



Media Report

October 2019

Board Meeting: Monday, November 18, 2019

Month at a Glance

Media Stories

Social Media

	Followers
Facebook	53,026
Twitter	4,027
Instagram	4,692

Website Traffic

	Pageviews	vs	2018
TheChildrensTrust.org (October)	99,192		133,986
MiamiHeartGallery.org (October)	27,766		17,456

Media Stories



October 12

MiamiDiario.org

Miami Dade College hosts Halloween family event

Reach: 136,000

[Noche espeluznante» para toda la familia este 25 de octubre en el Campus Kendall del MDC](#)

October 13

IvanHoe Newswire

Trust funder Trinity Church's Generation 20/50 program featured

Reach: N/A

[Queen Bee: Saving Hives for Bees](#)

October 18

Miami Herald

Feature byline: Trust Staffer Bevone Ritchie

Reach: 7,012,000,00

[How to raise environmentally aware kids — start by making your own changes](#)



Media Report

October 18

Miami Herald

Trust sponsored event, Spooky Symphony featured

Reach: 7,012,000,00

['Dino-Light' and Spooky Symphony are fun ways to usher in Halloween](#)

October 18

Community Newspapers

Urgent Inc., Trust provider featured

Reach: 44,500

[URGENT, Inc. to Celebrate 25th Anniversary with Lion King Themed Charity Gala](#)

October 21

Miami Herald

OP-ED: Miami-Dade Census Counts 2022 by Trust staffer Donovan Lee-Sin

Reach: 7,012,000,00

[When you participate in the census, you help the entire community. We're here to help | Opinion](#)

October 22

Community Newspapers

YTBD's past participants Host All Star Performance for Pediatric Patients

Reach: 44,500

[Young Talent Big Dreams All Stars perform for MCI pediatric patients](#)

October 24




NBC 6 WTVJ Miami (aired 4pm, 4am & 5:30am newscast)

Making a Difference segment highlights Trust funder Triumph Steps

Reach: 39,400

[Woman Making a Difference Through Emotional Literacy](#)

Social Media

 <p>PARENT CLUB</p> <ul style="list-style-type: none"> Free parenting workshops Convenient locations throughout Miami-Dade Flexible hours Learn new parenting skills <p>Connect with other parents in your area & create a stronger community.</p>	<p>October 2 Facebook</p> <p>The minute your first child is born you immediately join the "club." At The Trust, we invite you to join our Parent Club – a new initiative that promises to unite parents across the county in a multitude of FREE parenting workshops. How many? Up to 1,200 a year! Learn principles with raising responsible and caring kids, handling challenging and troublesome teens and a plethora of other topics. More than that, join fellow parents and facilitators who you can share your experiences with and learn from. Be part of the club. To sign up, or schedule a workshop in your area, visit https://www.thechildrenstrust.org/content/parent-club</p>
	<p>October 9 Facebook</p> <p>#HispanicHeritageMonth #Repost Mexican American Council, Inc. Pictures from Day 2 of the giant puppet making workshop with the legend Jim Hammond at MAC's Community Resource Center. The Florida Day of The Dead is coming up soon, (November 2nd), but our College & Career Prep students are very excited and that's why they're working so hard to build these puppets. Each school (Homestead, South Dade, Robert Morgan, and MCCS) creates a design that they will be walking in the actual #FDOTD procession. Thanks again Jim Hammond! #FloridaDayoftheDead</p>
	<p>October 8 Facebook</p> <p>"Making sure that all children in Miami-Dade County have access to valuable after-school and summer programs are among The Children's Trust's highest priorities and partnering with stakeholders like Florida International University and its ENLACE Program ensures that we support Latino communities in those areas of need," said James R. Haj, president and CEO of The Children's Trust. #HispanicHeritageMonth</p>



October 24

Facebook

On National Food Day at [Ronald McDonald House Charities of South Florida](#) and provide home-cooked and nutritious meals to children and families in [Miami, Florida](#). We truly enjoyed the staff, live music and meeting the families. [#TCTserves](#) [#ThankfulThursday](#) [#WeAreTCT](#)