May Media Report 2020
Board Meeting: June 15, 2020

Website Analytics

<table>
<thead>
<tr>
<th>Website</th>
<th>Pageviews vs 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TheChildrenTrust.org (May)</td>
<td>145,083 vs 201,702</td>
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<tr>
<td>MiamiHeartGallery.org (May)</td>
<td>44,876 vs 41,693</td>
</tr>
<tr>
<td>StayHome.Miami (May)</td>
<td>52,702 N/A</td>
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</tbody>
</table>

May Media Stories

May 5
Miami’s Community Newspapers
President & CEO, Jim Haj Discusses StayHome.Miami
New website gives children and families things to do during quarantine
Reach: 47,000

May 5
WSCV Telemundo Ch. 51
Trust Staffer, Ximena Nunez Discusses StayHome.Miami
El Children’s Trust lanza la plataforma digital Stay At Home
Reach: 751,000

May 7
Miami’s Community Newspapers
Article in honor of May Being Mental Health Awareness Month
Mental Health Support Continues During Distance Learning
Reach: 47,000

May 7
WMBM Radio
Trust Staffer, Sabine Dulcio Discuss StayHome.Miami
Reach: N/A
May 8
Miami’s Community Newspapers
Friendship Circle of Miami’s 11th Annual 3K Walk goes virtual, Trust funded Community event
COVID-19 Didn’t Stop The Power of the Friendship Circle
Reach: 47,000

May 10
The VSS Hour (Live on Facebook)
Trust Staffer, Juliette Fabien promotes StayHome.Miami and Trust provider Gang Alternative highlighted
StayHome.Miami and the Work of Gang Alternatives during this Pandemic

May 11
WPLG ABC Ch. 10
The Struggles of Rejoining the Labor Force Trust mentioned relating to Childcare
Without access of Rejoining the Labor Force Trust mentioned relating to Childcare
Reach: 67,000

May 11
WPLG ABC Ch. 10 Online
The Struggles of Rejoining the Labor Force Trust mentioned relating to Childcare
Without access to childcare, mothers struggle to rejoin labor force
Reach: 2,000,000

May 11
Time (National Coverage)
Trust Funded 2-1-1 National Story interviews Cora Patterson, Senior Mgr. @211
Watch a Miami Crisis Hotline Worker Discuss How the City’s Most Vulnerable Residents Are Coping During COVID-19

May 12
Miami Herald
Board Member Susan Neimand OP-ED featured
Protecting the children must be the priority before childcare centers reopen | Opinion
Reach: 10,000,000

May 14
WSCV Telemundo Ch. 51
President & CEO, Jim Haj appointed on Mayor’s special summer camp committee
Preparativos para reapertura de campamentos de verano
Reach: 1,000,000

May 15
South Dade News Leader
Trust mentioned as sponsor and funder of The Education Fund
The Education Fund helps Miami-Dade students soar
Reach: 6,000
May 21
WTVJ NBC6 News 4PM & 5PM Newscast
President & CEO Jim Haj Interviewed on Summer Camp Opening
Florida Lifting Restrictions on Youth Activities, Including Summer Camps and Athletics
Reach: 92,000

May 27
WSCV Telemundo Ch. 51
The Children’s Trust mentioned in Interview of Superintendent Alberto Carvalho
Esperando la Autorización Estatal para Abrir los Campamentos de Verano
Reach: 1,000,000

May 27
Univision 23 Edicion Digital Miami 12:30PM
Trust Staffer, Ximena Nunez promotes StayHome.Miami website
The Children’s Trust continuará sirviendo a los niños y las familias en Miami-Dade durante la pandemia.

May 28
Univision Noticias 23 Al-Amanecer 5AM & 6AM
Trust Staffer, Sandra Camacho promotes The Children’s Trust Book Club

May 30
Soul of Miami
Trust Funded provider Guitars Over Guns Student Showcase Invite
Guitars Over Guns Facebook LIVE: Student Showcase
Reach: 1,000

Parent Our Children May Articles
Impacts Coronavirus Pandemic Children
Schooling Home be Realistic Set Routine get Some Rest
When It Safe Reopen Your Family
Getting Our Kids Ready Summer Volatility

Social Media & Digital at a Glance

<table>
<thead>
<tr>
<th></th>
<th>Followers</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>53,709</td>
<td>278,595</td>
</tr>
<tr>
<td>Twitter</td>
<td>4,187</td>
<td>25,200</td>
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<tr>
<td>Instagram</td>
<td>7,233</td>
<td>76,081</td>
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<tr>
<td>LinkedIn</td>
<td>3,419</td>
<td>8,461</td>
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<tr>
<td>Date</td>
<td>Facebook</td>
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<tr>
<td>May 9</td>
<td>During these times, kids can get stressed! Let’s help them cope and relax their mind with a FREE Romero Britto coloring book at <a href="http://www.StayHome.Miami">www.StayHome.Miami</a>.</td>
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<tr>
<td>May 18</td>
<td>Congratulations!!! We’ve passed over 100 participants in our 10th Anniversary Young Talent Big Dreams online competition. Let’s keep it going and get even more auditions by spreading the word.</td>
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<tr>
<td>May 26</td>
<td>Join us in giving thanks to our community’s essential workers for their hard work and dedication. Here’s how you can show your gratitude: Craft a message of encouragement and appreciation and put it in your window for the world to see. Help us share your message by tagging The Children’s Trust.</td>
<td></td>
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<tr>
<td>May 28</td>
<td>Congratulations to this year’s Silver Knight Awards nominees, winners and honorees! Join us tonight at 7 p.m. at <a href="https://www.miamiherald.com/silverknights">https://www.miamiherald.com/silverknights</a> when we recognize some of the best of South Florida’s high school senior class of 2020 for their outstanding achievements in school and within the community.</td>
<td></td>
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May 28
Facebook

Miami Heat Legend, Alonzo Mourning promotes Stay Home Miami; staying at home can be Bright! As summer approaches, [www.StayHome.Miami](http://www.StayHome.Miami) is an excellent resource to stay informed, to stay engaged, and to create magical memories with our families.

May 30
Facebook

The success of the 10th anniversary season of Young Talent Big Dreams is on a roll and thanks to our amazing partners at Actor’s Playhouse host the first YTBD’s virtual judging with these expert judges.

Instagram Live segments

**Date:** Monday, 05/07/20  
**Guest:** Trust Staffer, Rachel Spector  
**Topic:** Florida Grade-Level Reading Campaign

**Date:** Friday, 05/08/20  
**Guest:** President & CEO, Jim Haj & CHI President & CEO Brodes H. Hartley, Jr.  
**Topic:** The Children’s Trust and Community Health of South Florida Partner host a drive-thru Distribution Personal Protective Equipment for School-Based Providers

**Date:** Friday, 05/08/20  
**Guest:** Board Member Marissa Leichter  
**Topic:** Fostering Our Future Virtual Event to encourage families to think about their reservations around fostering children and be able to openly discuss, ask questions, get answers, hear from youth, judge, foster parents, learn about therapeutic foster care, learn different ways to get involved outside of fostering.

**Date:** Wednesday, 5/13/20  
**Guest:** Kat Hart Anderson  
**Topic:** Miami Dade Grade Level Reading Campaign

**Date:** Friday, 05/15/20  
**Guest:** Margo Hannah, Executive Director  
**Topic:** Let’s help our provider Lotus House. Please be sure to follow them at @Lotushouse1 and share the wash your hands PSA.
**Date:** Wednesday, 05/20/20  
**Guest:** Rev. Linda Freeman from Gen2050  
**Topic:** It's World Bee Day so naturally we went live with Rev. Linda Freeman an expert on how we can be better pollinators.

**Date:** Friday, 05/22/2020  
**Guest:** Alicia Curtis, Recruitment Specialist Citrus Family Care Network  
**Topic:** In honor of Foster Care Month. We spoke to Foster Care Recruitment Specialist from Citrus FCN to inform everyone how you can become a foster parent.