June Media Report 2020

Board Meeting: July 20, 2020

Website Analytics

<table>
<thead>
<tr>
<th>Website</th>
<th>2020</th>
<th>vs</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TheChildrensTrust.org (June)</td>
<td>367,383</td>
<td></td>
<td>155,267</td>
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<tr>
<td>MiamiHeartGallery.org (June)</td>
<td>40,981</td>
<td></td>
<td>39,555</td>
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<tr>
<td>StayHome.Miami (June)</td>
<td>39,008</td>
<td></td>
<td>N/A</td>
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</tbody>
</table>

June Media Stories

June 4
WIOD 105.5 The Beat Radio (iHeart)
Trust Staffer, Sandra Camacho discusses Trust funded summer camps during COVID-19
South Florida Summer Camps
Reach: 13,309

June 4
WMBM Radio
Trust Staffer, Sandra Camacho discussed Book Club/Parent Club
Reach: N/A

June 6
WTVJ NBC6 News
President & CEO, Jim Haj Discusses PPE Distribution
The Children’s Trust Drive-Thru PPE Distribution
Reach: 987,000

June 6
Miami Herald
President & CEO, Jim Haj quoted in Summer Camp Reopening Article
Summer camps reopen in Miami-Dade on Monday. And yes, your mask is required
Reach: 969,000
June 6
WSVN Ch. 7 News
President & CEO, Jim Haj Discusses PPE Drive-Thru Distribution
The Children’s Trust Donating 300,000 Items of PPE Equipment To Health Care Workers
Reach: 1,000,000

June 8
WPLG ABC Ch. 10 Online
President & CEO, Jim Haj promotes The Children’s Trust Book Club
New Free Childrens Book Club Expands to All Miami-Dade Kids Up to their 5th-birthday
Reach: 1,870,000

June 8
Miami Herald
Opinion Article Standing United to Work for Peace
‘As Muslims and Jews, we understand persecution and vow to fight racism in Miami’ | Opinion
Reach: 969,000

June 13
Univision 23 Contigo en la Comunidad
UM Trust Parent Club Partner Promotes Parent Workshops
Reach: N/A

June 14
The VSS Hour (Live on Facebook)
Trust Staffer, Sabine Dulcio promotes Book Club
The New & Improved The Children's Trust Book Club
Reach: N/A

June 17
South Florida City Biz List
President & CEO Jim Haj promotes The Children’s Trust Book Club
The Children’s Trust Introduces Free Book Club to Engage Young Minds
Reach: N/A

June 17
99 JAMZ
Kiwanis of Northeast Miami-Dade hosts virtual World’s Baby Shower Event funded by TCT
World’s Greatest Baby Shower - Baby Talks w/ Supa Cindy Ep. 3 & 4
Reach: N/A

June 18
Miami Herald
Instituto Marangoni, Founder & CEO
CEOs say their companies stand strong for fairness and against injustice
Reach: 969,000
June 20
Univision 23 Contigo en la Comunidad
Trust Staffer, Sandra Camacho promotes Trust Funded Summer Camps
Contigo en la Comunidad Summer Camps
Reach: N/A

June 23
Univision 23 6PM Newscast
Trust Staffer, Sandra Camacho Shares the precautions that Trust Funded Summer Camps are Taking
Noticias 23 6PM Summer Camp Interview 072020
Reach: N/A

June 24
Miami Herald
Trust mentioned in feature article highlighting the importance of nonprofits to the Miami-Dade County
Miami-Dade nonprofits offered vital help and a $23B economic boost — until COVID-19
Reach: 969,000

June 24
Miami Times
Summer Battle of the Books Goes Live
‘Battle of the Books’ presented by Miami-Dade campaign
Reach: 114,000

June 25
Miami’s Community Newspapers
Feature article where Miami-Dade County Commissioner Xavier Suarez Highlights Trust financial support for Universal Childcare
In Memoriam George Floyd Our Duty Going Forward
Reach: 47,400

June 25
CBS Ch. 4 News
Trust Funded Provider Miami Lighthouse for the Blind Better Chance Music Program featured
Miami Proud Miami Lighthouse For The Blind Summer Camp
Reach: 811,000

Parent Our Children June Articles
Book Club Expands to All Miami-Dade Kids Up to Their 5th Birthday
If We Don’t Do the Uncomfortable Work, Children Will Suffer
Reflecting on Lessons Learned to Guide us During New Normal
Hundreds of Children Encouraged Battle It Out 2020 Summer Battle Books
Summer Camps
Getting Our Kids Ready Summer Volatility
A Question of Trust: Stories Perseverance and Adaptation All Corners-Miami-dade
Social Media & Digital at a Glance

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>54,017</td>
<td>980,401</td>
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<tr>
<td>Twitter</td>
<td>4,212</td>
<td>13,100</td>
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<tr>
<td>Instagram</td>
<td>7,833</td>
<td>112,504</td>
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<tr>
<td>LinkedIn</td>
<td>3,478</td>
<td>6,907</td>
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June 3
Facebook

Greater Heights Academy Graduation Parade for the 2019-2020 school year!! Thank you Commissioner Esteban Bovo, Jr., Golazo from The Miami FC, Miami Dade Firefighters, and our friends at Belen Jesuit Preparatory School Water Polo Team!

June 19
Facebook

Shut your eyes and imagine what it’s like to maintain social distancing without sight. At Miami Lighthouse, we’re making sure your children stay safe while having fun, from smaller class sizes to protective masks. Pictured here are our new tactile silhouettes, spaced six feet apart with our campers. We are excited to welcome campers back to our campus for music, activities and more.

June 19
Facebook

Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States. A day of reflection, education and freedom.
June 19
Facebook

This summer, the battle of all battles goes virtual! The Children’s Trust and all the Miami-Dade Grade Level Reading Partners are looking to crown the next Great Book Warrior during the 2020 Battle of the Books.

June 29
Facebook

Student @sienasanchezz of Ada Merritt K-8 Center PTA wants to make sure we all stay safe and protected during the pandemic. Here’s what she had to say: "Protect yourself! Here’s an easy task... make a face mask!!" @sienasanchezz

June 26
Facebook

We Rise of Urban League of Greater Miami, Inc., is at Urban League of Greater Miami hosting Arts & Crafts fun. #Summertime #Fun #StaySafe

Instagram & Facebook Live segments

Facebook Live
Date: Friday, June 5th
Topic: Drive-Thru PPE Distribution

Date: Friday, June 5th
Guest: Karina Pavone. Executive Director
Topic: Amigos for Kids to discuss valuable tips for parents and announce the Amigos art contest

Date: Monday, June 8th
Guest: Anabel Espinosa
Topic: Live to discuss IDEAS Consortium for Children
Date: Friday, June 12th  
**Guest:** Live with Youth Advisory Committee (YAC) member Isidora Garreton  
**Topic:** YAC Census Project

Date: Friday, June 12th  
**Guest:** Live with Youth Advisory Committee (YAC) member Kaylen Rodriguez  
**Topic:** All the benefits to being a YAC Member

Date: Friday, June 12th  
**Guest:** Live with Live Youth Advisory Committee (YAC) West President, Kevin Cruz  
**Topic:** Our YAC Member is also a prestigious Silver Knights Honorable Mention in the Social Science Category.

Date: Friday, June 12th  
**Guest:** Program Manager at Hope for Miami, Lesdisney Rodriguez  
**Topic:** Hope for Miami’s summer camps

Date: Friday, June 19th  
**Guest:** Reverend Walter T. Richardson  
**Topic:** Celebrating Juneteenth. How is it Celebrated? Why Does it Matter?

Date: Tuesday, June 23rd  
**Guest:** Live with Trust Staffer, Ximena Nunez  
**Topic:** Discussion to promote Summer Virtual Series on Summer Safety: water, fireworks, sun, and COVID-19 and StayHome.Miami

**Facebook Live**  
**Date:** Thursday, June 25th  
**Guest:** Trust Staffer, Ximena Nunez  
**Topic:** Discussion to promote Summer Virtual Series on Summer Safety: water, fireworks, sun, and COVID-19 and StayHome.Miami