



## April Media Report 2020

Board Meeting: Monday, May 18, 2020

### Website Analytics

	Pageviews	vs	2019
TheChildrensTrust.org (April)	111,944		152,974
MiamiHeartGallery.org (April)	31,176		28,944
StayHome.Miami (April)	49,659		N/A

### April Media Stories

#### April 1

*The Miami Times*

Trust President & CEO Discusses Essential Workers

[The Children's Trust ensures salaries during pandemic](#)

Reach: 19,100

#### April 1

*The Miami Times*

Trust Provider Excel Kids Academy featured in article

[Black-owned Businesses Remain Resilient and Strong During Crisis](#)

Reach: 19,100

**April 2**

*Miami Herald*

UM Parent-Child Interaction Therapy featured, and Trust mentioned as funder  
[Struggling with coronavirus anxiety? Here's where to find mental health support online](#)

Reach: 8,770,000

**April 2**

*WMBM Radio*

Trust Staffer, Donovan Lee-Sin and Sandra Camacho Discuss Census

Reach: N/A

**April 2**

Hot 105 FM Radio

Trust Staffer, Donovan Lee-Sin Discusses Census and Trust current happenings

Reach: N/A

**April 6**

*Caracol Radio Hoy Por Hoy*

Trust Staffer, Sandra Camacho and Provider FIU Discuss the Parent Club

Reach: N/A

**April 6**

*South Dade News Leader*

The Children's Trust mentioned as Department of Cultural Affairs funder

[Department of Cultural Affairs creates "All Kids Included" online art gallery](#)

Reach: 30,380

**April 15**

*The Miami Times*

The Children's Trust Book Review featured

[The Children's Trust Book Corner: Carter reads the newspaper](#)

Reach: 19,100

**April 17**

*WPLG ABC Ch. 10 Online*

*The Children's Trust Launches StayHome.Miami microsite providing countless entertaining resources*

[How are your kids coping right now? Here are some things to help get them \(and you\) through this time](#)

Reach: 1,000,100

**April 20**

*Miami Herald*

Media Advisory featured to promote Diaper Distribution

[Over half-a-million diapers will be distributed as virus increases demand. Here's where](#)

Reach: 8,770,000

**April 20**

*Miami New Times*

Trust providers Kristi House and Amigo's for Kids featured; Trust Staffer Sandra Camacho interviewed

[During Lockdown, Child Abuse in Miami Could Escalate](#)

Reach: 841,000

**April 23**

*AmericaTeve Ch. 41 5pm and 10PM news cast*

Trust Staffer, Sandra Camacho interviewed about Diaper Distribution

[The Children's Trust Reparte Pañales Gratuitos a Mas de 500 Familias](#)

Reach: 88,900

**April 23**

*WSVN Fox Ch. 7 Afternoon News cast*

The Children's Trust and provider Miami Diaper Bank helps the community

[Thousands of Diapers Distributed by The Children's Trust and Miami Diaper Bank](#)

Reach: 50,300

**April 23**

*WPLG ABC Ch. 10 News*

The Children's Trust and provider Miami Diaper Bank helps the community

[Drive-Thru Diaper Distribution](#)

Reach: 26,700

**April 23**

*WSVN Fox Ch. 7 News 6PM newscast*

The Children's Trust and provider Miami Diaper Bank helps the community

[Local organizations hold drive-thru diaper distribution](#)

Reach: 1,000,100

**April 23**

*WTVJ NBC6 News at 6PM*

Trust President James Haj interviewed about Diaper Distribution

[Hundreds Line Up for Free Diaper Distribution in Miami](#)

Reach: 628,000

**April 23**

*Miami's Community Newspapers*

2020 Friendship Circle Walk-a-Thon sponsored by The Children's Trust

[Grab Your Virtual Sneakers and Walk, Swim or Move – 2020 Friendship Circle Walk-a-Thon](#)

Reach: 49,500

**April 23**

*WSCV Telemundo Ch. 51*

Calendar of Events features Miami Diaper Bank and Children's Trust Diaper Distribution

[Puntos para la entrega de alimentos y pañales en el sur de Florida este jueves 23 de abril](#)

Reach: 64,400

**April 27**

*Miami's Community Newspaper Biscayne Bay*  
Trust Staffer, Rachel Spector Discusses Essential Workers  
[The Children's Trust Does Its Part to Pay Essential Workers](#)  
Reach: 49,500

**April 29**

*The Miami Times*  
James Haj interviewed in Feature Story Highlighting Trust provider Easterseal's of South Fl.  
[Community nonprofits fund Black student with autism](#)  
Reach: 19,100

**April 29**

*iHeartMedia 103.5 FM Radio*  
Trust Staffer, Donovan Lee-Sin promotes StayHome.Miami and Young Talent Big Dreams  
Reach: N/A

**April 29**

*The Miami Times*  
Trust provider, Urgent, Inc., hosts The Bronze Bra Awards live on Zoom  
[URGENT, Inc. will honor women in an online ceremony event](#)  
Reach: 19,100

**April**

*The Children's Trust Website*  
[Explaining Social Distancing to Kids](#)

**April**

*The Children's Trust Website*  
[New Rules for Screen Time During Home Stays](#)

## Social Media & Digital at a Glance

	<b>Followers</b>	<b>Impressions</b>
<b>Facebook</b>	53,250	394,632
	<b>Followers</b>	<b>Impressions</b>
<b>Twitter</b>	4,181	25,500
	<b>Followers</b>	
<b>Instagram</b>	6,773	
	<b>Impressions</b>	
<b>LinkedIn</b>	12,137	



**April 21**  
Facebook

StayHome.Miami  
"My son wanted to do a children's hospital with recycled materials from around the house. He goes to Educare Miami, aka the United Way Center for Excellence in Early Education." - @yesiluvsbv



**April 21**  
Facebook

FUTURE LEADERS ACADEMY OF KENDALL  
Working hard#distance learning#virtualschool



**April 21**  
Facebook

We're in this together!  
"My daughter loves @romerobritto's art work, he inspired her to make this heart for art Project."- Yaneth Morales Quiroz, to [www.StayHome.Miami](http://www.StayHome.Miami) for a FREE @romerobritto coloring book.



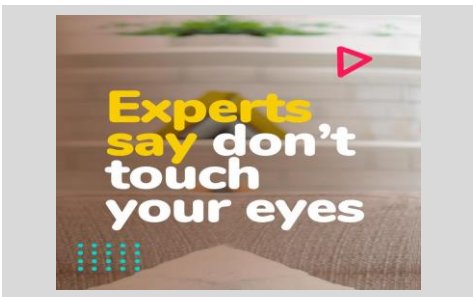
**April 22**  
Facebook

The OLCDC is a supporter of making sure our planet is environmentally safe for our community. Earth Day goes digital!



**April 23**  
Facebook

Trust staff had an amazing opportunity to serve the community. Alongside Miami Diaper Bank, Curley's House and The Children's Trust.



**April 25**  
Facebook

Ready to binge-watch?  
At StayHome.Miami offers the ultimate collection of educational, storytelling and read aloud videos to get you started. Go to [www.stayhome.miami](http://www.stayhome.miami) and be mesmerized by what's in store for you!



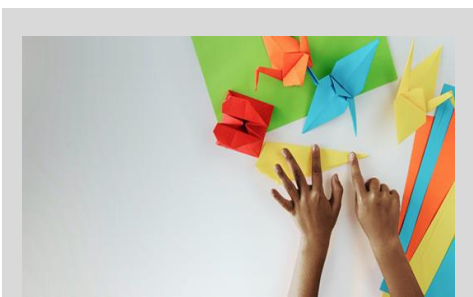
**April 30**  
Facebook

GMYS would like to spotlight a Board Members' son, Zach Buttrick! Since the coronavirus lockdown began at the end of March, Zach grabbed his violin started doing mini concerts and even taking requests. What he started to help people take their mind off the pandemic has now brought hope to his community. 🎵 Never forget the power of music.



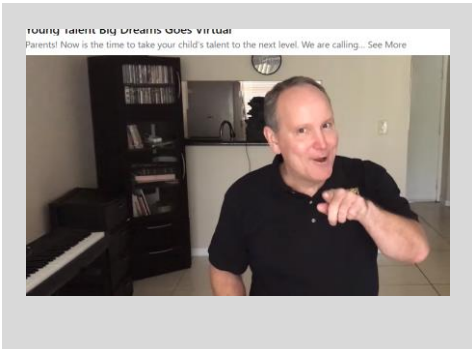
**April 23**  
Facebook

Miami Diaper Bank- Diaper Distribution  
We are here live at Curley's House Food Bank with Miami Diaper Bank distributing 38,100 diapers to the community. For more information go to [www.MiamiDiaperBank.com](http://www.MiamiDiaperBank.com).



**April 23**  
Facebook

Parents, do you remember creating paper flowers and flying airplanes? Here's your chance to create those same memories with your child through the art of paper folding. Head over to [StayHome.Miami/fun-craft-ideas-with-paper/](http://StayHome.Miami/fun-craft-ideas-with-paper/) to get started.



**April 30**  
*Facebook*

Parents! Now is the time to take your child's talent to the next level. We are calling all #dancers, #singers, #musicians, #spokenword artists and #composers to sign up today!

As we continue to flatten the curve and #StayHomeMiami, we invite you to submit a 1-minute preliminary round audition video online for Young Talent Big Dreams! What are you waiting for? Submit your child's video TODAY!



**April 27**  
*Facebook*

The Children's Trust has partnered with Gloria Estefan to ensure that all Miami-Dade residents stay home and stay safe.

Head over to [www.StayHome.Miami](http://www.StayHome.Miami) to learn how to "Put On Your Mask" with your family. Make sure to share with friends and neighbors.

At StayHome.Miami, Miami's queen of rhythm also shares her tips on how to create a homemade mask so we can all help stop the spread of coronavirus.