

# Media Coverage Report

Monthly Results: March 2023



## WEBSITE ANALYTICS

Website Pageviews **120,450**

To prev. period **275,307**

## MEDIA OVERVIEW

**39**

Total Articles

**10**

Total TV + Radio

**1,019,037+**

Total Audience Reach

**85%**

Positive to Neutral Sentiment

## Top Media Headlines

### Miami Herald - March 14, 2023

The Trust's Youth Advisory Committee (YAC) is mentioned as a leadership opportunity for high schoolers to join.

[Click here to view](#)

Reach: 73,181

Type of publication: Online

Tone: Positive



### Miami Herald, Yahoo News, Local Today, Spot On Florida, Delectious Food - March 21, 2023

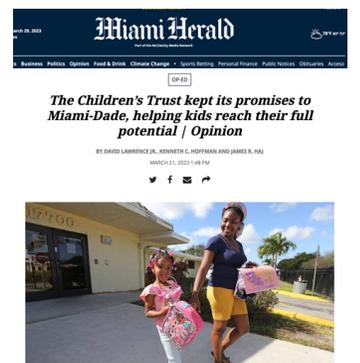
CEO James Haj, Founding Board Chair David Lawrence, Jr. and Board of Directors Kenneth Hoffman share The Trust's 20th Anniversary milestones.

[Click here to view](#)

Reach: 73.2K+

Type of publication: Online + Print

Tone: Positive



### Community Newspapers - March 24, 2023

CEO James Haj mentions The Trust's Youth Advisory Committee (YAC), a youth leadership development program.

[Click here to view](#)

Reach: 5,434

Type of Publication: Online

Tone: Positive



### Miami Herald - March 24, 2023

Coral Gables resident praises David Lawrence's work at The Trust for the last 20 years.

[Click here to view](#)

Reach: 73,181

Type of publication: Print

Tone: Positive

### NBC 6 - March 29, 2023

Story highlights Regina Davis as the advocacy award honoree of Champions for Children Awards Ceremony 2023

[Click here to view](#)

Reach: 69,183

Type of publication: TV + Online

Tone: Positive

### Community Newspapers - March 31, 2023

The Trust is mentioned as partner of the Miami-Dade Soccer Initiative to help expand access to soccer for children by 2030.

[Click here to view](#)

Reach: 5,434

Type of publication: Online

Tone: Positive

## Other Stories

### MiamiLaker.com - March 3, 2023

The Trust is mentioned as a funder for Homework Help and Tutoring program at a Miami Lakes Public Library. [Click here to view](#)

### Community Newspapers - March 6, 2023 (Cutler Bay, South Miami, Doral Tribune)\*

The Trust is mentioned as a funder of Miami-Dade's "All Kids Included" initiative. [Click here to view](#)

### Community Newspapers - March 6, 2023 (Cutler Bay, Kendall, Palmetto Bay)\*

Jamora Arroyo-Jefferson is mentioned as member of The Trust's Youth Advisory Committee.

[Click here to view](#)

### WCTV 6, WCJB, SNN-TV, News Channel 8, MyPanhandle.com, NBC 11 - March 8, 2023\*

Dr. Michael Alessandri is mentioned as a former honoree of The Trust's David Lawrence, Jr. Champion for Children Award. [Click here to view](#)

### South Dade News Leader- March 9, 2023 (Cutler Bay, Kendall, Palmetto Bay, Pinecrest, Coral Gables)\*

The Trust is mentioned as a sponsor of the South Florida Youth Symphony program.

[Click here to view](#)

#### A DEDICATED LIFE

The Miami-Dade community is truly indebted to the vision and tireless efforts of David Lawrence, Jr. in creating The Children's Trust 20 years ago.

In the beginning, he nearly single-handedly raised \$1.64 million — enough to support a full-bore, multi-faceted electoral campaign that has been twice approved overwhelmingly by voters to tax themselves in perpetuity on behalf of the county's children.

Since then, The Children's Trust has distributed nearly \$2 billion in funding without a hint of scandal. Without Lawrence's experience, dedication and leadership, the Children's Trust would not exist — and our youth would be mis-

sing out on the myriad of educational, art, physical education, counseling, nutritional and other programs that enhance the lives of thousands of our children each year.

Therefore, on this its 20th anniversary, I urge the board of directors to rename The Children's Trust in honor of its founder, forever calling it the "David Lawrence Jr. Children's Trust."

*-Doug Mayer,  
Coral Gables*

6 SOUTH FLORIDA Women's History Month: Local Advocate Stands Up for Children, Families in Need

#### Women's History Month: Local Advocate Stands Up for Children, Families in Need

https://www.foxflorida.com/story/news/2023/03/29/women-history-month-local-advocate-stands-up-for-children-families-in-need/7055555002/

By Christene Jones - Published March 29, 2023 - Updated on March 29, 2023 at 6:05 am



REGINA DAVIS  
COMMUNITY ADVOCATE



National and Local Partners to Announce the Miami-Dade Soccer Initiative Focused on Positively Impacting 30,000 Children Across Miami-Dade County by 2030

By Community News Reporter - March 31, 2023



### Community Newspapers - March 9, 2023 (Cutler Bay, Kendall, Palmetto Bay, South Miami)\*

CEO James Haj is mentioned as one of the seven inductees into the Miami-Dade County Public Schools' (M-DCPS) Alumni Hall of Fame. [Print only](#)

### Community Newspapers - March 9, 2023 (Coral Gables)\*

The Trust is highlighted as a partner of the 13th annual Young Talent Big Dreams competition held at Miracle Theatre. [Print only](#)

### Local 10 - March 17, 2023 (English and Spanish)

The Trust is mentioned as a sponsor of Papa Keith 4 People Matter Foundation for a concerts that aims to prevent shootings with a focus on hip hop, basketball and football. [Click here to view](#)

### Local 10 - March 22, 2023

Young Talent Big Dreams, funded by The Trust, is included in the March-April community calendar roundup. [Click here to view](#)

### CBS 4 - March 23 and March 25, 2023 (Morning News Edition, 9AM, Noon, 6PM, 7PM)\*

The Trust is mentioned as a funder of New Jerusalem Baptist Church and the "MicroSociety" program. [Click here to view](#)

### WEDR-FM - March 26, 2023

The Trust is mentioned as a founding partner of Miami for Social Change Youth Film Festival. [Click here to listen](#)

### Community Newspapers, Telemundo 51 - March 31, 2023\*

The Trust is mentioned as funder of summer camp programs offered by Miami-Dade County Parks and Recreation facilities. [View in English](#) or [View in Spanish](#)

\*Several versions of this story were published on different times, dates and platforms of the same media outlet.

## SOCIAL MEDIA OVERVIEW



53K

February Total Followers

55K

March Total Followers

2,263,808

Total Impressions

## Facebook Top Performing Posts

<p>The Children's Trust Thu 3/9/2023 5:54 pm EST</p> <p>Thank you The Key Biscayne Community Foundation for welcoming The Children's Trust Board of Directors to the Fab Lab...</p> <p>Impressions 4,307</p>	<p>The Children's Trust Mon 3/27/2023 3:13 pm EDT</p> <p>#YAC students have officially arrived in Tallahassee and they will spend the next few days visiting Florida A&amp;M University...</p> <p>Impressions 3,940</p>	<p>The Children's Trust Tue 3/28/2023 11:50 am EDT</p> <p>Thank you Children's Forum for hosting a powerful Children's Week Advocacy Dinner at the Florida State University...</p> <p>Impressions 2,731</p>	<p>The Children's Trust Mon 3/13/2023 1:01 pm EDT</p> <p>Impressions 2,316</p>	<p>The Children's Trust Thu 3/2/2023 8:24 am EST</p> <p>The Trust is seeking applicants for the following positions: Program Manager, Administrative Services Coordinator-HR, Human Resources Manager, Media Manager, Research &amp; Evaluation Analyst</p> <p>Impressions 2,307</p>	<p>The Children's Trust Thu 3/16/2023 9:30 am EDT</p> <p>Congratulations to the Miami Herald 83rd Spelling Bee winners. We are proud to sponsor this event for the 11th year and...</p> <p>Impressions 2,115</p>
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5K

February Total Followers

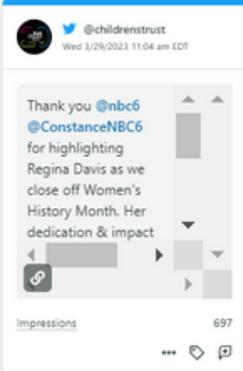
5K

March Total Followers

8,623

Total Impressions

### Twitter Top Performing Posts

 <p>Impressions: 697</p>	 <p>Impressions: 663</p>	 <p>Impressions: 630</p>	 <p>Impressions: 513</p>	 <p>Impressions: 377</p>	 <p>Impressions: 357</p>
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14K

February Total Followers

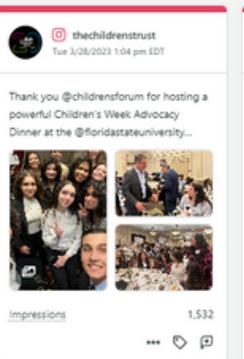
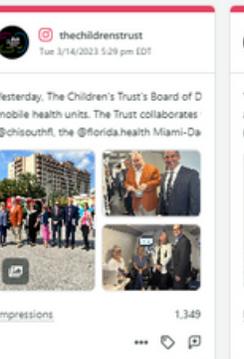
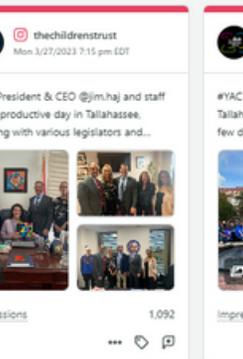
14.1K

March Total Followers

152,518

Total Impressions

### Instagram Top Performing Posts

 <p>Impressions: 1,648</p>	 <p>Impressions: 1,532</p>	 <p>Impressions: 1,349</p>	 <p>Impressions: 1,160</p>	 <p>Impressions: 1,092</p>	 <p>Impressions: 1,062</p>
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**6K**  
February Total Followers

**6K**  
March Total Followers

**19,785**  
Total Impressions

## LinkedIn Top Performing Posts

Post Date	Post Content	Impressions
Mon 3/27/2023 4:25 pm EDT	Trust President & CEO @[James Haj] (urn:li:person:OU4rYCMqjHO) and staff had a productive day in Tallahassee, meeting...	1,369
Tue 3/14/2023 5:18 pm EDT	Yesterday, The Children's Trust's Board of Directors took a tour of The Trust-funded mobile health units. The Trust collaborat...	996
Mon 3/13/2023 1:01 pm EDT	The Children's Trust staff attended the Family Action Network Movement (FANM) 30th gala celebration this Saturday to...	976
Wed 3/8/2023 4:23 pm EST	In honor of International Women's Day, Trust staff, Natalia Zea, Chief Public Policy, Community Engagement &...	945
Mon 3/6/2023 5:09 pm EST	The Children's Trust received the Government Finance Officers Association's (GFOA) Certificate of Achievement for...	935
Wed 3/15/2023 9:12 am EDT	President & CEO James Haj and Director of Communications Yimena Nunez of The Children's Trust attended yesterday's...	914