# **Media Coverage Report**

**Monthly Results: November 2023** 



#### **WEBSITE ANALYTICS**

Website Pageviews	76,000
Prev. period	70,000

#### **MEDIA OVERVIEW**

19

Total Online + Print

2

**Total Radio** 

1

Total TV

39,266,873

Total Audience Reach

### **Top Media Highlights**

#### Miami Herald - November 6, 2023

The inaugural Ensuring Economic Mobility Summit at Bilzin Sumberg's Brickell office featured participation from The Children's Trust President & CEO James Haj, Chief Public Policy and Engagement Officer Natalia Zea and Associate Director of Public Policy Amanda Gorski. The summit, part of the Miami Leadership Local initiative led by the Miami Herald in collaboration with the Miami Foundation and the Miami-Dade Beacon Council, aimed to address socioeconomic challenges in Miami-Dade County amid rapid growth. Focused on engaging the local business community, the initiative seeks practical solutions that can be easily adopted by public, private, and non-profit sectors to enhance livability for all residents.

Click here to read/watch recap story in English
Click here to read/watch recap story in Spanish

**Type of Publication:** Online + Print



Powerhouse Miami group's big goal: Boost upward mobility for struggling workers

BY ANDRES VIGLUCCIAND SOMMER BRUGA



#### **Doral Family Journal - November 2023**

The Children's Trust Director of Programs Rachel Spector discusses the affordability crisis related to child care. Click here to view

This article also published in Spanish in the print version of the magazine.

<u>Click here to view on page 50</u> **Type of Publication:** Online + Print

#### Community Newspapers - November 18, 2023

The Children's Trust President & CEO James Haj highlights various ways to comfort and help children through difficult world events, highlighting available Trust-funded resources. This article was also published in print in the Coral Gables and South Miami neighborhood papers from the same publisher.

Click here to view

Type of Publication: Online + Print

#### Community Newspapers - November 1, 2023

The Children's Trust announcement of the \$8 million investment into community-based organizations who provide public benefits enrollment services published in various neighborhood sections of the publication.

Click here to view

Type of Publication: Online + Print

#### WLRN - November 13, 2023

Radio mention highlights The Children's Trust is inviting board nominations for individuals who have shown remarkable achievements and commitment to children and families in Miami-Dade County.

Click here to listen

Type of Publication: Radio







#### **List of Additional Media Stories in November 2023**

The Children's Trust is highlighted as a funder of the UM CAMAT program to provide free cognitive behavioral therapy for children and adolescents to about 80 families per year. With this funding, the program treats children under 12 with up to 24 weeks of free group therapy and children 13 and up with individual therapy.

• Coral Gables Magazine

The Children's Trust is acknowledged as a funder for the \$4.5 million grant awarded to Ten North Group, supporting the enhancement of Opa-Locka's community through children's art programs.

• NBC6 Voices with Jawan

The Children's Trust is mentioned as part sponsor of the South Florida Youth Symphony, which presented a free patriotic-themed concert in Homestead for Veteran's Day.

• South Dade News Leader

The Children's Trust is mentioned among one of the contributors tasked with identifying the top eight priorities in health needs in Miami-Dade County.

• Miami Herald

The Children's Trust is recognized as a partner in youth programming within the innovative new initiative, The Art of Wellness by NRVLD, an official Art Basel Miami Beach affiliated event.

• La Familia de Broward

The Children's Trust is mentioned as a funder of free homework help and tutoring services in reading, math and science at the Miami-Dade County Library branch in Miami Lakes.

• The Miami Laker



# **56K**

October Total Followers

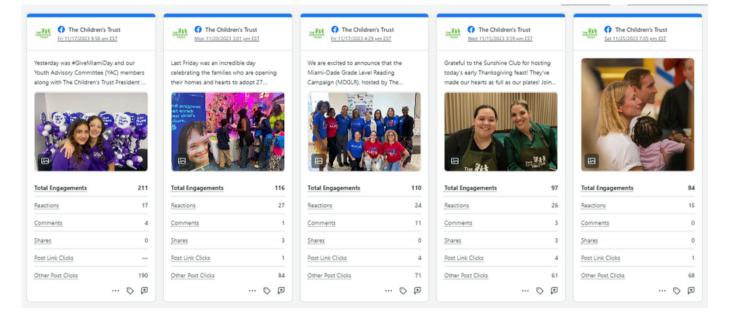
# **56K**

**November Total Followers** 

570,603

**Total Impressions** 

### **Facebook Top Performing Posts**





**5K** 

October Total Followers

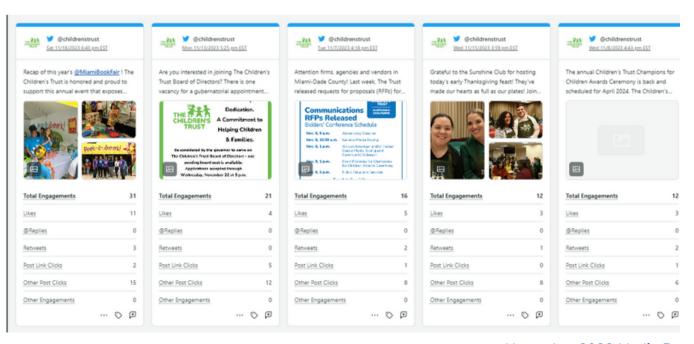
**5K** 

November Total Followers

3,077

**Total Impressions** 

## **X Top Performing Posts**





15.2K

October Total Followers

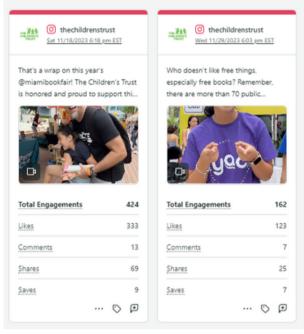
# 15.5K

NovemberTotal Followers

65,437

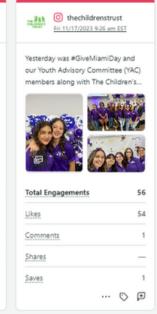
**Total Impressions** 

# **Instagram Top Performing Posts**











6.4K

October Total Followers

6.5K

**November Total Followers** 

14,572

**Total Impressions** 

## **LinkedIn Top Performing Posts**







in The Children's Trust of...



