

# June 2025 Media Coverage Report

Total Audience (Radio/TV/Web): 92,070    Total Publicity Value: \$28,567

## **Sofia Nava Ulacio**

- [Everyday Heroes: PCC grad overcomes obstacles to pursue dreams](#) (KATU)
- [PCC student couldn't speak English 3 years ago. Today she's graduating with honors](#) (Oregonian)

## **Jack Kent Cooke Scholar**

- [PCC Student Named 2025 Cooke Foundation Scholar](#) (Portland Observer)
- [Portland Community College student awarded prestigious scholarship](#) (KOIN)
- [A bolsa de prestígio estudante de PCC recebeu o prêmio](#) (Click Gloria)

## **Panthers Athletics**

- [Class of 2025: Panthers Star Headed to University After Titles](#) (The Scanner)

## **Odds & Ends**

- [In Memoriam: Bill Stoller](#)
- [Housed, Unhoused Frustrated With City's Handling of Homeless](#) (SE Examiner)
- [Former Oregon motel could be the solution to the student housing crisis](#) (Fast Company)
- [Student animation highlighted in Lake Oswego art festival exhibit](#) (Lake Oswego Review)
- [Polachek takes field as girls soccer coach](#) (The Nugget Newspaper)
- [Invent Oregon reveals the finest in student-led innovation from Oregon](#) (Silicon Florist)
- [Former No. 1 NBA draft pick, veteran coaches guide Maui basketball camp](#) (Maui Now)
- [Hyatt to take on new role through summer](#) (The Daily Barometer)
- [Business fosters innovation, collaboration on 11th floor of Portland high-rise](#) (KATU)
- [Hyatt to take on new role through summer](#) (The Daily Barometer)
- [Meet the Park Academy class of 2025](#) (Lake Oswego Review)

TV Clip – [PCC Fire Prevention To Get New Tool For Training](#) (KGW)

TC Clip – [Bridge to Success at Southeast Campus](#) (KATU)

## **Top PCC Web:**

1. [Photos: Class of 2025 Goes Out In Style](#)
2. [Scholar Ballers Go Back-To-Back](#)
3. [National Award Brings Tears of Joy](#)
4. [Timber! PCC Scholar Eyes Wood Innovation Degree](#)

[All June Stories](#)

## Media Analytics

### Total AVE

Jun 1 - Jun 30

**109k**  
USD

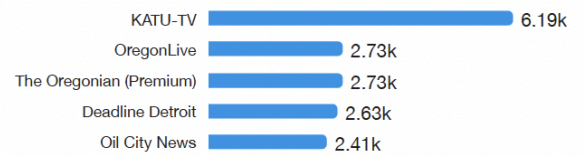
### Total Potential Editorial Reach

Jun 1 - Jun 30

**11.8M** ↓ 50%  
Previous Period **23.8M**

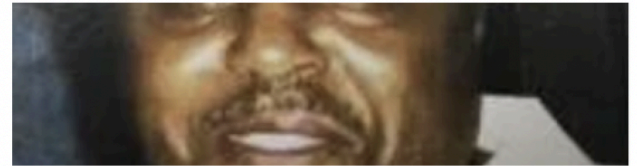
### Top Publications by Estimated Views

Jun 1 - Jun 30



### Most Social Shares

Jun 1 - Jun 30



Deadline Detroit • Allan Lengel

Editorial | US | Jun 18 - 4:20 PM

**Detroit** Frank Miles Jr., Who Crusaded Against Youth Violence After His Teen Son Was Killed, Dies at 69

the trip to Miles. After high school, he attended **Portland Community College** in Oregon and Ferris State University, where he played

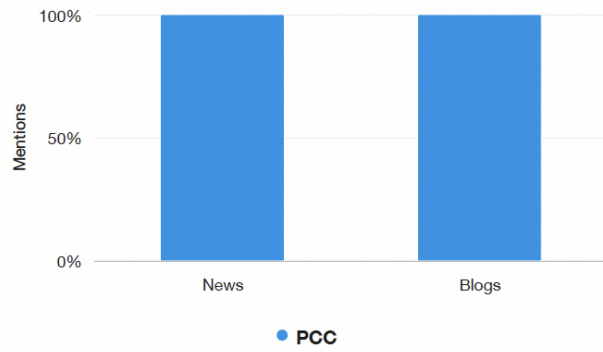
Social Echo 14 3 0

23.8k Reach

Negative

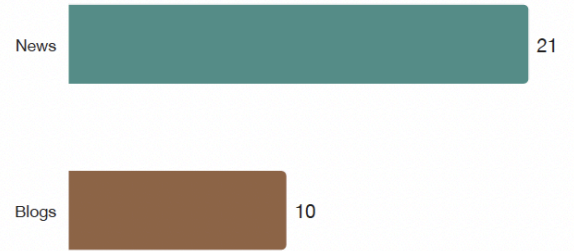
### Share of Voice by Source Type

Jun 1 - Jun 30



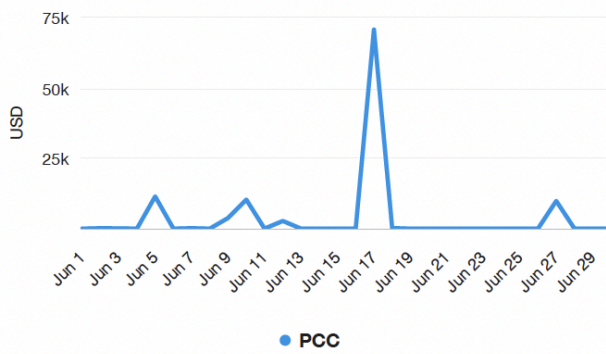
### Top Source Types

Jun 1 - Jun 30



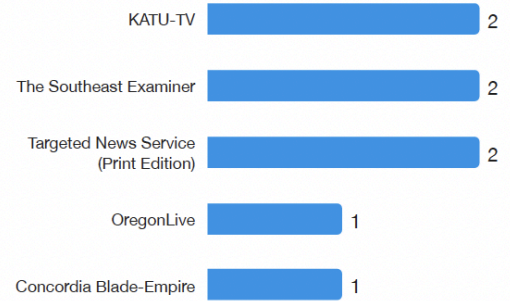
### AVE Trend

Jun 1 - Jun 30



### Top Publications by Mentions

Jun 1 - Jun 30





# PCC spurs economic growth through its SBDC

For over 40 years, the Oregon Small Business Development Center (SBDC) at Portland Community College has been a cornerstone for small business owners in the Portland metro area. Through one-on-one advising and expert-led training programs, the PCC SBDC equips entrepreneurs with the tools they need to succeed and serves an average of 550 businesses every year.

From launching a new business to overcoming challenges, PCC SBDC's training programs cover every stage of growth. These include the "Business Design Series" that helps early-stage, aspiring entrepreneurs refine their business concept and the "Business Builders" course that delivers foundational, industry-specific training to new business owners. For more mature businesses, the Advanced Small Business Management Training Program provides strategies for resilience, innovation and growth.

The PCC SBDC provides services across all industries and all sizes of companies. For food entrepreneurs, the "Getting Your Recipe to Market" (GYRM) class provides a pathway to commercial success while the Global Trade Center supports businesses expanding into import and export markets. The SBDC's Capital Access Team delivers essential information to access capital.

And, the no-cost "Intro to SBDC" orientation explores resources and creates an action plan for entrepreneurs. Courses are available online, ensuring accessibility for all small business owners.

"Uncertain economic conditions and a shifting landscape create challenges, demands, and a sense of unease for many small business owners," said Tammy Marquez, PCC's SBDC director. "Our team is here to provide essential information, explore solutions, provide resources, and offer long-term advice and guidance."

Examples of successful small businesses include:

## MIGRATION BREWING

The Migration Brewing owners participated in the training program to accelerate its growth. PCC SBDC advisors, including those on the Capital



### SUBMITTED PHOTO

Migration Brewing owners (left to right), Eric Banzer-Lausberg, Colin Rath, Mike Branes and McKean Banzer-Lausberg at their NE Glisan pub.

Access Team, helped with the company's business plan, financial projections, loan package development and lender relations.

As a result of continuous support, Migration Brewing earned the title of Oregon's 2024 Small Business Person of the Year by the Small Business Administration (SBA) – the first time a craft brewery had received this accolade. Migration is now distributing its tasty brews in four states and has expanded distribution internationally to Asia.

"Their guidance helps us navigate challenges, pitfalls and considerations for new endeavors," said McKean Banzer-Lausberg, co-founder and co-owner of Migration Brewing. "It has been invaluable in our expansion and growth."

## PISTAKIO

Pistakio is a unique pistachio-based nut butter launched by Francine Voit and Nicola Buffo in 2023. The duo took the GYRM course to take their product concept from idea to a commercial-ready product. With partners like OSU Food Innovation Center and New Seasons Market, GYRM helps local food professionals take their ideas to commercial-ready food



### SUBMITTED PHOTO

Pistachio product.

products to produce, promote, and sell their new products. With up to 25 businesses per cohort, the class strongly supports emerging food entrepreneurs.

"We've just made it into our 200th door and are launching a new product in less than two months," Buffo said of Pistakio. "We are very excited about it!"



For more information, visit <https://oregonsbdc.org/center/Portland-SBDC/>, or email [sbdc@pcc.edu](mailto:sbdc@pcc.edu).