

# [December 2024 Media Coverage Report](#)

## **CORE Graduation**

- [Key manufacturing skills: A Training opportunity to a better career](#) (Portland Observer)

## **Mobile Welding Trailer**

- [A mobile impact](#) (Community College Daily)

TV Clip – [KOIN 6 News at 10 PM](#)

## **Mental Health Grant & Nursing's No. 1 Ranking**

- [PCC earns \\$1.7 million for mental health, nursing wins big honor](#) (The Scanner)

TV Clip – [KOIN News at 5:30 PM](#)

TV Clip – [KOIN News at 5:30 AM](#)

TV Clip – [KPTV Good Day Oregon at 5 AM](#)

TV Clip – [KPDx 9 PM Prime News](#)

## **Governor's Budget**

- [Oregon's public universities, colleges want more from Kotek's proposed budget](#) (OPB)
- [Governor's Proposed Budget for Higher Ed Falls Below Requirements](#) (Daily Tidings)
- [Oregon's public universities, colleges want more from governor's budget](#) (KLCC)

## **Odds & Ends**

- [Legin Commons Apartment Building Readies for Construction](#) (Montavilla News)
- [State Hunger Task Force makes 5 recommendations to legislators](#) (Statesman Journal)
- [OMIC hosts Supporting Women in Manufacturing Day 2024](#) (Aerospace Manufacturing)
- [East County Fire and Rescue names new fire chief](#) (The Columbian)
- [Portland pouring up to \\$300M into climate-related projects](#) (DJC)
- [Portland's climate action fund awards \\$300 million to large-scale projects](#) (OPB)
- [Kingdom Women Walking in Power: An example of leadership](#) (Portland Observer)
- [The DEI conundrum: How firms can do a better job of responding](#) (Seattle DJC)
- [Sparking careers in Oregon tech](#) (The Oregonian)
- [PSU empowers diverse graduates to shape Oregon's workforce](#) (Business Journal)

**Total Audience:** 2,111,983

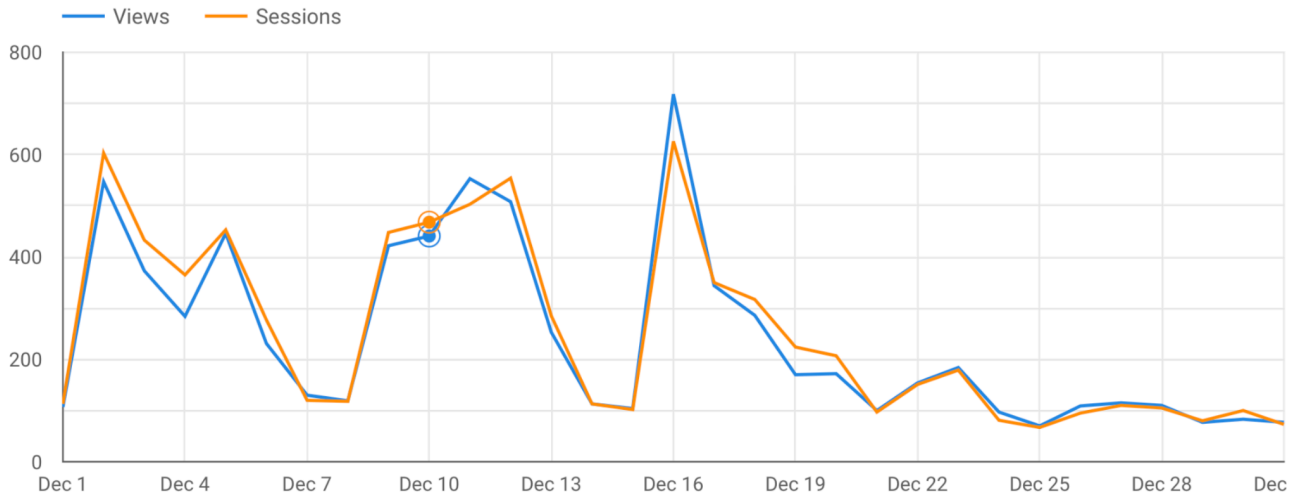
**Total Publicity Value:** \$26,731.62

## **Top PCC Web:**

1. [Nursing Program Ranked No. 1](#)
2. [PCC Receives \\$1.7 Million for Mental Health](#)
3. [A Mobile Impact: Welding Trailer Opening Doors](#)
4. [Shared Values Through SBDC Advising](#)

[All December Stories](#)

# PCC.edu News Statistics



Dec 1, 2024 - Dec 31, 2024

Views	Users
7.5K	1.8K
↓ -26.9%	↑ 8.1%

### How did they get to pcc.edu?

- (direct)
- google
- bing
- m.facebook.com
- login.microsoftli...
- linkedin.com
- yahoo

### What kind of device were they on?

- desktop
- mobile
- tablet

# Media Analytics

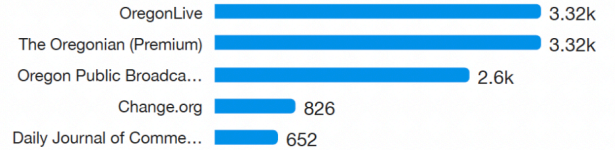
## Total AVE

Dec 1, 2024 - Dec 31

**273k**  
USD

## Top Publications by Estimated Views

Dec 1, 2024 - Dec 31



## Total Potential Editorial Reach

Dec 1, 2024 - Dec 31

**29.5M** ↓ 53%  
Previous Period **62.5M**

## Most Social Shares

Dec 1, 2024 - Dec 31



The Skanner  
Editorial | US | Dec 18, 2024 · 9:51 AM

**PCC Earns Nearly \$1.7 Million for Mental Health Initiatives as Nursing Wins Big Honor**

Portland Community College's Family and Human Services and Addiction Studies programs recently received \$1.675 million from the U.S.

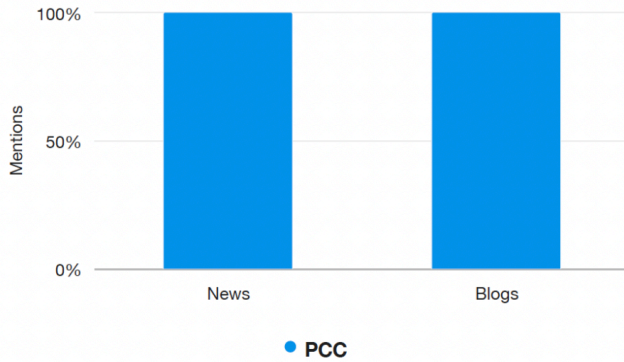
Social Echo 0 3 0

6.78k Reach

Positive

### Share of Voice by Source Type

Dec 1, 2024 - Dec 31



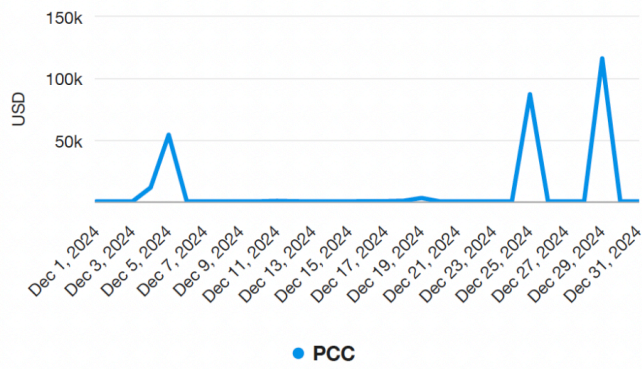
### Top Source Types

Dec 1, 2024 - Dec 31



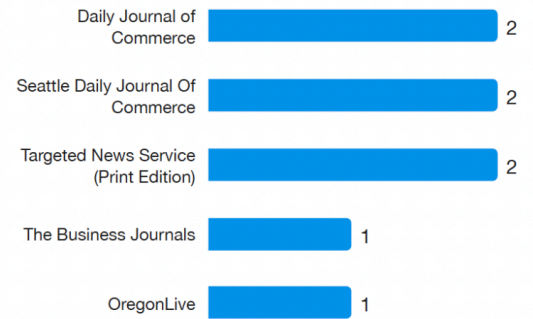
### AVE Trend

Dec 1, 2024 - Dec 31



### Top Publications by Mentions

Dec 1, 2024 - Dec 31





## Top Keywords

Dec 1, 2024 - Dec 31

bicycle and pedestrian infrastructure

affordable housing affordable neighborhood communities

students of color above events agencies

advocate project team budget annual season

availability schools **students** school bad campus

apano and corridor resident program **community** art therapy program

bikes 82nd avenue proposals programs ball

access to pcc construction projects access to education

bike touring and travel behavioral health services availability of minority

## Highest Syndication

Dec 1, 2024 - Dec 31



The Oregonian (Premium) • Grant Butler

Editorial | US | Dec 25, 2024 · 6:00 AM

### Hope, heart and healing: See how the 2024 Season of Sharing campaign is helping Oregonians

and guitar lessons between painting houses and taking writing classes at **Portland Community College**, says the program did a lot to reduce

Social Echo 0 0 0

4.7M Reach

Neutral

## Semiconductor Stories & Media

**Summary:** A recap of the semiconductor PR plan results, including stories created and shared as well as social media. The team has produced 22 stories, advertorials and press releases centering on PCC semiconductor activities and pathways, and more than 40 posts on PCC's various social media.

**Date:** June-December 2024

### College Magazine



[Fall Issue, 2024](#)

### Advertorials & Talk Shows



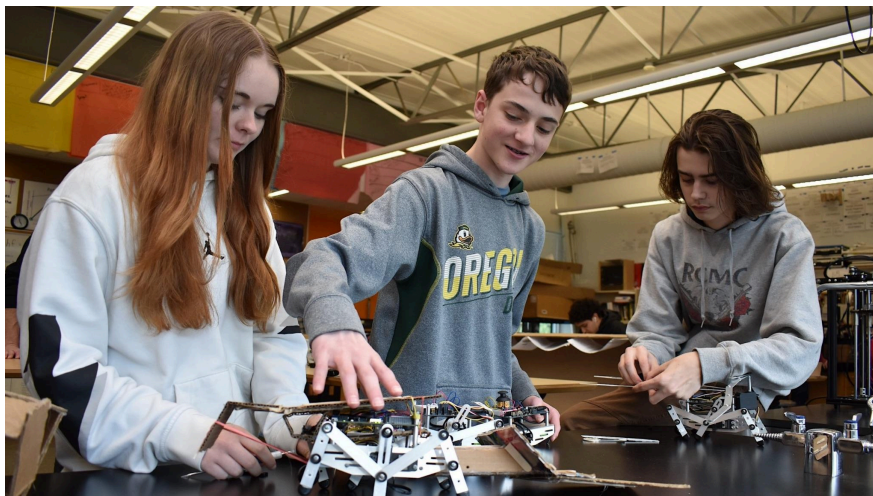
### **KGW “Made for This!” Initiative**

- [July 23 – “Hello Rose City” Interview With Pam Hester & Patty Hawkins](#)
- [July 25 – “Hello Rose City” Interview – Dorina Cornea-Hasegan](#)
- [Aug. 14 – “Hello Rose City” Interview – Steve DuFrene & Mancin Boyd](#)
- [Aug. 29 – “Hello Rose City” Interview with Prentice Davis, SET](#)
- [Sept. 25 – “Hello Rose City” Interview with Ariel Ladum and Chelsey Lynne](#)
- [Sept. 30 – “Hello Rose City” Interviews with Patty Hawkins & Kristi Wilson](#)

### **The Oregonian Advertorial Spotlight**

[Sparking careers in Oregon tech](#)

### **Website Stories, Social Media & Press Releases**



#### **[Quick Start To A Career](#)**

Emily Peng's journey to Intel made possible by PCC's semiconductor short-term training and support programs Posted June 24, 2024

**Social:** [X](#), [LinkedIn](#), [Facebook](#), [Instagram](#)

#### **[Driving the Semiconductor Revolution](#)**

Due to a major need for more workers, PCC is working hard to connect young students and under-served communities to semiconductor education Posted July 3, 2024

**Social:** [X](#), [Facebook](#), [LinkedIn](#)

#### **[Mechatronics Training Fuels Pinball Passion](#)**

Brian Lord is finishing his PCC degree decades later thanks to his love of the classic arcade game Posted July 15, 2024

**Social:** [X](#), [Facebook](#)



### **[History Corner: A High-Tech Program Is Born](#)**

In 1990, Intel turned to PCC to develop microelectronics training program and the college delivered Posted July 18, 2024

**Social:** [X](#), [Facebook](#)

### **[Getting a Jump on Semiconductors](#)**

Students at Forest Grove High School are learning mechatronics while earning college credit through PCC Posted July 29, 2024

**Social:** [X](#), [Facebook](#)

**Media:** ([Beaverton Valley Times](#)) ([Community College Daily](#)) ([Forest Grove News Times](#))

### **[Q&A: Longtime PCC Partner Raves About Training](#)**

Intel's Diane Vidmantas helped develop PCC's Quick Start Semiconductor Technician Training Program, which supports the industry's growing employment needs Posted August 15, 2024

**Social:** [X](#), [Facebook](#), [LinkedIn](#)

### **[A Dream Job That Saves Lives](#)**

PCC alum Brianna Mascaro loves her her work maintaining critical medical equipment at Legacy Salmon Creek Hospital in Vancouver, Washington Posted August 29, 2024

**Social:** [X](#), [Facebook](#), [Instagram](#)

### **[Making the Right Connections](#)**

Bill Manley finds 'hidden gems' of semiconductor jobs for his microelectronics graduates Posted September 26, 2024

**Social:** [X](#), [Facebook](#)

### **[Quick Start Recruiting New Students For Fall](#)**

The Quick Start Program is welcoming interested residents to sign up for its two-week class designed to prepare graduates for work in the semiconductor industry Posted October 3, 2024

**Social:** [X](#)

### **[Manufacturing Day 'Wows' High Schoolers](#)**

Students from Columbia, Tillamook, Clatsop and Washington counties attended the Oct. 4 event at the OMIC Training Center Posted October 10, 2024

**Social:** [X](#), [Facebook](#)

### **[PCC, PSU Sign Semiconductor Education Deal](#)**

The agreement creates pathways for STEM students, offering a continuum of training from PCC to PSU's advanced degrees Posted October 14, 2024



Media: ([KATU](#)) ([Hillsboro News Times](#)) ([Lake Oswego Review](#)) ([Valley Times](#)) ([Newberg Graphic](#)) ([Portland Tribune](#)) ([KOIN](#)) ([KGW](#))

Social: [X](#)

### [Providing the Stability She Needed](#)

Atalie Mitchell has a family and a husband to support; a re-careering was in order and found it with PCC's Quick Start Program Posted October 17, 2024

Social: [X](#), [Facebook](#), [Instagram](#)

### [Focusing on the Essentials](#)

Thanks to Intel funding, Prentice Davis leads a class that gives young students skills and careers in the semiconductor industry Posted November 25, 2024

Social: [X](#), [Facebook](#), [LinkedIn](#)

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