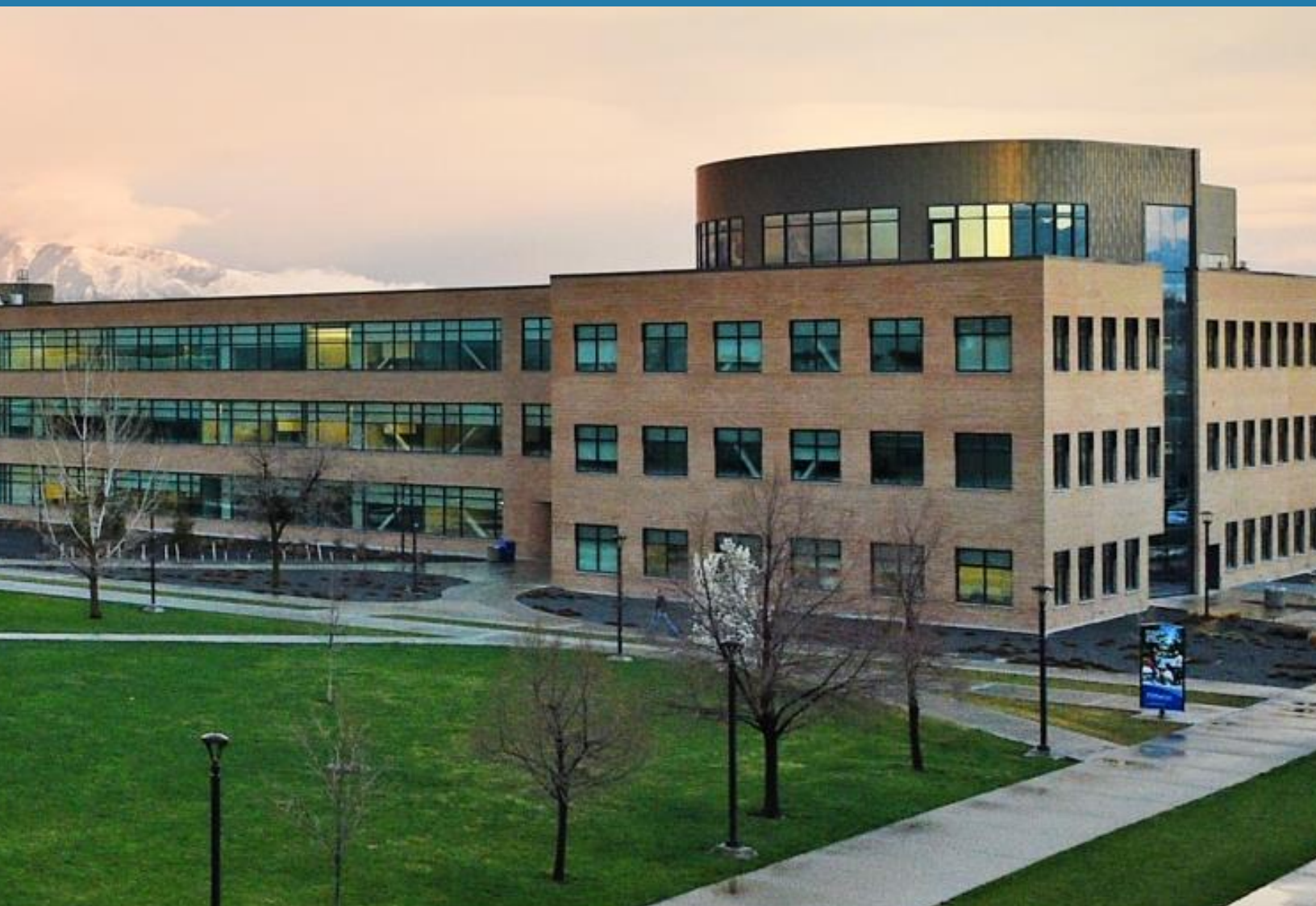


MEDIA REPORT

—
March 2019



News Coverage

Summary

765 stories in national and local media. An estimated 10,158,425 people had subscriber access (reach) to these articles with an estimated earned media value of \$1,821,016.17.

Press Releases

3.18 Active Shooter Training (local)

3.28 [Innovator, Inventor, Disruptor and Designer to Speak at SLCC's 2019 Commencement](#)

Top Stories

March 2, 2019

[STUDENT IN LOUISIANA APPLIES TO WRONG 'SLCC,' SOME BIG UTAH NAMES RESPOND ON TWITTER](#) *FOX13NOW.COM*

A Louisiana student's college application mixup could be the best mistake she's ever made. That's according to hundreds of Twitter users in Utah luring her to the Beehive State. The University of Louisiana at Lafayette student Kaitlynn Lovelady needed a change of pace when she applied for community college.

March 2, 2019

[Louisiana college student accidentally applies to 'wrong' SLCC, hilarity ensues](#) *KUTV.COM*

A Louisiana college student made an honest mistake when she applied for summer classes - in Utah.

March 4, 2019

[STUDENTS RECEIVE HANDS-ON EXPERIENCE AT SLCC](#) *UTAH BUSINESS.COM*

With one of the nation's strongest economies, Utah has also faced one of its most demanding challenges: finding skilled workers to build infrastructure and increase economic growth.

March 4, 2019

[Higher education officials make a case to lawmakers for college access, affordability](#)

DESERETNEWS.COM

Utah college presidents, higher education leaders and institutional boards of trustees met with lawmakers Monday to make a case for legislative initiatives intended to enhance access to college and help make it more affordable for needy students.

March 4, 2019

[SLCC now offering culinary arts associate degrees](#) *ABC4.COM*

Salt Lake Community College has two different associate degrees as part of their Culinary Institute. Chef and Associate Dean Jeffrey Cocker is demonstrating cooking a classic French omelet (Julia Child's style).

March 4, 2019

[College Education for All, Regardless of Income - SLCC](#) *KUTV.COM*

Currently, the likelihood of a Utah child's college success can be predicted solely on a family's income. Children from families in the bottom income quartile are four times less likely to graduate from college than their higher-income peer. Nothing has proven more effective in breaking the cycle of intergenerational poverty than a college education.

March 5, 2019

[Salt Lake City Honors Late Activist Robert 'Archie' Archuleta](#)

MYSUGARHOUSEJOURNAL.COM

A man who had spent his lifetime liberally making time for others, had finally met his ultimate time. Saturday, March 2, eight days after his death, the late Robert "Archie" Archuleta was honored by a slate of dignitaries at the podium and stage of the Rose Wagner Performing Arts Center, and by hundreds of other admirers, many of whom were family, friends, co-workers or colleagues, filling the downtown theater to near-capacity.

March 6, 2019

[A new bill would let Utah students in need apply for a state scholarship, while reducing awards for merit and to study math and science](#) *SLTRIB.COM*

A bill that would scale back state-funded scholarships for math and engineering — as well as a popular merit-based award — and redistribute the money to support a new one calculated on financial need passed unanimously in committee Tuesday.

March 12, 2019

[The Place visits the Utah Olympic Oval and learns how SLCC is boosting brainpower within the US Speedskating Team](#)

FOX13NOWCOM

Salt Lake Community College offers a scholarship to qualified athletes involved with the US Speedskating team. Amanda spoke with SLCC's public relations director Joy Tlou to learn more about the program, along with sports science director Shane Domer to see how studying can typically be a hurdle for busy athletes.

March 12, 2019

[Bill to help needy Utah college students with tuition, fees reaches final passage in House](#)

DESERETNEWS.COM

College students of limited means would pay no tuition or fees for four semesters to attend state colleges, universities and technical colleges under HB260, which reached final passage Wednesday.

March 14, 2019

[Could a regulatory overhaul open up the gates for competency-based education?](#)

EDUCATIONDIVE.COM

The Ed Department's push to redefine the credit hour could make launching alternative programs easier, but stakeholders say safeguards are still needed.

March 18, 2019

[SLCC hosts public safety drill with numerous law enforcement agencies on Tuesday](#)

KUTV.COM

Salt Lake Community College is hosting a public safety drill with multiple law enforcement and fire agencies on Tuesday. The 5-hour drill includes sounds of simulated gunfire, a large volume of first-response vehicles and personnel, and restricted areas at the South City campus.

March 19, 2019

[Utah law enforcement and emergency services train for active shooter situations](#)

DESERETNEWS.COM

Law enforcement and emergency agencies gathered Tuesday at Salt Lake Community College to take part in an active shooter drill inside the school. The officers trained with realistic gunshot noises, simulated ammunition and hostage situations. The victims in the simulation consisted of volunteers, including theater students who helped create simulated wounds with makeup.

March 19, 2019

[Salt Lake Community College hosts mass casualty training](#)

GEPHARTDAILY.COM

Salt Lake Community College's South City Campus hosted a mass casualty training Tuesday.

March 19, 2019

[Hmong students are among the forgotten minorities of higher education](#) *SLTRIB.COM*

If you are driving east on Florin Road toward Luther Burbank High School in Sacramento, California, you will pass under a pedestrian bridge that has a message permanently affixed to it: "If you dream it, you can do it." It's the kind of message I have seen in neighborhoods where aspirations far surpass resources - and in that way it is fitting. More than three-quarters of students at Burbank qualify for free lunches. A fifth of students come from households where Hmong is the primary language. The school has one of the highest concentrations of Hmong students in the city.

March 26, 2019

[Scholarships to US speedskating students at SLCC](#) *KUTV.COM*

Did you know that Salt Lake Community College offers scholarships to some of the best speed skaters in the world? Kari and Brooke sat down with SLCC's VP of student life Curtis and world team member skaters Danielle and Erin. Curtis tells us the two different ways SLCC trains their athletes. They train both their minds and bodies. Danielle and Erin also share how they keep up on their training along with how they find time for studying and being a normal student. They said that Salt Lake Community College's scholarship program has helped them become better athletes.

March 28, 2019

[Innovator, inventor, disruptor and designer to speak at SLCC's 2019 commencement](#)

UTAHPOLICY.COM

Disruptive innovation expert Luke Williams will be the keynote speaker at Salt Lake Community College's 2019 Commencement, scheduled for 9:30 a.m., May 3, at the Maverik Center in West Valley City.

March 28, 2019

[Do you know what 'saute' really means? This is how to do it right...](#) *KSL.COM*

You've heard the word saute. Cook books and food blogs toss it around, but do you know what it really means? Jeffrey Coker and MadiEsther Rodriguez share the basics about this essential culinary term.

March 29, 2019

[Which Utah colleges increased tuition the most and the least? Here's a list of the](#)

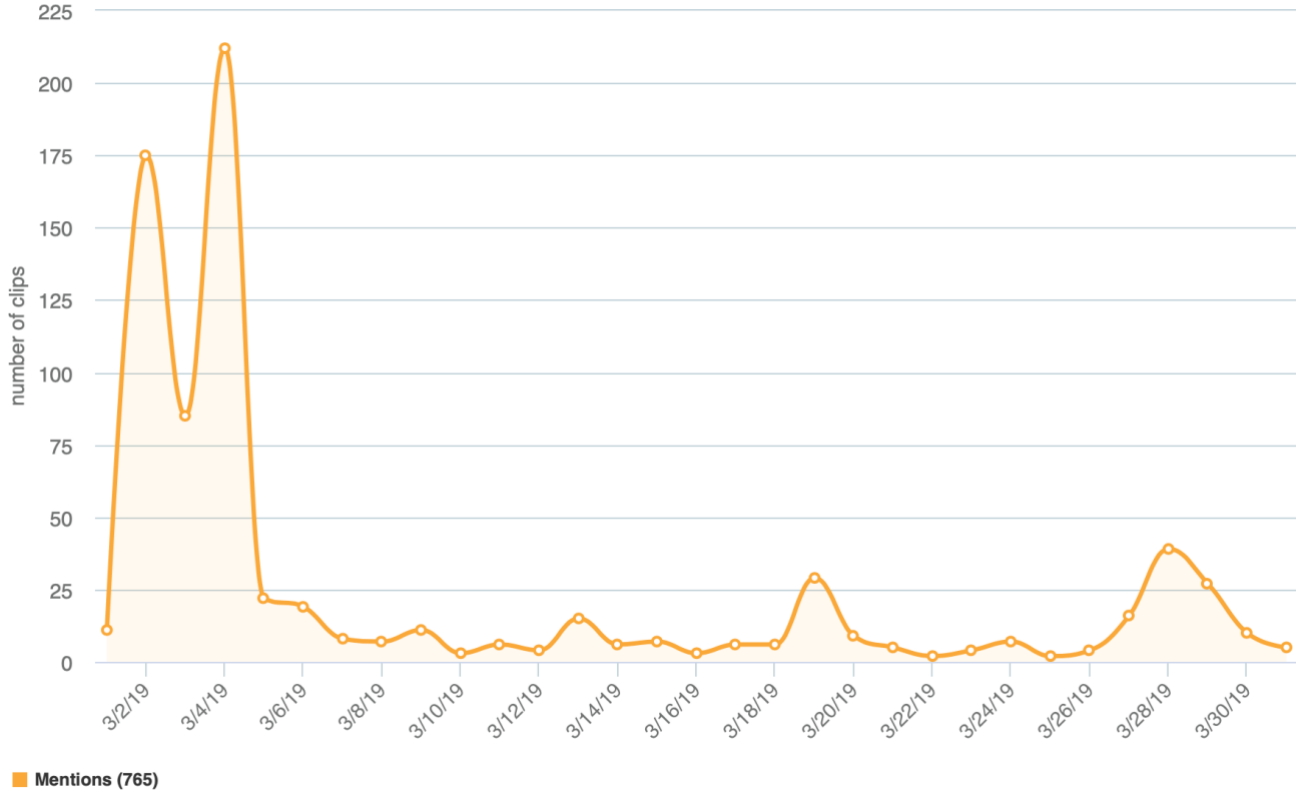
[approved hikes.](#) *SLTRIB.COM*

Several said there should be no tuition hikes at all. Others argued that a few schools should request more money.

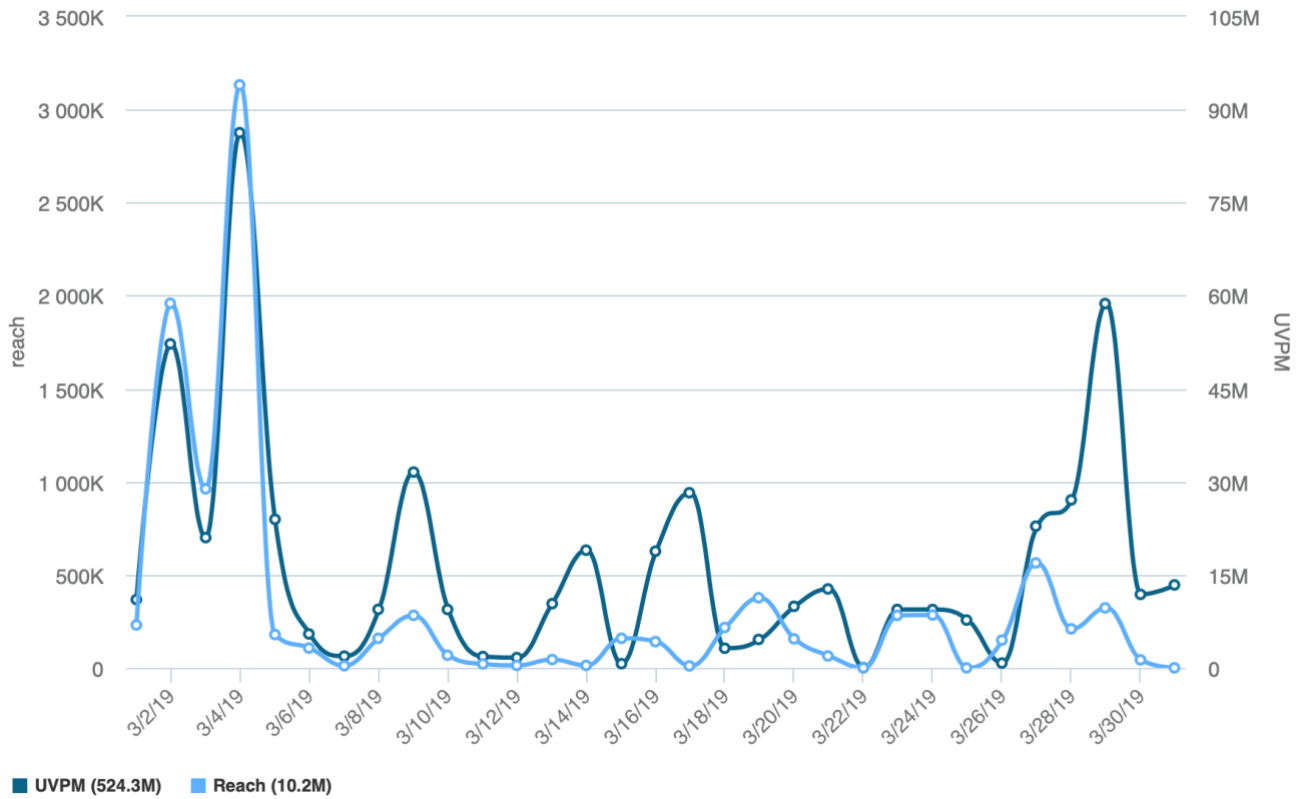
In the end, after two days of intense back-and-forth, the board members that oversee tuition in Utah settled and approved some of the lowest increases for the state's public colleges in the last decade.

Media Coverage Analytics

Total Mentions



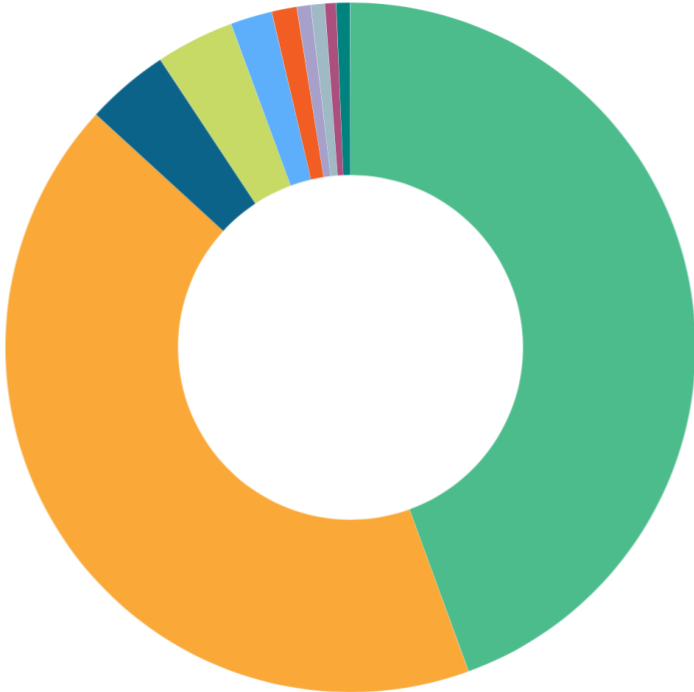
Reach



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



Television program: 44.4% Online, consumer: 42.4% Online, news and business: 3.9% Newspaper: 3.7%
Cable/satellite program: 2% Online, trade/industry: 1.2% Radio station: 0.7% Radio program: 0.7% Blog, consumer: 0.5%
Other: 0.7%

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

Social Media Organic Viral Reach: Kaitlynn Lovelady Applies to Wrong SLCC

Kaitlynn A. Lovelady @KaitlynnLovelad Following

I just applied to SLCC for summer class only to realize it's Salt Lake Community College in SALT LAKE CITY, UTAH instead of SOUTH LOUISIANA COMMUNITY COLLEGE. GOODBYE \$40!!!!!!!!!!!!!!

10:06 AM - 27 Feb 2019

91 Retweets 997 Likes

Kaitlynn A. Lovelady @KaitlynnLovelad · Feb 27

I just applied to SLCC for summer class only to realize it's Salt Lake Community College in SALT LAKE CITY, UTAH instead of SOUTH LOUISIANA COMMUNITY COLLEGE. GOODBYE \$40!!!!!!!!!!!!!!

89 118 1.4K

Salt Lake CC @SaltLakeCC

Replying to @KaitlynnLovelad

For the record, Kaitlynn, Salt Lake Community College and our gorgeous mountains welcome you. But if you decide to geaux (see what we did there?) to the other SLCC, we would gladly refund you for your application fee.

8:12 PM - 28 Feb 2019

16 Retweets 579 Likes

Impressions	24,848
Total engagements	1,561
Detail expands	759
Likes	579
Profile clicks	197
Retweets	16
Replies	10

Spencer Cox
 @SpencerJCox

Following

If you haven't read this piece yet, you should..Our new Louisiana friend @KaitlynnLovelad mistakenly applied to @SaltLakeCC—and thanks to a good friend she's coming to visit Utah!



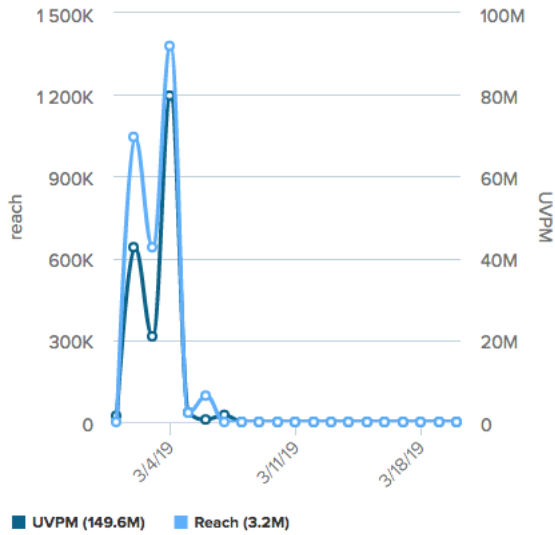
Louisiana student welcomed by Utahns after she applied to the wrong SLCC
 Kaitlynn Lovelady, a student at the University of Louisiana at Lafayette, was looking for a change of pace when she tried to apply to South Louisiana Community Coll...
 ksl.com

8:19 PM - 3 Mar 2019

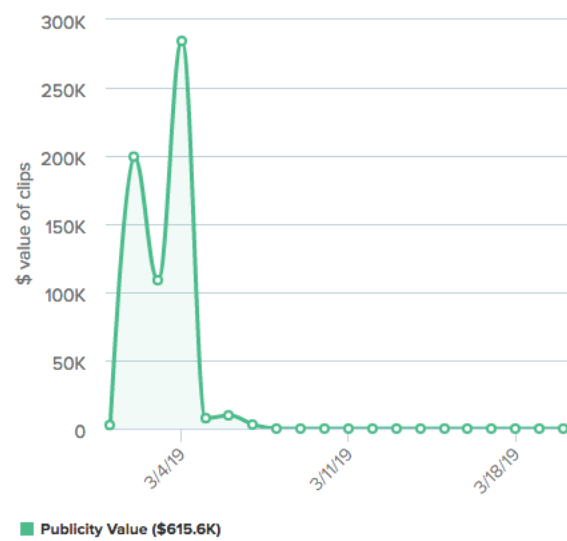
22 Retweets 249 Likes



Reach



Value of Coverage



Fox 13 News · March 1 at 6:25 PM · 🌐 Like Page

Even the Lt. Governor responded. 😂😂😂

Kaitlynn A. Lovelady @KaitlynnLovelad · Follow

I just applied to SLCC for summer class only to realize it's Salt Lake Community College in SALT LAKE CITY, UTAH instead of SOUTH LOUISIANA COMMUNITY COLLEGE. GOODBYE \$40!!!!!!!!!!!!!!

11:06 AM - 27 Feb 2019

42 Retweets 710 Likes

FOX13NOW.COM
Student in Louisiana applies to wrong 'SLCC,' some big Utah names respond on Twitter

1.9K 255 Comments 334 Shares

Like Comment Share

Note: 334 shares, and 1.9K views alone on this Facebook post by Fox 13 News.

The County Library @_CountyLibrary · Mar 2

Replying to @KaitlynnLovelad

SLCountyLibrary, aka, #thecountylibrary, would love to sign you up for a library card once you're a Salt Lake County resident. 📖📖📖📖📖📖
#checkusout #howtolibrary

6

Dave Horan @downrightdave · Mar 1

Replying to @KaitlynnLovelad

Easy mistake, Utah does have some great Jazz.



80

Utah National Guard @UTNationalGuard · Feb 28
 Replying to @KaitlynnLovelad
 Best mistake you'll ever make.

1 3 48

https://www.ksl.com

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US Supreme Court declines to hear Utah GOP appeal of candidate nomination law
 The prolonged, bitter battle over Utah's controversial candidate nomination law appears to be over, at least as far as the courts are concerned.

USU investigating alleged incident that triggered Nevada coaches, players following loss

'Absolute miracle:' Rescuers find missing California sisters

Louisiana student welcomed by Utahns after she applied to the wrong SLCC

Influencers

Influencers	Posts	Reach	Reach per mention	Engagement	Engagement per mention
hailey higgins, fox13now.com	1	680K	680K	5.4K	5.4K
Jordan Lippincott, kato.com	1	176.2K	176.2K	1.4K	1.4K
cara macdonald, ksl.com posted, ksl.com	1	5.7M	5.7M	1.3K	1.3K
ost updated, wafb.com	1	253.3K	253.3K	855	855
1998 2017 kfy.com nexstar broadcasting, inc.all rights reserved, kfy.com	1	100K	100K	569	569
Spencer Cox @SpencerJCox	2	60.6K	30.3K	309	154.5
ABC 7 Chicago, facebook.com	3	6.7M	2.2M	195	65
associated press, nola.com	1	2.1M	2.1M	47	47
FOX 13 News Utah @fox13	3	418.5K	139.5K	59	19.7
Lafayette Daily Advertiser, eu.theadvertiser.com	1	5.7K	5.7K	8	8

UNIQUE AUTHORS

347

SHARE OF MEDIA TYPES

