



# Media Report

## October 2019

Board Meeting: Monday, October 21, 2019

### Month at a Glance

Media Stories

#### Social Media

	Followers
Facebook	52,305
Twitter	3,993
Instagram	4,332

#### Website Traffic

	Pageviews	vs	2018
TheChildrensTrust.org (September)	177,976		195,080
MiamiHeartGallery.org (September)	23,346		22,071

## Media Stories



### **September 5**

*Miami Herald*

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: 6,097,000,00

[Books Donated to Schools](#)

### **September 5**

*The Islander News*

Family Expo calendar feature

Reach: 218,000

[To-do-today-section](#)

### **September 5**

*Sun-Sentinel*

Family Expo calendar feature

Reach: 235,000

[Things to do with the kids this weekend: ArtsLaunch, Kids Expo, Grandparent's Day](#)

**September 5**

*WMBM Gospel 1490 AM*

Family Expo interview on Trust Our Children segment – Trust staffer Sandra Camacho interviewed

Reach: N/A

**September 5**

*Univision 23 Contigo en la Comunidad*

Family Expo segment on Trust segment – Trust staffer, Sandra Camacho interviewed

Reach: N/A

**September 6**

*Miami Herald*

Feature byline: Trust Staffer Kathleen Dexter

Reach: 6,097,000,00

[Tapping into music produces positive notes for children](#)

**September 7**

*Telemundo 51- Acceso Total*

Family Expo things to do segment - Trust staffer, Sandra Camacho interviewed

Reach: 641,000

**September 9**

*Diario las Americas*

The Trust mentioned as partner of the upcoming Miami Book Fair

Reach: 438,000

[Feria del Libro de Miami](#)

**September 10**

*CBS Miami Ch. 4*

Trust provider Guitars Over Guns' A Cappella Ensemble feature story

Reach: 888,000

[Music Mentor Changing Students Lives With 'Guitars Over Guns' A Cappella Ensemble](#)

**September 11**

*Miami Herald*

Trust mentioned in article on discussion *90 minutes of Solutions*

Reach: 6,097,000,00

[Fearing Teens are too alone due to Social Media, Miami Influencers discuss Solutions](#)

**September 11**

*Telemundo 51*

Thrive by 5 feature Trust staffer, Tatiana Canelas interviewed

Reach: 641,000

[Nuevo programa de becas y cuidados infantiles en Miami](#)



# Media Report

## September 13

*Miami Herald*

Trust mentioned as sponsor for the Kiwanis World's Greatest Baby Shower event

Reach: 6,097,000,00

[At this baby shower, knowledge on raising kids in today's times is what is celebrated](#)

## September 18

*iHeart Radio*

Trust featured [iHeartRadio - 1035 The Beat](#) the beat with [Papa Keith](#). Tune in now to learn more about the Parent Club and Thrive by 5.

Reach: N/A

## September 20

*South Florida Hospital News*

Trust provider FIU's Center for Children & Families study to evaluate occupational therapy techniques

Reach: 3,600

[Weighted vests, stability balls do not help children with ADHD](#)

## September 21

*Miami Herald*

Feature byline: Trust Staffer Lori Hanson

Reach: 6,097,000,00

[Managing morning mayhem with your kids: Or how to save your sanity](#)

## September 22

*Community Newspapers*

Trust mentioned as sponsor for the Brownsville Community Garden

Reach: 41,800

[free tree giveaway as NFL teams up to plant a community garden in Brownsville](#)

## September 30

*Miami Herald*

Opinion piece by Trust founder David Lawrence, Jr., and Alex Penelas

Reach: 6,097,000,00

[All Miami-Dade County Children Deserve a Good Life](#)

## September 30

*Community Newspaper*

Sponsors and supporters also included FIU, Urban GreenWorks, The **Children's Trust** Youth Advisory Committee

Reach: 41,800

[NFL-Brownsville-residents-join-to-plant-community-garden-in-glenwood-park](#)

**September 30**

*MiamiDiario.com*

Miami Heart Gallery photo shoot featured

Reach: N/A

[30 niños buscan una familia en Children's Trust Miami Heart Gallery](#)

**September 30**

*CBS 4 Miami*

Miami Heart Gallery photo shoot featured

Reach: 888,000

[30 Children Take Part In Children's Trust Miami Heart Gallery In Hopes Of Finding Loving Home](#)

**October 1**

*CBS 4 Miami*

Mentors Matters segment: features Trust funder Trinity Church's Generation 20/50 program

Reach: 1,048,000,00

[Mentoring-matters-bees-bats-butterflies-life-lessons-from-nature](#)

**October 1**

*Univision Noticias 23 Edicion Digital Miami*

Miami Heart Gallery photo shoot feature Trust staffer, Ximena Nunez interviewed

Reach: N/A

[31 niños que sueñan y buscan una nueva familia de crianza en Miami-Dade](#)

**October 3**

*Miami Herald*

Trust initiative Miami Heart Gallery photo shoot highlighted

Reach: 7,012,000,00

[These children are looking for a loving home. See their photos and stories](#)

**October 3**

*WMBM Gospel 1490 AM*

Miami Heart Gallery interview on Trust Our Children segment – Trust staffer, Sandra Camacho and provider guest Katrella Smalls interviewed

Reach: N/A

**October 4**

*Broadwayworld.com*

Trust initiative YTBD's featured

Reach: N/A

[Young Talent Big Dreams All Stars Visit Miami Cancer Institute To Perform Special Showcase](#)



## Social Media



**September 22**

Facebook

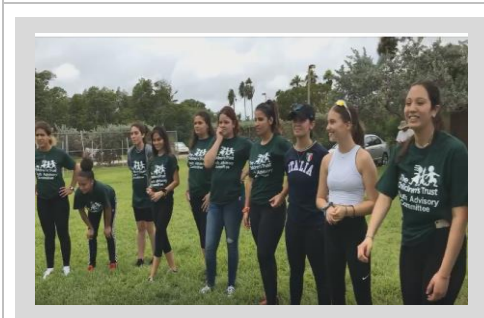
To celebrate 100 years of [NFL](#) football, 100 fruit trees found homes with some amazing [Miami-Dade County](#) residents today during the launch of the Brownsville Community Garden at Glenwood Park #TREE05 #NFLGreen #VerizonGreen #LiveAParkLife



**October 4**

Facebook

Amazing talent for a great cause! We truly enjoyed hearing all the great feedback from [Young Talent Big Dreams](#) performance at The [Miami Cancer Institute](#).



**September 21**

Facebook

The Children's Trust Youth Advisory Committee (YAC), hosts a team building activity for the youth leadership program.



**September 19**

Facebook

Code Fever Miami Inc.'s Inaugural InterCity Games Final STEM Field Day.



**September 16**

Facebook

In honor of Hispanic Heritage Month, today, we celebrate the Independence of Mexico. Thank you [Mexican American Council, Inc.](#) for making sure every child is provided a quality education. ¡Viva México! #MexicoIndependenceday #TCTproviders



# Media Report

## Facebook Live segments

### September 7

Guest: President & CEO of the Miami-Dade County Fair & Exposition, Eddy Cora just a day before the Family Expo encourages folks to donate towards the relief efforts in the Bahamas and Ximena Nunez invites everyone to this year's Family Expo.

Reach: 1,000

### September 25

Topic: Honoring those who offer quality childcare at the Thrive by 5 All Star event for their outstanding performance in childcare. Interviewees President/CEO James R. Haj and Trust Board Member Lourdes Gimenez on our early learning childhood initiatives throughout Miami-Dade.

Reach: 1,100

### September 30

Topic: Trust President and CEO James Haj and Trust staffer, Sandra Camacho share all the amazing happenings at the Miami Heart Gallery photo shoot at the Frost Science Museum

Reach: 1,100

### September 30

Guest: Foster mom Magalys Gutierrez shares how love makes the difference in the lives of children in foster care

Reach: 347

### September 30

Guest: Leslie Veiga and Ximena Nunez share why it is important to foster or adopt.

Reach: 1,000