



Media Report

January 2020

Board Meeting: Tuesday, January 21, 2020

Month at a Glance

Media Stories

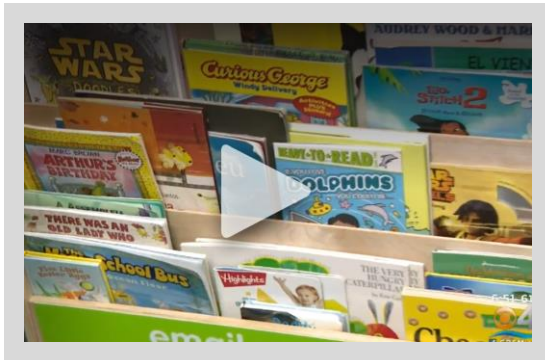
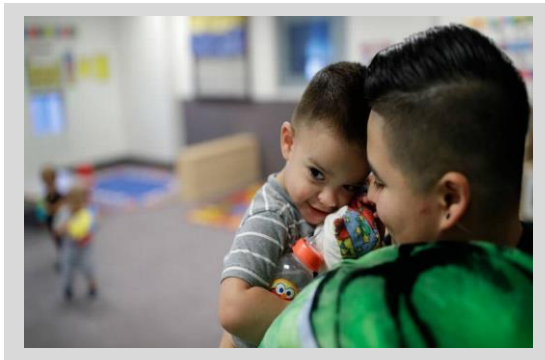
Social Media

	Followers
Facebook	53,010
Twitter	4,066
Instagram	5,168

Website Traffic

	Pageviews	vs	2018
TheChildrensTrust.org (November)	73,198		108,096
MiamiHeartGallery.org (November)	22,730		18,000
TheChildrensTrust.org (December)	60,688		83,761
MiamiHeartGallery.org (December)	19,226		17,216

Media Stories



November 12 and November 20

CBS Miami WFOR Ch. 4

Read to Learn Books for Free, a program of The Children's Trust in partnership with the Miami Book Fair at Miami Dade College highlighted

Reach: 3,469,097

[Help Youngsters 'Read to Learn' By Donating Used Children's Books At Miami Book Fair](#)

November 13

The Miami Hurricane Student Newspaper

Building Blocks of Child Development" seminar, sponsored by the University of Miami's Faculty and Staff Assistance Program and The Children's Trust

Reach: 11,100

[Faculty and Staff Assistance Program hosts seminar to teach better parenting strategies](#)

November 14

Diario las Americas

The Trust mentioned as partner of Miami Book Fair and Read to Learn Books for Free program

[Comienza la Feria del Libro en el Miami Dade College](#)



Media Report

November 18

Community Newspapers

Trust mentioned as community partner that attended 2019 Artwalk Homestead event

Reach: 42,900

[2019 Artwalk Homestead Partners](#)

November 18

South Florida Caribbean News

Trust mentioned as community partner that attended 2019 Artwalk Homestead event

Reach: 9,000

[2019 ArtWalk Homestead Premier Community Event](#)

November 24

CBS Miami WFOR Ch. 4

Trust staffer Sandra Camacho interview discusses the Miami Heart Gallery and The Children's Trust commitment to find families for children in foster care

Reach: 2,309

[Focus On South Florida: Miami Heart Gallery](#)

November 24

WBFS MyNetwork TV Ch. 23-Focus on South Florida (Re-aired on sister station)

Trust staffer Sandra Camacho interview discusses the Miami Heart Gallery and The Children's Trust commitment to find families for children in foster care

Reach: 2,309

[Focus On South Florida: Miami Heart Gallery](#)

November 25

Community Newspapers

Trust mentioned as sponsor for the Brownsville Community Garden

Reach: 42,900

[Former Trust Board Member Dr. Nancy Lawther to Kickoff Miami-Dade School Board District 9 Campaign](#)

November 30

Miami Herald

Opinion feature: Trust President & CEO James R. Haj

Reach: 6,083,000

[Good works in Miami-Dade are improving the lives of children and their families | Opinion](#)

December 4

South Florida Caribbean News

Trust provider Urgent Inc hosts art exhibit Trust mentioned as sponsor

Reach: 8,330

[OurVoiceMatters Multi-media Exhibit Presented by Urgent, Inc.](#)

December 10

CBS Miami WFOR Ch. 4

Mentors Matters segment: features Trust funder PATH

Reach: 636,000

[Mentoring Matters: Mentor Uses Hip Hop To Help Teach A "Path" To Success](#)

December 10

MiamiDiario.com

Trust provider PATH feature story

Reach: 1,017,000,00

[Lecciones de hip hop guían a jóvenes de Florida para alcanzar el éxito](#)

December 11

Miami Herald

Forum on the needs of elderly residents; Trust mentioned in article

Reach: 5,034,000

[Candidates for Miami-Dade mayor pledge support for elderly residents, but what's next?](#)

December 16

The Miami Times

Trust mentioned in article regarding Together for Children, now a sustainable organization with a county-wide board of trustees to oversee impact throughout the county

Reach: 15,700

[Together for Children launches phase five in youth violence initiative](#)

December 17

Miami Herald

Trust mentioned in editorial piece defending Miami resident's compassion after survey results

Reach: 5,034,000

[The people of Miami aren't mean, WalletHub, we're passionate | Editorial](#)

December 17

Miami Herald

Feature byline: Trust Staffer Lori Hanson

Reach: 5,034,000

[How to navigate step-parenthood. Hint: Creation New Family Traditions](#)

December 23

WLRN News

Trust mentioned as funder of the Gen2050 program entitled bats, bees and butterflies

Reach: n/a

[Gen2050 program radio interview](#)

January 2

Islander News

Trust partners with Key Biscayne Foundation with program that helps immigrants

Reach: 5,002,000

[Q&A with KBCF's Melissa White on EB-5 Visas](#)

January 7

CBS Miami WFOR Ch. 4

Trust mentioned as funder of the Gen2050 program entitled bats, bees and butterflies

Reach: 861,679

[Mentoring Matters segment: Trust mentioned as Gen2050 Program funder](#)

Social Media



December 9

Facebook

Chief of Research, Evaluation and Strategic Planning Dr. Lori Hanson visited the Early Learning Career Center operated by Children's Forum. They do a great job and offering lots of professional development, scholarships and wage supplement programs for early child care teachers and staff across our county. [#WeAreTCT](#)



December 6

Facebook

"Giving a kid a permanent home, a forever family, is just the best gift you can give anybody," Andrea said. We love this story. If you are interested in foster care or adoption visit miamiheartgallery.org.



December 5

Facebook

A successful visit at Happy Memories Learning Center truly enjoyed witnessing the 'Playing the Game of Life' after-school program.

Facebook Live segments

December 18

Celebrating this time of the year we are at His House Children's Home. Here's your opportunity to find out what special activities His House Children's Home provides children on campus during the holidays.

Reach: 765

November 23

Reach: Author Stacy DeKeyser tells us how her book titled "The RHINO in Right Field" was inspired by her father's childhood.

Reach: 555

November 23

Guest: Live from The Miami Book Fair with author, Serena Minott, of "The Amazing Adventures of Aya & Pete."

Reach: 425

November 22

We are Live at The Miami Book Fair with the Director of Programs Lissette Mendez

Reach: 422

November 22

Topic: Trust President and CEO James Haj and Trust staffer, Sandra Camacho share all the amazing happenings at National Adoption Day.

Reach: 1,100

November 22

Topic: Trust President and CEO James Haj and Trust staffer, Sandra Camacho share all the amazing happenings at National Adoption Day.

Reach: 728