

# Media Coverage Report

Monthly Results: April 2023



## WEBSITE ANALYTICS

Website Pageviews **170,012**

To prev. period **120,450**

## MEDIA OVERVIEW

**61**

Total Articles

**5**

Total TV + Radio

**7,873,421**

Total Audience Reach

**95%**

Positive to Neutral Sentiment

## Top Media Highlights

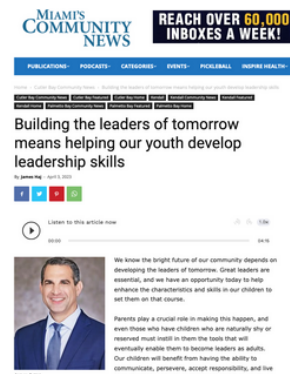
### Community Newspapers - April 3, 2023

Trust President & CEO James Haj is featured in a leadership story highlighting the Summer Youth Internship Program.

[Click here to view](#)

**Reach:** 5,434

**Type of Publication:** Print + Online



### Miami Herald - April 3, 2023

The Trust is mentioned as a partner in the Miami-Dade soccer initiative funding the cost of programming for the new mini-pitches.

[Click here to view](#)

**Reach:** 14M

**Type of Publication:** Print + Online



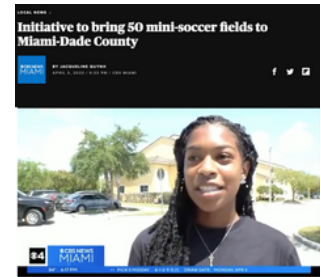
### CBS News - April 3, 2023

Trust President & CEO James Haj is featured in a story highlighting the Miami-Dade Soccer Initiative.

[Click here to view](#)

Reach: 56.8K

Type of Publication: Online



### South Florida Business Journal - April 3, 2023

The Trust is mentioned as part of the Miami-Dade Soccer Initiative announcement.

[Click here to view](#)

Reach: 589.5K

Type of Publication: Print + Online



### Miami Times - April 5, 2023

The Trust is mentioned as part of the Miami-Dade Soccer Initiative announcement.

[Click here to view](#)

Reach: 3.8K

Type of Publication: Online



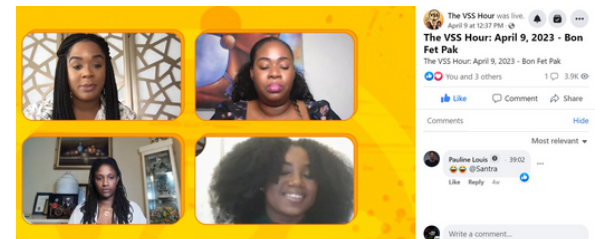
### VSS HOUR - April 9, 2023

The Trust is invited to VSS Hour to highlight Summer Youth Internship.

[Click here to view](#) (Haitian Creole)

Reach: 3.9K

Type of Publication: Online



### Local 10 News - April 18, 2023

Trust President & CEO James Haj and father of a student are featured in story announcing record funding for youth development programs.

[Click here to view](#)

Reach: 117K

Type of Publication: TV + Online



### Miami Herald - April 18, 2023

Trust Founding Chair David Lawrence Jr., President & CEO James Haj, Board Chair Ken Hoffman and Trust-funded provider Belafonte TACOLCY Center are featured in a story announcing record funding for youth development programs.

[Click here to view](#)

**Reach:** 73.2K

**Type of Publication:** Online



### Miami Times - April 18, 2023

Story highlights record funding announcement for youth development programs.

[Click here to view](#)

**Reach:** 3.8K

**Type of Publication:** Online



### WLRNFM (NPR) - April 19, 2023

Trust President & CEO James Haj is mentioned in a story announcing record funding for youth development programs.

[Click here to listen](#)

**Reach:** 197,866

**Type of publication:** Radio



### NBC 6 - April 22, 2023

Community advocate and Champions for Children honoree Regina Davis is featured in a segment of Voices with Jawan Strader.

[Click here to view](#)

**Reach:** 8.2K

**Type of publication:** TV



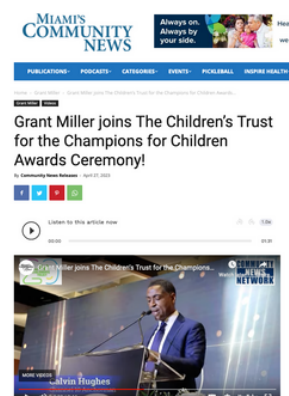
### Community Newspapers - April 27, 2023

Grant Miller shares a recap video of The Champions for Children Award Ceremony.

[Click here to view](#)

**Reach:** 5.3K

**Type of publication:** Online



## Miami Herald - April 28, 2023

Former youth intern shares her experience with The Trust's funded Summer Youth Internship Program

[Click here to view](#)

**Reach:** 14M

**Type of Publication:** Print + Online



## **Full List of Media Stories in April 2023**

The Trust is mentioned as a partner to help cover program costs in the Miami-Dade Soccer Initiative with the U.S. Soccer Foundation and Citadel Founder Kenneth Griffin. The announcement took place on April 3.

- [Miami Herald](#)
- [South Florida Business Journal](#)
- [CBS News](#)
- [Miami Times Online](#)
- [Philanthropy News Digest](#)
- [Infobae](#) (Spanish)
- [News Channel 8](#)
- [MyPanhandle.com](#)
- [GazetaNews](#)
- [Telemundo51](#) (Spanish)

Trust President & CEO James Haj, Board Chair Kenneth Hoffman and Trust-funded providers are featured in stories regarding the nearly \$400 million investment in youth development programs. The announcement took place on April 18 at the Belafonte TACOLCY Center in Liberty City.

- [Miami Herald](#)
- [El Nuevo Herald](#) (Spanish)
- [WLRNFM](#)
- [Community Newspapers](#)
- [Local 10 News](#)
- [Miami Times](#)
- [CBS News](#)
- [Univision](#) (Spanish)
- [Yahoo](#)

The Trust is included as part of a banking and finances update in which Kenneth Griffin donated \$5 million for the Miami-Dade Soccer Initiative.

- [South Florida Business Journal](#)

The Trust is mentioned in stories offering summer camp opportunities in Miami-Dade and Broward counties.

- [CBS News](#)
- [NBC 6](#)
- [Community Newspapers](#)

Trust President & CEO James Haj shares leadership opportunities with The Trust's Youth Advisory Committee (YAC).

- [Community Newspapers](#)

Trust President & CEO James Haj is featured with community leaders at a charity event for Be Strong International.

- [Community Newspapers](#)

The Trust is mentioned as a funder for Homework and Tutoring Program at Miami Lakes Public Library.

- [Miami Laker](#)

Trust-funded provider Amigos for Kids thanks The Children's Trust for supporting their programs during Child Abuse Prevention Month.

- [Community Newspapers](#)
- [NBC 6](#)

The Trust is mentioned as a researcher funder that allows University of Miami faculty and Miami Lighthouse to conduct a study of the impact of Miami Lighthouse Academy LLC inclusion preschool and pre-kindergarten for early learners.

- [Community Newspapers](#)

South Dade Shout Out Host Richard Candia, SDCC Board of Directors, talks with Garnet Esters, Strategic Community Initiatives Manager of The Children's Trust.

- [Community Newspapers](#)

The Trust is mentioned as a supporter of the All Kids Included Family Arts Festival.

- [Community Newspapers](#)

The Children's Trust Youth Advisory Council Far South is highlighted with Representative Kevin Chambliss to host the inaugural Day of Literacy.

- [Community Newspapers](#)
- [Florida Politics](#)

Editor Grant Miller shares a recap video of The Champions for Children Award Ceremony held on April 27.

- [Community Newspapers](#)

Community advocate and Champions for Children honoree Regina Davis is featured in a segment of Voices with Jawan Strader.

- [NBC 6](#)



## SOCIAL MEDIA OVERVIEW



55K

March Total Followers

55K

April Total Followers

2,703,540

Total Impressions

### Facebook Top Performing Posts

|  |  |   |  |  |   |
|--|--|---|--|--|---|
| <p><b>The Children's Trust</b><br/>Wed 4/26/2023 2:46 pm EDT</p> <p>The Children's Trust is a proud founding funder of the Summer Youth Internship Program. Today we kicked off the 8th ye...</p> <p><b>Total Engagements</b> 560</p> <p>Reactions 32</p> <p>Comments 1</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 526</p> | <p><b>The Children's Trust</b><br/>Thu 4/13/2023 10:54 am EDT</p> <p>Applications are open and interviews are now taking place for the Summer Youth Internship Program (SYIP) for rising 10th...</p> <p><b>Total Engagements</b> 341</p> <p>Reactions 68</p> <p>Comments 6</p> <p>Shares 3</p> <p>Post Link Clicks 24</p> <p>Other Post Clicks 240</p> | <p><b>The Children's Trust</b><br/>Thu 4/20/2023 1:07 pm EDT</p> <p>Recap of the Adrienne Arsht Center for the Performing Arts FREE Family Fest event. So Club families enjoyed storytelling, face pair...</p> <p><b>Total Engagements</b> 307</p> <p>Reactions 38</p> <p>Comments 3</p> <p>Shares 2</p> <p>Post Link Clicks 5</p> <p>Other Post Clicks 259</p> | <p><b>The Children's Trust</b><br/>Wed 4/19/2023 12:51 pm EDT</p> <p>The Children's Trust is proud and humbled to announce funding of \$383 million over the next 5 years to support after-school...</p> <p><b>Total Engagements</b> 179</p> <p>Reactions 36</p> <p>Comments 4</p> <p>Shares 10</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 129</p> | <p><b>The Children's Trust</b><br/>Sat 4/1/2023 5:08 pm EDT</p> <p>Thank you Senator René García Miami Dade Commissioner District 13 for hosting this year's Easter Egg-venture Event...</p> <p><b>Total Engagements</b> 162</p> <p>Reactions 19</p> <p>Comments 1</p> <p>Shares 1</p> <p>Post Link Clicks 25</p> <p>Other Post Clicks 116</p> | <p><b>The Children's Trust</b><br/>Tue 4/25/2023 12:08 pm EDT</p> <p>#TCTFamily congratulates Administrative Aide Andrew Suarez on his 5 years of employment at The Children's Trust. The...</p> <p><b>Total Engagements</b> 143</p> <p>Reactions 57</p> <p>Comments 11</p> <p>Shares 1</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 73</p> |
|--|--|---|--|--|---|



5K

March Total Followers

5K

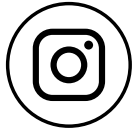
April Total Followers

13,355

Total Impressions

### Twitter Top Performing Posts

|  |  |  |   |   |  |
|--|--|--|---|---|--|
| <p><b>@childrenstrust</b><br/>Tue 4/18/2023 10:07 am EDT</p> <p>Tune in live for a historic announcement at Belafonte TACOLCY Center by The Children's Trust <a href="https://twitter.com/i/broadcasts/1...">twitter.com/i/broadcasts/1...</a></p> <p><b>Total Engagements</b> 69</p> <p>Likes 7</p> <p>@Replies 0</p> <p>Retweets 5</p> <p>Post Link Clicks 20</p> <p>Other Post Clicks 37</p> <p>Other Engagements 0</p> | <p><b>@childrenstrust</b><br/>Mon 4/3/2023 8:45 pm EDT</p> <p>The Children's Trust proudly joined the @ussoccerIndn. Founder and CEO of @Citadel Ken Griffin and @MayorDaniel...</p> <p><b>Total Engagements</b> 55</p> <p>Likes 20</p> <p>@Replies 1</p> <p>Retweets 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 33</p> <p>Other Engagements 0</p> | <p><b>@childrenstrust</b><br/>Thu 4/27/2023 4:35 pm EDT</p> <p>A special thank you to this year's Champions for Children sponsors. Your support was instrumental in making this...</p> <p><b>Total Engagements</b> 44</p> <p>Likes 14</p> <p>@Replies 1</p> <p>Retweets 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 27</p> <p>Other Engagements 0</p> | <p><b>@childrenstrust</b><br/>Wed 4/26/2023 4:59 pm EDT</p> <p>As a founding funder, we kicked off the Summer Youth Internship program today. SYIP provides students w/ paid internshi...</p> <p><b>Total Engagements</b> 41</p> <p>Likes 10</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 30</p> <p>Other Engagements 0</p> | <p><b>@childrenstrust</b><br/>Thu 4/20/2023 3:40 pm EDT</p> <p>Thank you, @CalvinCHughes, &amp; @NABJSofia for inviting The Trust to attend the NABJ workshop this past...</p> <p><b>Total Engagements</b> 40</p> <p>Likes 9</p> <p>@Replies 0</p> <p>Retweets 3</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 26</p> <p>Other Engagements 2</p> | <p><b>@childrenstrust</b><br/>Wed 4/19/2023 12:51 pm EDT</p> <p>The Trust is announcing its largest funding commitment ever - \$383M for after-school &amp; summer programs over 5 years!...</p> <p><b>Total Engagements</b> 38</p> <p>Likes 10</p> <p>@Replies 0</p> <p>Retweets 3</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 25</p> <p>Other Engagements 0</p> |
|--|--|--|---|---|--|



14.1K

March Total Followers

14.3K

April Total Followers

177,244

Total Impressions

## Instagram Top Performing Posts

|   |  |  |  |  |   |
|---|--|--|--|--|---|
| <p>thechildrenstrust<br/>Wed 4/26/2023 3:12 pm EDT</p> <p>The Children's Trust is a proud founding funder of the Summer Youth Internship Program. Today we kicked off the 8th ye...</p> <p>Total Engagements 129<br/>Likes 127<br/>Comments 0<br/>Saves 2</p> | <p>thechildrenstrust<br/>Thu 4/13/2023 10:54 am EDT</p> <p>Applications are open and interviews are now taking place for the Summer Youth Internship Program (SYIP) for rising 10th...</p> <p>Total Engagements 113<br/>Likes 106<br/>Comments 1<br/>Saves 6</p> | <p>thechildrenstrust<br/>Sat 4/1/2023 5:03 pm EDT</p> <p>Thank you @senrenegarclaff for hosting this year's Easter Egg-venture Event. Music, art, and fun easter activities are a...</p> <p>Total Engagements 82<br/>Likes 80<br/>Comments 1<br/>Saves 1</p> | <p>thechildrenstrust<br/>Thu 4/20/2023 1:07 pm EDT</p> <p>Recap of the @arshcenter FREE Family Fes event. Book Club families enjoyed storytell face painting and plenty of other activities.</p> <p>Total Engagements 72<br/>Likes 68<br/>Comments 4<br/>Saves 0</p> | <p>thechildrenstrust<br/>Wed 4/19/2023 12:51 pm EDT</p> <p>The Children's Trust is proud and humbled to announce funding of \$383 million over the next 5 years to support after-school...</p> <p>Total Engagements 69<br/>Likes 64<br/>Comments 5<br/>Saves 0</p> | <p>thechildrenstrust<br/>Wed 4/19/2023 5:11 pm EDT</p> <p>Congratulations to @YACFarSouth on a successful Day of Literacy, a celebration of the literary art of leaders, poets and...</p> <p>Total Engagements 55<br/>Likes 53<br/>Comments 1<br/>Saves 1</p> |
|---|--|--|--|--|---|



6K

March Total Followers

6K

April Total Followers

26,700

Total Impressions

## LinkedIn Top Performing Posts

|  |  |  |  |   |   |
|--|--|--|--|---|---|
| <p>The Children's Trust of Mia...<br/>Wed 4/26/2023 2:57 pm EDT</p> <p>The Children's Trust is a proud founding funder of the Summer Youth Internship Program. Today we kicked off the 8th ye...</p> <p>Total Engagements 646<br/>Reactions 88<br/>Comments 1<br/>Shares 4<br/>Post Clicks (All) 553</p> | <p>The Children's Trust of Mia...<br/>Mon 4/3/2023 8:59 pm EDT</p> <p>The Children's Trust proudly joined the U.S. Soccer Foundation. Founder and CEO of Citadel Ken Griffin and Daniela Levine...</p> <p>Total Engagements 627<br/>Reactions 79<br/>Comments 3<br/>Shares 5<br/>Post Clicks (All) 540</p> | <p>The Children's Trust of Mia...<br/>Wed 4/19/2023 12:51 pm EDT</p> <p>The Children's Trust is proud and humbled to announce funding of \$383 million over the next 5 years to support after-school...</p> <p>Total Engagements 483<br/>Reactions 116<br/>Comments 4<br/>Shares 5<br/>Post Clicks (All) 358</p> | <p>The Children's Trust of Mia...<br/>Mon 4/3/2023 12:16 pm EDT</p> <p>Congratulations Mr. Bill and Kidworks on your 21st birthday celebration! How fitting to dedicate your new hydroponic science...</p> <p>Total Engagements 410<br/>Reactions 30<br/>Comments 0<br/>Shares 0<br/>Post Clicks (All) 380</p> | <p>The Children's Trust of Mia...<br/>Thu 4/20/2023 3:20 pm EDT</p> <p>Our Trust staff had the pleasure of attending the NABJ - South Florida workshop this past weekend to learn mo...</p> <p>Total Engagements 206<br/>Reactions 29<br/>Comments 0<br/>Shares 1<br/>Post Clicks (All) 176</p> | <p>The Children's Trust of Mia...<br/>Mon 4/3/2023 3:45 pm EDT</p> <p>Girl Scouts of Tropical Florida celebrated 100 years with the unveiling of an exhibit and Lifetime Leadership awards...</p> <p>Total Engagements 162<br/>Reactions 34<br/>Comments 1<br/>Shares 2<br/>Post Clicks (All) 125</p> |
|--|--|--|--|---|---|