

MEDIA REPORT



NEWS COVERAGE

Summary

412 stories in national and local media. An estimated 2,484,988 people had subscriber access (reach) to these articles with an estimated earned media value of \$847,709.99.

Press Releases

1.17 [Cummins Westpointe Ribbon Cutting](#)

1.24 [Sundance at the Grand](#)

1.29 First Date at the Grand (local)

Top Stories

January 2, 2019

[Salt Lake Community College honored for use of free online resources in math curriculum](#) *DESERETNEWS.COM*

Salt Lake Community College's initiative that uses free online educational resources in its math curriculum is getting national attention.

The approach cuts students' textbook costs and ensures they are ready to go the first day of class.

SLCC's math department was recently awarded the Digital Learning Innovation award by the Online Learning Consortium during the group's conference in Florida.

January 11, 2019

[Utah's governor appoints a businessman and NAACP vice president to the state Board of Education](#) *SLTRIB.COM*

Gov. Gary Herbert has appointed a longtime businessman to the Utah Board of Education, replacing a seasoned teacher – and one of the more liberal members – who stepped down midterm after winning a seat in the state Senate.

Shawn Newell, the vice president of business development at a Utah industrial equipment company, would, if confirmed, represent District 10. That area covers Canyons School District on the south end of Salt Lake County and includes more than 34,000 students.

January 16, 2019

[Sundance Like a Local in 5 Easy Steps](#) *SALTLAKEMAGAZINE.COM*

The Sundance Film Festival is about to unleash Hollywood levels of glitz and glamour into Park City, which will unfortunately be accompanied by major metropolitan area levels of crowds, exclusivity and general confusion/panic about where to find an affordable cup of coffee from January 23 to February 4.

January 17, 2019

[SLCC, Cummins Partner on Technician Apprentice Program at Westpointe](#) *SSUCHRONICLE.COM*

Salt Lake Community College (SLCC) and Cummins Inc. announce they have teamed up to train workers to become service technicians and earn an associate of applied science degrees through Cummins' Technician Apprentice Program (TAP) at SLCC's Westpointe Workforce Training & Education Center.

January 20, 2019

[2 Dreamers Bring Southie Coffee to Clearwater](#) *USNEWS.COM*

They put their life savings into this place, worked overtime busing tables, bartending, picking up any odd job they could to open a business they could call their own. So when the time came last summer to sign the lease on the building for their Southie Coffee shop on 1500 S Missouri Ave., they thought about how it could all be taken away in an instant.

January 22, 2019

[The Utah's guide to seeing a film at the Sundance Film Festival 2019](#) *KUTV.COM*

Some Utahns know and love the Sundance Film Festival that opens Thursday and goes through the following weekend. Others have never attended a Sundance screening because some view it as pretentious, or overly artistic, or not for the common person or just intimidating.

January 25, 2019

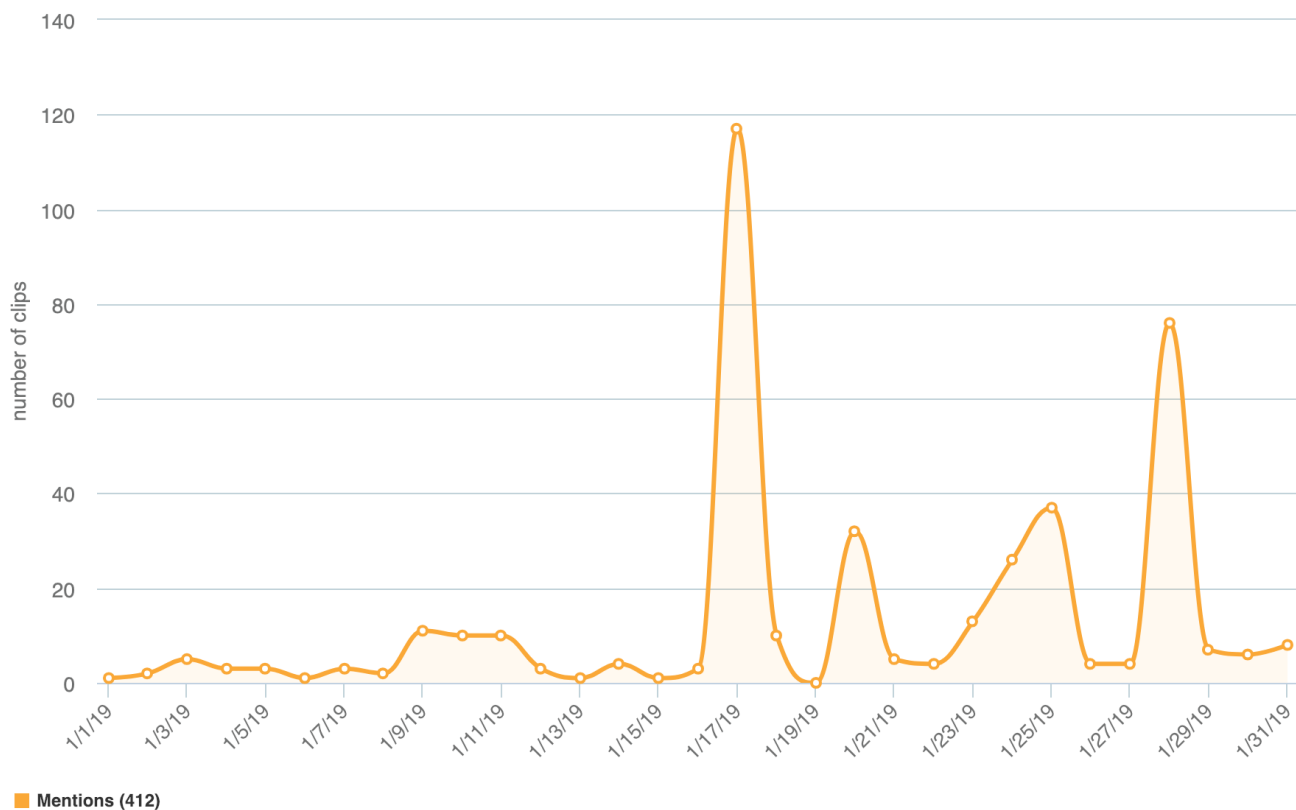
[Proposal: Some Utah college students would pay no tuition, fees for 2 years](#)

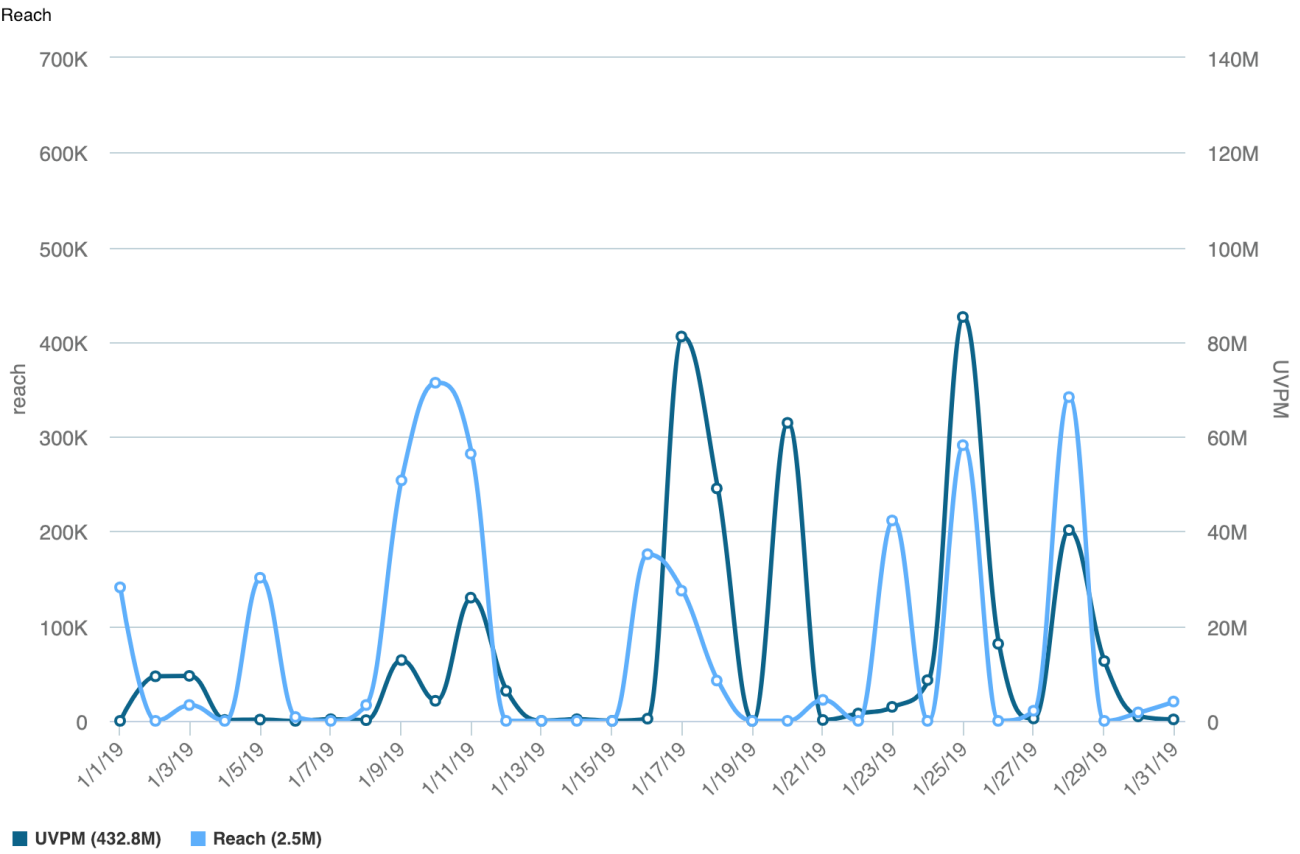
DESERETNEWS.COM

Utah students of limited means would pay no tuition or fees for two years to attend state colleges, universities and technical colleges under a legislative initiative dubbed the "college access scholarship." The scholarship program would be patterned after existing initiatives at Weber State University and Salt Lake Community College that cover costs of tuition and general student fees where federal financial aid falls short for low-income students who take full academic loads.

Media Coverage Analytics

Total Mentions

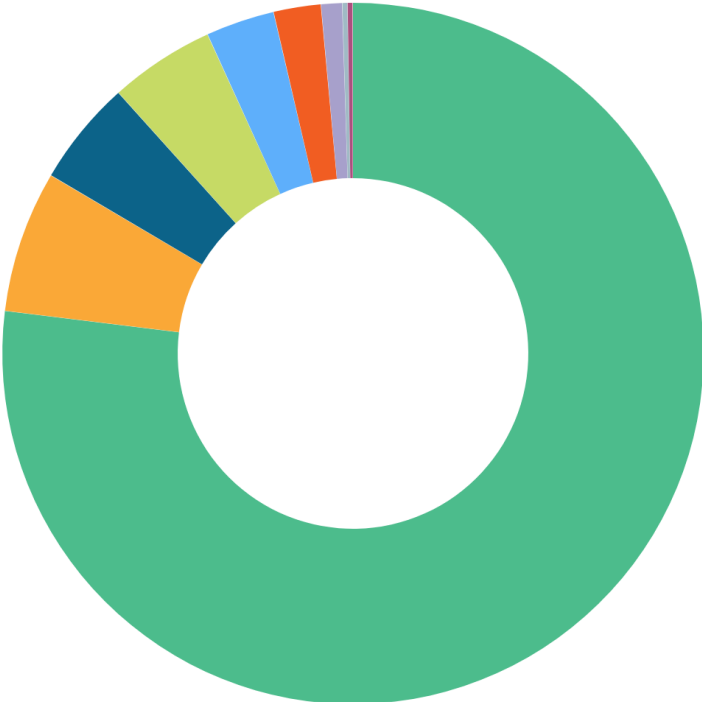




Reach is the Total Number of Unique Viewers/Readers

UVPM is the Number of Unique Viewers/Readers Per Month Across All Social Platforms

Share of Coverage by Media Type



- Online, consumer: 76.9%
- Online, news and business: 6.6%
- Television program: 4.9%
- Newspaper: 4.9%
- Publication, college/alumni: 3.2%
- Online, trade/industry: 2.2%
- Blog, consumer: 1%
- Magazine, trade/industry: 0.2%
- Cable/satellite program: 0.2%

Social Media

SLCC Blog

A total of 8 blogs were created and placed on SLCC's News and Events Page.

1.7 [College Names New Dean of Health Sciences](#)

Promoted in SLCC Today

1.7 [Meet Our Faculty: Darrell Smith](#)

Promoted on Facebook, Twitter

1.10 [SLCC Student, Speedskater Takes First at U.S. Short Track Championships](#)

Promoted on Facebook, Twitter, SLCC Today

1.11 [Get Involved in MLK Day Events, Activities](#)

Promoted on Facebook, SLCC Today

1.16 [SLCC, Cummins Partner on Technician Apprenticeship Program at Westpointe](#)

Promoted on Facebook, Twitter

1.17 [Women's Basketball Freshman Named NJCAA Player of the Week](#)

Promoted on Facebook, Twitter

1.18 [W. Kamau Bell Educates, Entertains at Sold-Out Grand Theatre](#)

Promoted on Facebook, Twitter

1.29 [Mark the Date to Attend "First Date" at the Grand Theatre](#)

Promoted on Facebook, Twitter, SLCC Today

Twitter

- Number of tweets: 33

Media Report – January 2019

- Tweet Impressions: 71.6K
- Number of mentions: 93
- Follower count: +32

Tweets
24 ↑9.1%

Tweet impressions
106K ↑124.7%

Profile visits
2,679 ↑213.7%

- Top Tweet:



Clearly the [@BruinAthletics](#) women's basketball team had a great holiday break!



Betsy Specketer @SLCCcoachspeck
Proud of this group! CSN Holiday Tournament Champs!
#SLCCBruins 🏆🏀💙

10:31 AM - 3 Jan 2019

- Top Mentions:



Weber State University 
@WeberStateU

Following

Hey, @UVU, @USUAggies, @UUtah, @SnowCollege, @SUUtbirds, @DixieState, @SaltLakeCC, @USUEastern. You're doing a great job providing access, education and opportunity in the state of Utah! Sincerely, you're @higheredutah partner, #WeberState. #NationalComplimentDay

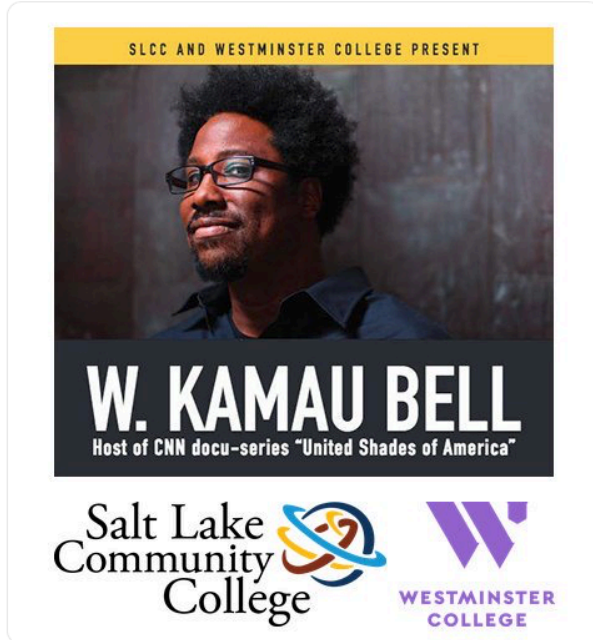


1:10 PM - 24 Jan 2019

- Top Media Tweet:



Save the Date: SLCC and @WestminsterSLC present @wkamaubell, host of CNN docu-series “United Shades of America” on Jan. 17. RSVP today: slcc.edu/kamaubell/



Facebook

- Number of posts: 13
- Post Impressions: 305K

Media Report – January 2019

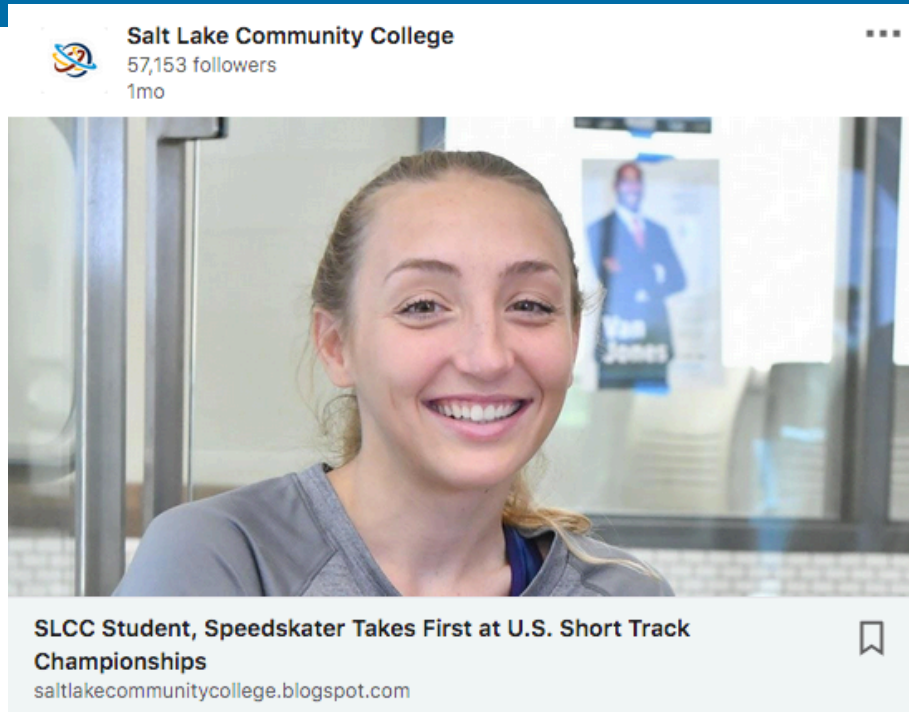
- Page Likes: +97
- Top post:



LinkedIn

- Page Views: 1,078
- Unique Visitors: 574
- Total Followers: 57,153
- Clicks: 472


- Top Post:



Instagram

- Number of posts: 14
- Number of stories: 25
- Post Likes: 1,371
- Total Followers: 2,207
- Top Posts:



 **saltlakecc**
SLCC South City Campus

saltlakecc SLCC not only screens Sundance films at the Grand Theatre every year but we also encourage our students to support the arts and local artists. 🎨👏
#sundance

"I believe strongly in the power of arts education to engage and empower young people." - Heather Watts


bobothe1redranger 🍌 ❤️

l.aurenthompson @alliea123 ur cute 🥰🥰

alliea123 @l.aurenthompson aww thanks 🥰🥰❤️

devpointlabs 🥰 ❤️

👍 🗨️ 📤 📌

 Liked by 4reale and 143 others

JANUARY 29

Add a comment... ⋮



 **saltlakecc**

saltlakecc When we said we wanted a chill week... this isn't what we meant ❄️
rollingwithlina 🤔🤔🤔 ❤️

👍 🗨️ 📤 📌

 Liked by 4reale and 156 others

JANUARY 22

Add a comment... ⋮