



Media Report

July, August & September 2020

Board Meeting: October 19, 2020

Website Analytics

Pageviews (July-September)	2020	vs	2019
TheChildrensTrust.org	1,225,813		496,892
MiamiHeartGallery.org	128,781		70,338
StayHome.Miami	61,189		n/a

July Media Stories

July 1

Facebook Live w/Supa Cindy 99JAMZ
Trust Staffer, Diana Beltre discussed The Parent Club

July 2

WMBM Radio
Trust Staffer, Vivianne Borhorques and Jerry Calvert promoting Innovation Grant Roll Out
Reach: N/A

July 6

WPLG ABC Ch. 10 Online
Trust President & CEO, Jim Haj feature article promoting The Parent Club

July 12

The VSS Hour (Live on Facebook)
[The Children's Trust Battle of the Books and a great chat with Authors, Suze Guillaume and EJ](#)
Reach: 1,100

July 13

Univision 23 Contigo en la Comunidad
Trust segment featuring guest YAC member, Eleazar Padilla promoting YAC initiative
[Programa De Liderazgo Juvenil Para Estudiantes De Miami-Dade](#)

July 20

Miami's Community Newspapers

YTBD's Auditions Extended

[Young Talent Big Dreams Extends Virtual Auditions](#)

Reach: 47,400

July 20

Miami's Community Newspapers

YAC Member featured

[Positive People Features YAC member Priya Mahabir](#)

Reach: 47,400

July 22

The Miami Times

Trust Provider Urgent Inc hosts Virtual Youth Conference

[Trust Provider, Urgent Inc. Host Zoom Youth Conference](#)

Reach: 114,000

July 24

South Florida Times

Trust Provider Urgent Inc., highlighted in article

[Creativity Network Welcomes Trust Provider Urgent Inc](#)

Reach: 9,460

July 28

WSVN Ch. 7 News

The City of Miami, The Children's Trust and the UM Miller School of Medicine

[Free COVID19 Testing for Children To Be Offered During Week Long Event](#)

Reach: 1,070,000

July 29

Miami Herald

Trust mentioned as a resource for Information on FREE Immunizations

[Experts Ask Public To Protect Community From Vaccine Preventable Diseases](#)

Reach: 2,120,000

July 29

Americanstown.com

Trust mentioned as Shakealeg funder

[Shakealeg Receives 75,000 In Support of Summer Camp Programs](#)

Reach: 164

August 7

South Dade News Leader

Trust mentioned in Service Partnership with City of Homestead

[Council Approves Capital Improvement Projects For New Budget](#)

Reach: 8,760

August 8

Univision 23 Contigo en la Comunidad

Trust Staffer, Sandra Camacho Shares Free Immunization Resources

[Trust Promotes Back-to-School Immunization Information](#)

August 4

WMBM

Trust Staffer, Amanda Gorski discusses the upcoming Census deadline

August 9

The VSS Hour (Live on Facebook)

Trust Staffer, Sabine Dulcio promotes back-to-school immunization efforts

[Back to School Wellness](#)

Reach: 11,000

August 12

Miami Herald

Trust President & CEO, Jim Haj featured in COVID-19 Recommendations

[Florida Influencers Recommend Meaningful Change Amid COVID-19](#)

Reach: 8,800,000

August 13

Brandenton Herald

Trust President & CEO, Jim Haj featured in COVID-19 Recommendations

[Politics-Government Influencers](#)

Reach: 326,000

August 15

Univision 23 Contigo en la Comunidad

Trust Staffer, Amanda Gorski Discusses the 2020 Census

[2020 Census](#)

August 17

Miami Community Newspapers

[Census Deadline Draws Near Everyone Is Counting On You](#)

Reach: 48,800

August 26

News4JAX.com

Trust Provider Easter Seals of South Florida featured

[How To Talk To Children With Autism About COVID-19](#)

Reach: 161,000,000

August 27

TheSoulOfMiami.com

Trust Provider Guitars Over Guns Facebook Live: Women in Music

[Guitars Over Guns Live Women In Music](#)

Reach: 459

August 28

Univision 23 Contigo en la Comunidad

Trust Staffer, Sandra Camacho discusses The Children's Trust Book Club

[The Children's Trust Book Club](#)

September 2

WMBM

Trust Staffer, Sandra Camacho discusses all initiatives related to the Trust

September 2

Miami New Time

Trust Provider Guitars of Guns event calendar feature

[Best Things To Do In Miami Calendar Invite](#)

Reach: 830,000

September 2

The Miami Times

Trust mentioned in article featuring providers offering full day learning labs

[Children Log In For School From Community Based Programs](#)

Reach: 39,100

September 4

TheSoulOfMiami.com

Trust mentioned as supporter of the All Kids Digital Family Arts Festival

[All Kids Included Digital Family Arts Festival](#)

Reach: 459

September 11

South Dade News Leader

The Children's trust Youth Enrichment Grants for the City of Homestead

[Council Sessions Approve City Expenditures](#)

Reach: 383,000

September 12

Univision 23 Contigo en la Comunidad

Trust Staffer, Sandra Camacho discusses all Trust Programs

[The Children's Trust Current Programs Featured](#)

September 12

Miami Herald

Trust funds online tutoring programs

[Need help with homework? What about the SAT or ACT? Here's how to get free tutoring](#)

Reach: 681,083,000

September 13

The VSS Hour (Live on Facebook)

[The Children's Trust and COVID-19 Resources for Families with Children](#)

Reach: 198

September 17

Miami Community Newspapers

Trust mentioned as former board member Nick Duran runs for office

[Nick Duran Deserves Your Vote For Florida State Representative-district-112](#)

Reach: 43,500

September 19

Univision 23 Contigo en la Comunidad

Trust Staffer, Sandra Camacho Census 2020

[The Children's Trust Encourages Your Census Participation](#)

September 24

TheSoulOfMiami.com

Trust Provider Guitars of Guns Facebook Live 90's Night

[Guitars Over Guns Facebook Live 90s Night Showcase 092420](#)

Reach: 459

September 26

TheSoulOfMiami.com

YTBD's Finals featured

[Young Talent Big Dreams 2020 Finals 092620](#)

Reach: 153

September 30

Telemundo Ch. 51

Former Trust Provider United Martial Arts Fraud Case

[Cargos Por Supuesto Fraude De Miles De Dolares](#)

Reach: 395,000

September 30

FloridaPatch.com

Criminal Charges Against Former Trust Provider

[Alleged Ghost Employees and Ghost Students Lead to Criminal Charges](#)

Reach: 67,100

September 30

WTVJ NBC6 News

Criminal Charges Against Former Trust Provider

[Homestead Martial Arts Academy Accused of 300k](#)

Reach: 791,000

Social Media & Digital at a Glance

JULY-SEPTEMBER

	Followers	Impressions
Facebook	158,564	446,730
	Followers	Impressions
Twitter	12,707	19,200
	Followers	Impressions
Instagram	27,863	n/a
	Followers	Impressions
LinkedIn	10,719	18,214



July 23

Facebook

Some of our students from our Youth Arts in the Parks Creative Summer Camp are having fun virtually with their puppets.



July 30

Facebook

Today, we gave out over 4,000 book bags to our providers to distribute to children and families in Miami-Dade.



August 21

Facebook

Lotus House founder and director, Constance Collins, with one of the nurses from Jessie Trice CHS, our on-site health clinic for guests at Lotus House and an important resource for the residents of Overtown. The team at @jessietricechs will be coming into Lotus House on a weekly basis to implement COVID-19 testing among guests and staff in our Pavillion.



August 31

Facebook

First Day of School 2020-2021 Miami-Dade County Public Schools
B.Wright Leadership Academy DOE# 7130
President & CEO Talmadge Fair
Talmadge Fair assists clients on the first day of Distance Learning Funded by The Children's Trust



September 16

Facebook

The Children's Trust Youth Advisory Committee (YAC), open to all Miami-Dade County high school students, serves as the youth voice of The Children's Trust. It is a leadership development program with a focus on service and advocacy, especially relating to children and families.



September 14

Facebook

National Geographic Education has embarked on a new youth initiative to support young people on their journey to taking action locally and connect them to a global community of changemakers. We are pleased to announce that GEN2050 mentor @immworthy_ has been selected to participate in his new leadership program!

Instagram & Facebook Live segments

Date: July 1 – Instagram Live

Guest: Live with Vice Principal Walter Dennis of the MEYGA Learning Center

Topic: Multi-Ethnic Youth Group Association, Inc (MEYGA) promoting the mental, physical and social well-being of youth.

Date: July 1 – Instagram Live

Guest: YWCA Kelly-Ann Royes

Topic: 21-Day Racial Equity & Social Justice Challenge

Date: July 2 – Instagram Live

Guest: Mother & Son Authors Suze Guillaume & Edwin Bonilla Jr.

Topic: Encouraging children to sign up for The Children's Trust Battle of the Books.

Date: July 9th - **Facebook Live**

Guest: Trust Staffer, Tatiana Canelas, Trust Staffer, Jennifer Ulysse, Trust Provider, Stave Steiger from Steve's Academy and Marisol Amarante from The Advent School and Kayleen's Learning Center

Topic: Thrive by 5 All Stars Recap Discussion

Date: July 28 - **Facebook Live**

Guest: YWCA Kelly-Ann Royes and President & CEO Jim Haj

Topic: 21-Day Racial Equity & Social Justice Challenge

Date: September 3 - **Instagram Live**

Guest: 6-time Emmy Award winning TV news reporter and anchor Laurie Jennings

Topic: Live to discuss @LaurieJenningsLive's partnership with The Children's Trust Book Club