



Media Report

May 2021

Board Meeting: June 21, 2021

Website Analytics

Pageviews (May)	2021	vs.	2020
TheChildrensTrust.org	151,673		145,083
MiamiHeartGallery.org	44,876		37,031

May Media Stories

May 2

Summer Youth Interns Provider, Leonie Timothee promotes the SYIP

[The VSS Show - Summer Youth Internship](#)

Reach: 8,800

May 2

PR Log

Trust mentioned as funder of the Piano Slam music-based poetry competition

[2021 Marks Thirteen Years of PIANO SLAM](#)

Reach: 156,000

May 3

The Valley City Times

Trust mentioned as funder of the Piano Slam music-based poetry competition

[PIANO SLAM 13 Featured](#)

Reach: 255,000

May 4

2021 Summer Youth Internship Program highlighted

[High School Interns With Businesses For Summer Program](#)

Reach: 35,800

May 21

South Dade News Leader

Trust mentioned in townhall meeting to connect community

[Chambliss holds town hall to connect with community](#)

Reach: 3,047

May 7

Miami Community Newspapers

The Trust sponsors an event hosted by The Education Fund

[The Education Fund Wants to Know if You're Smarter Than a 5th Grader](#)

Reach: 54,900

May 7

Miami Community News

Trust mentioned as a collaborator to operate the 2021 Summer Youth Internship Program

[Let's Pair High School Interns with Businesses for 5th Annual Summer Youth Internship Program](#)

Reach: 54,900

May 7

La Paloma Neighborhood News

Trust Staffer, Sandra Camacho

Topic: Summer Youth Internship Program

May 7

Miami Herald

Feature byline: Trust Staffer: Kathleen Dexter

[Put an end to your child's learning loss as summer begins](#)

Reach: 6,025,000

May 11

South Dade News Leader

The Trust mentioned as a funder of the South Florida Youth Symphony Program

[Emmy Award-Winning South Florida Youth Symphony to Perform Two Free Concerts at the Seminole Theatre](#)

Reach: 3,047

May 11

Univision 23 Contigo en la Comunidad

Trust Staffer, Sandra Camacho promotes Summer Youth Internship Program

May 12

Teleskopi guest speaker Juliette Fabien promoted Haitian Mother's Day and the importance of children knowing and understanding their culture.

May 14

South Dade News Leader

The Trust provider launches vaccine campaign targeting Latinos

[MAC and UnidosUS Launch Vaccination Campaign Targeting Latino](#)

Reach: 3,047

May 14

La Paloma Neighborhood News
Trust Staffer, Sandra Camacho
Topic: Summer Camps (summer 305)

May 18

Miami Community News
Trust mentioned as a collaborator to operate the 2021 Summer Youth Internship Program
[M-DCPS looking to pair high school interns, businesses](#)
Reach: 54,900

May 18

Miami Community News
The Trust sponsors an event hosted by The Education Fund
[The Education Fund wants to know if you're smarter than a 5th grader](#)
Reach: 54,900

May 18

Miami Community News
Summer 305 featured & Trust mentioned as partner
[M-DCPS planning to launch 'Summer 305 Adventure](#)
Reach: 54,900

May 18

Miami Community News
The Trust mentioned as a funder of the South Florida Youth Symphony Program
[World premiere will highlight SFYS concert in Homestead](#)
Reach: 54,900

May 20

WFOR CBS Ch. 4
Trust Provider, Armour Dance Theater's Ruth Wiesen featured in Miami Proud segment
[Miami Proud: Armour Dance Theater's Leader Is Driving Force For Inclusion In Dance Education](#)
Reach: 984,000

May 21

South Dade Leader
Trust mentioned in article mentioning former Trust President & CEO, Mo Abety
[Chambliss holds town hall to connect with community](#)
Reach: 3,047

May 23

Tallahassee Democrat

Trust mentioned in article featuring David Lawrence Jr.

[Campus Notes: David Lawrence Jr. reappointed to FAMU Board of Trustees](#)

Reach: 667,000

May 24

Miami Herald

Trust partners with Nicklaus Children's, and other contracted community agencies

[Addressing children's mental health post-pandemic](#)

Reach: 5,025,000

May 24

Miami Herald

Trust mentioned as a stakeholder in the Miami Connected initiative

[Tech and finance wave is a 'movement, not a moment'](#)

Reach: 5,025,000

May 24

Miamidiario.com

Trust mentioned as a stakeholder in the Miami Connected initiative

[¿Cuál es el objetivo de Francis Suárez para Miami?](#)

Reach: 382,000

May 25

WFOR CBS Ch. 4

Trust mentioned as funder of project COPE, program offering free telehealth for families

[South Florida Cases Of Violence Against Children Part Of National Trend](#)

May 27

Soul of Miami

[Young Talent Big Dreams 2021 Finals Highlighted](#)

Reach: 807

May 27

Miamidiario.com

Summer 305 featured & Trust mentioned as partner

[Verano 305, múltiples opciones para estudiantes y sus familias](#)

Reach: 382,000

May 21

La Paloma Neighborhood News

Trust Staffer, Ximena Nunez

Topic: Trust strives during pandemic

May 28

La Paloma Neighborhood News

Trust Staffer, Ximena Nunez

Topic: How to stay connected with The Trust and 2-1-1

Social Media & Digital at a Glance

May

	Followers	Impressions
Facebook	54,675	2,238,986
	Followers	Impressions
Twitter	4,361	23,100
	Followers	Impressions
Instagram	11,622	N/A
	Followers	Impressions
LinkedIn	3,943	7,595



May 4

Facebook


Little Haiti Festival; Haitian Carnival: Art, culture and religion. #CelebratingHaitianHeritageMonth

May 19

Facebook

Are you a member of our Book Club?

When you register every child under 5 in your home, Harry the spider and his amazing friends will mail them a FREE book each month as part of The Children's Trust Book Club. Let your friends in Miami-Dade know they can register for free as well!

 <p>Meet amazing friends</p> <p>THE CHILDREN'S TRUST</p> <p>BOOK Club</p>	
 <p>CONGRATULATIONS</p> <p>TO THE 2021 SILVER KNIGHT AWARDS WINNERS AND NOMINEES</p>	<p>May 20 Facebook</p> <p>Congratulations to all the Silver Knight Award nominees and winners! The future is bright in the hands of this next generation.</p>

Instagram & Facebook Live segments

Date: May 3- Instagram Live

Guest: Gepsie Metellus

Topic: Celebrating Haitian Heritage Month with our Haitian friends & family.

Thank you to our amazing friends and partner [@santlahaitian](#) for all the valuable work they do in our community.

Date: May 6 – Instagram Live

Guest: Katie Mesa

Topic: Promoting the 5th Annual Summer Youth Internship

Our special guest is [@katie_mesa](#) one of the interns from last summer's internship program.

Katie is truly grateful and inspired by everything she learned and is now encouraging all businesses and organizations to register as an internship provider, simply visit

miami.getmyinterns.org

Date: May 10-Instagram Live

Guest: Eric Guitan

Topic: Turning Up the Joy of Life with Music [@info_melody](#)

Mind and Melody, Inc., for allowing us to get more informed about this wonderful 501 (c)(3) non-profit organization that implements interactive volunteer-based music programs with

educational and therapeutic benefits for individuals experiencing neurological impairments.

Date: May 28-**Instagram Live**

Guest: Diana Palacios-Fernandez

Topic: Calling on all Miami-Dade families to stop by and pick up their hot meals from a local restaurant for their households. We will be at the Kendall Branch Library from 10AM-Noon.

Thank you, Diana Palacios-Fernandez from [@fci4kids](#) for representing all the amazing collaborators who were apart of this outstanding partnership.