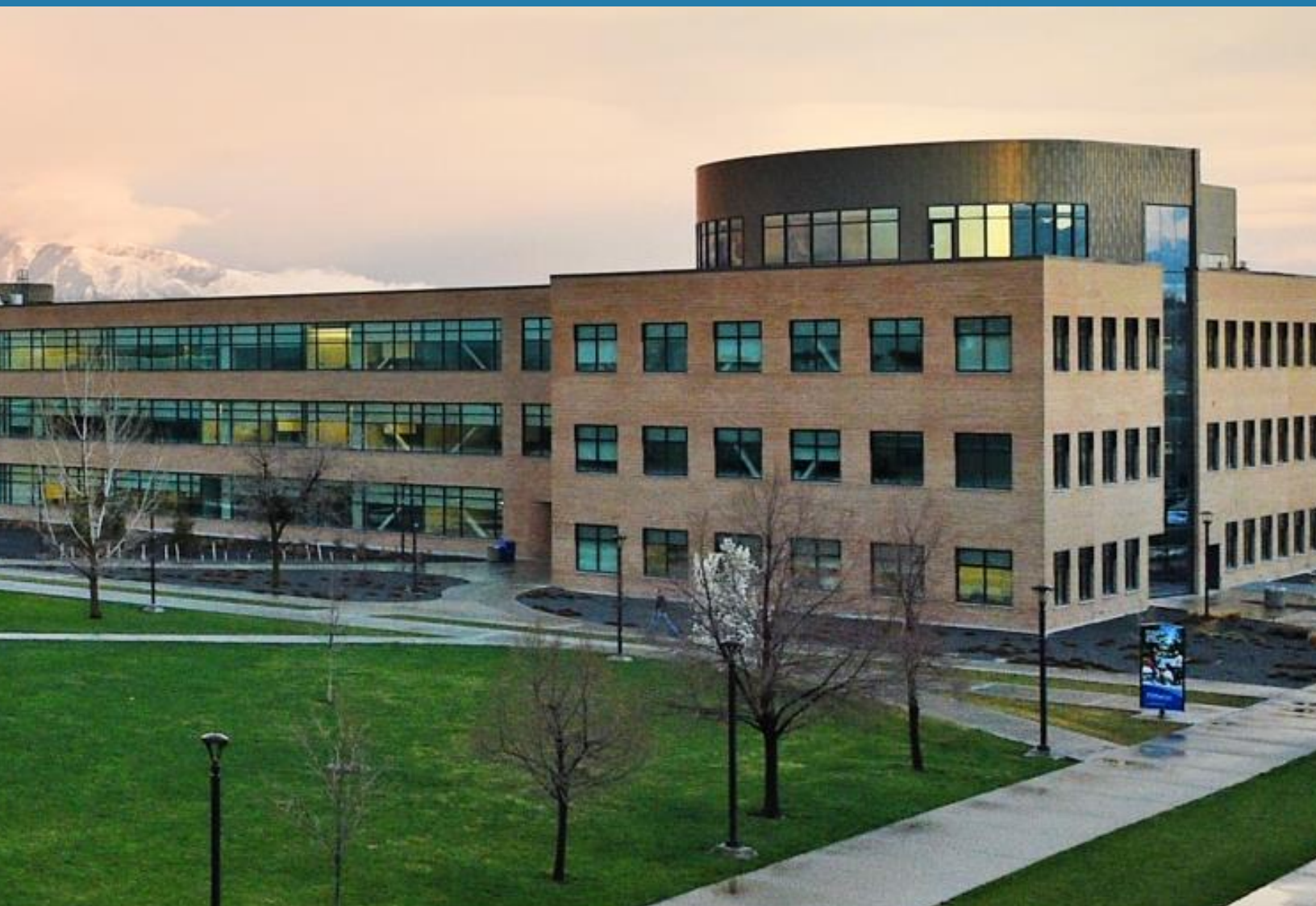


MEDIA REPORT

September 2020



News Coverage

Summary

228 stories in national and local media. An estimated 1,414,842 people had subscriber access (reach) to these articles with an estimated earned media value of \$413,416.08.

Media Advisory

September 19, 2020

Ed Yong, science journalist for “The Atlantic” magazine, will break down what it’s been like to report on the COVID-19 pandemic during Salt Lake Community College’s featured annual Tanner Forum on Social Ethics. (Press Calls, Media Advisory)

Top Stories

September 4, 2020

[Coping With COVID: 3 things you can do to improve your mental health](#) *KSL.COM*

We are six months in to this pandemic, and while things are opening up physically, our mental state may still be suffering. So what can we do about it? Terri Mehlhoff, with Salt Lake Community College, shares three key things that will help improve your mood and cope with the stress and anxiety you might be feeling.

September 9, 2020

[SLCC: Coping with COVID](#) *KUTV.COM*

Terri Mehlhoff, APRN, FNP, Clinic Manager at Salt Lake Community College joins us to talk about ways to cope as we continue on through month six of the COVID-19 pandemic.

September 9, 2020

[Pandemic, 'Omni-crisis' Topics for SLCC Tanner Forum Speaker, Science Writer Ed Yong](#)
FINANCE.YAHOO.COM

Ed Yong, science journalist for "The Atlantic" magazine, will break down what it's been like to report on the COVID-19 pandemic during Salt Lake Community College's featured annual Tanner Forum on Social Ethics.

September 19, 2020

[John Parrish and Roger McQueen: SLCC meets the challenges of unprecedented times](#)
SLTRIB.COM

"Fortunes are not made in boom times ... this is merely the collection period. Fortunes are made in the depressions or lean periods when the wise man overhauls his mind, his methods, his response and gets training for the race to come." This George W. Bacon quote appeared in Forbes magazine in 2009 during our last economic crisis.

September 29, 2020

[A new program looks to fund, support Utah's Black female business owners](#) *SLTRIB.COM*

Motivated by their shared love for fashion, Jasmine and Angelique Gordon launched a personal styling business out of their living room in 2014. Six years later, the sisters now welcome customers to their Salt Lake City storefront.

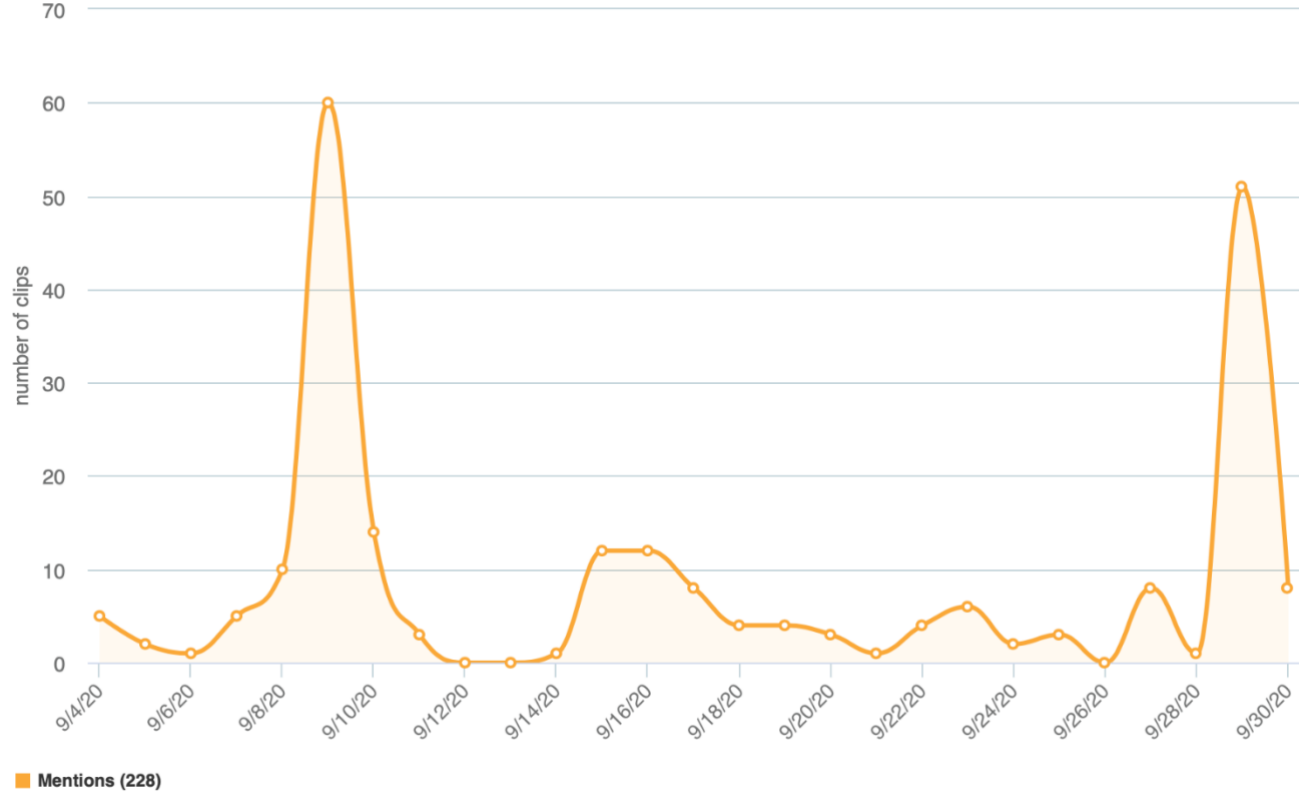
August 7, 2020

[For Eddy Alvarez, dreams - plural - do come true: Olympic medalist debuts for Marlins at 30](#) *USATODAY.COM*

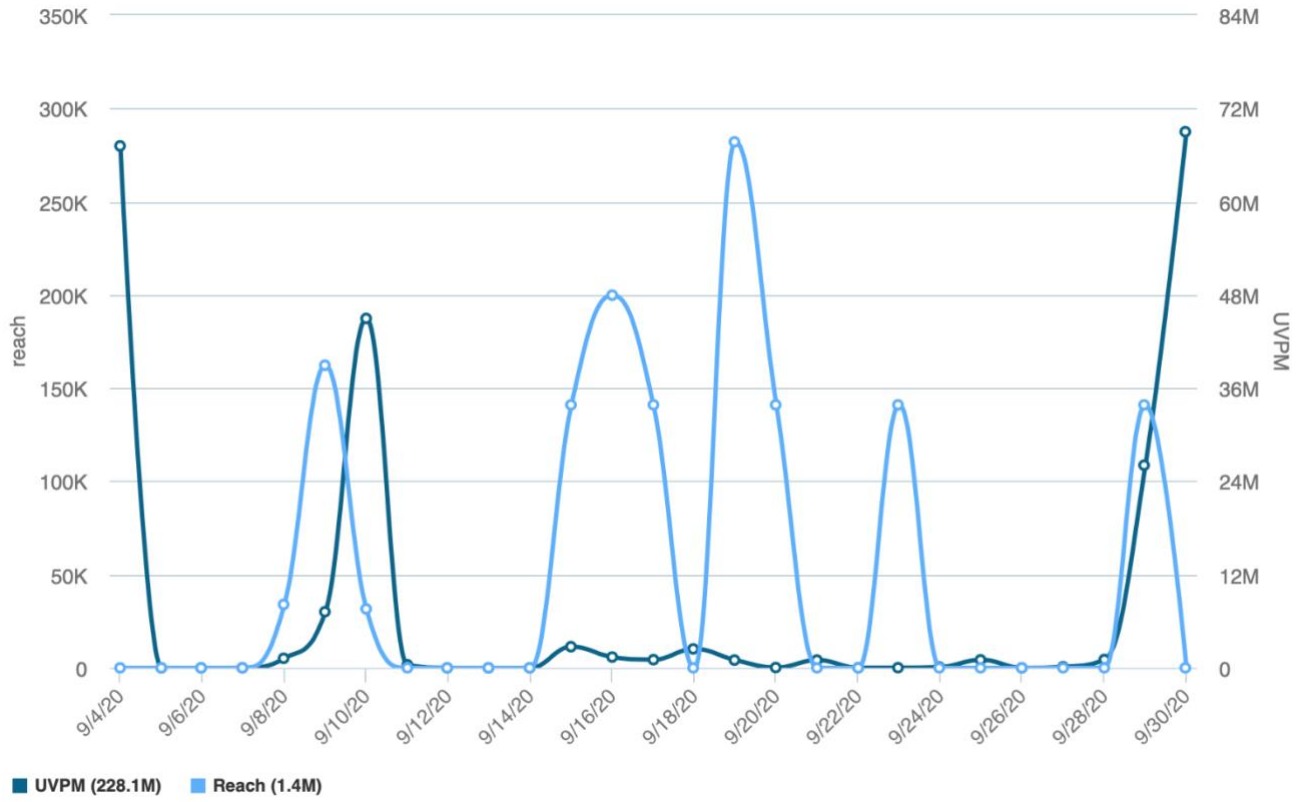
He has lived the dream not once but twice, first on a medal stand, again in the batter's box, overcoming no shortage of barriers both physical and implied.

Media Coverage Analytics

Total Mentions

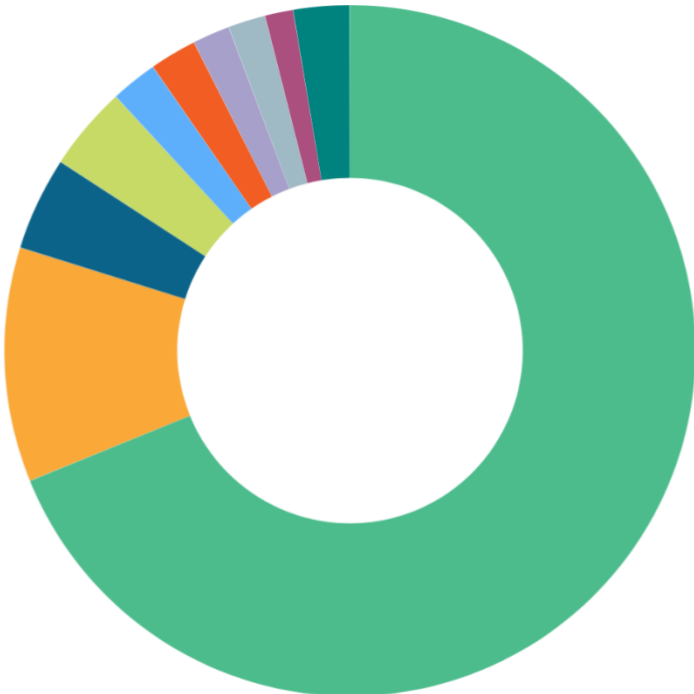


Reach



Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 68.9% Online, news and business: 11% Newspaper: 4.4% Television station: 3.9%
Online, trade/industry: 2.2% Blog, consumer: 2.2% Cable/satellite - network/station: 1.8%
News/Release Distribution Service: 1.8% Radio station: 1.3% Other: 2.6%

Social Media

SLCC Blog

A total of 20 blog posts were created and placed on the SLCC News and Events Page.

[9.2 Staff Development Opportunities — September 2–9, 2020](#)

Promoted on SLCC Today

[9.2 Faculty Development Opportunities — September 2–9, 2020](#)

Promoted on SLCC Today

[9.2 First Week Questions and Answers](#)

Promoted on SLCC Today

[9.3 Tanner Forum Presenter, Science Writer Ed Yong, Gives College Advance Q&A](#)

Promoted on SLCC Today, Twitter, Facebook

[9.9 Employee Benefits: Financial Appointments and Webinars](#)

Promoted on SLCC Today

[9.9 Faculty Development Opportunities — Sept. 9–16, 2020](#)

Promoted on SLCC Today

[9.9 PWC Staff Development Opportunities — Sept. 9–16, 2020](#)

Promoted on SLCC Today

[9.15 Meet Our Faculty: Claire Peterson](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

[9.16 PWC Staff Development Opportunities — September 16–23, 2020](#)

Promoted on SLCC Today

[9.16 Faculty Development Opportunities — September 16–23, 2020](#)

Promoted on SLCC Today

[9.18 Ready to eat? Taher Announces Food Services Updates](#)

Promoted on SLCC Today

[9.23 Staff Development Opportunities — September 23–30](#)

Promoted on SLCC Today

[9.23 Faculty Development Opportunities — September 23–30](#)

Promoted on SLCC Today

9.23 [Create A Scholarship, Change the Future](#)

Promoted on SLCC Today, Twitter, LinkedIn

9.23 [Scholarship Highlight: The Marlon Andrus Endowed Scholarship for Business](#)

Promoted on SLCC Today, Twitter, LinkedIn

9.30 [Meet Our Faculty: John Gauthier](#)

Promoted on SLCC Today, Twitter, Facebook, LinkedIn

9.30 [Submit Questions for the 4th District Congressional Debate](#)

Promoted on SLCC Today, Twitter, Facebook

9.30 [The Power of Our Stories To Heal](#)

Promoted on SLCC Today

9.30 [Staff Development Opportunities: 09/30–10/07](#)

Promoted on SLCC Today

9.30 [Faculty Development Opportunities: 09/30/2020–10/07/2020](#)

Promoted on SLCC Today

Twitter

Number of tweets: 60

Tweet impressions: 73.2K

Number of mentions: 236

Follower Count: 4.532 (+85)

Top Tweet:

Top Mention:

Top Tweet earned 5,050 impressions

Due to power outages, classes at the Library Square and Airport Campuses will be canceled until further notice. For updates and additional information, go to our website, slcc.edu or call 801-957-INFO.

6 retweets 2 likes

Top mention earned 614 engagements



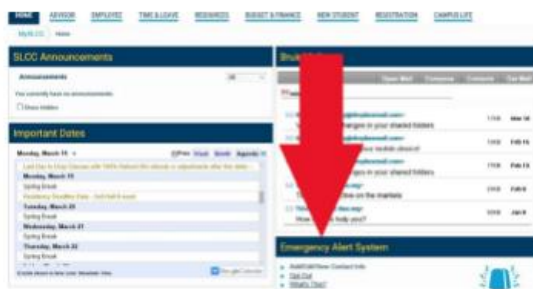
Utah is all in on [#DebateWatch2020](#). Welcome 9 UT Higher Ed schools [@higheredutah](#) [@UtahDebateCom](#) [@USUAggies](#), [@WSUPEC](#), [@leavittcenter](#), [@SnowCollege](#), [@DixieState](#) & [#Institute of Politics and Public Affairs](#), [@UVUstudents](#), [@saltlakecc](#), [@BYU](#) and [@UUtah](#) [#Debates2020](#)

71 retweets 1 reply 9 likes

Top Media Tweet:

Top media Tweet earned 2,408 impressions

On a day like today (and in a year like 2020) a good reminder to sign up for the SLCC Emergency Alerts sent via text, phone and email: i.slcc.edu/emergency-prep... pic.twitter.com/1UOQB6d4Rw



3 retweets 16 likes

Facebook

Number of posts: 36

Post impressions: 91.5K

Page likes: 21,072

Top post:



Salt Lake Community College

Published by Sarah Reale · September 12, 2020



🔊 **Outage update:** Our staff has been working through the night and we currently do not have an ETA as to when it will be resolved.

Instructors will be considerate to deadlines.

You can access Canvas via this link with the same username and password:

slcc.instructure.com/login/saml

LOGIN.MICROSOFTONLINE.COM

Sign in to your account

3,014

People Reached

556

Engagements

Boost Post

👍👎👤 15

39 Comments 5 Shares

LinkedIn

Number of posts: 8

Page views: 1,457

Unique visitors: 758

Total followers: 62,721 (+414)

Reactions: 148

Comments: 3


Shares: 5

Top Post:



Salt Lake Community College

65,150 followers

7mo • 



Meet our Faculty: Claire Peterson "I love the diversity of the student body at SLCC. As an immigrant and a first-generation student myself, I appreciate the challenges that attending college can present."



Meet Our Faculty: Claire Peterson

saltlakecommunitycollege.blogspot.com • 3 min read

 41 • 3 comments

Instagram

Number of posts: 1

Number of stories: 38

Post likes: 58

Total followers: 3,843 (+61)

Top post:

LATINX HERITAGE CELEBRATION
Let's celebrate our Heritage

Humanities Council | A&C EVENTS | Office of Diversity and Multicultural Affairs | SLCC

For information about all events please visit the Latinx Heritage Celebration website:
www.slcc.edu/diversity/lhc/index.aspx

saltlakecc • Following
Salt Lake Community College

saltlakecc Celebrate with us! For a full list of events, visit the Latinx Heritage Celebration website:
<https://www.slcc.edu/diversity/lhc/index.aspx>
32w

jonathancontreras324 🙌
32w Reply

maggie.br_ Hi, when are your next enrollment dates for new students?
29w Reply

stickersinpublic Biden Harris 🇺🇸
2020

Liked by **slcc_diversity** and 50 others
SEPTEMBER 11, 2020

Add a comment... Post