Community Outreach & Broadcast/Print Publicity Report
May 18, 2018 – June 13, 2018

Board Meeting: Monday, June 18, 2018

This report (with live links) may be downloaded from the June 18, 2018, board meeting page on our community calendar.
The Children’s Trust in the Community

June 4, Homestead
At the inaugural Art Walk Homestead Event.

May 24, Miami
Celebrating our $50,000 contribution to Liberty City’s Evidence2Success program.

May 23, Liberty City
At a Together for Children meeting strategizing ways to reduce gun violence in our community.
PUBLICITY

June 13
Miami Times
Reach: 6,000,000
Go viral with #Read30 and The Children’s Trust
Trust launches #Reach30 social media challenge

June 12
Miami Herald
Reach: 6,000,000
Male role models make a huge impact on a child’s life
Feature byline: Trust staffer Bevone Ritchie
June 12
Diario las Americas
Reach: 213,000
Programa de pasantías de verano para jóvenes estudiantes
Trust mentioned as youth summer employment program funder

June 11
Miami Herald
Reach: 6,000,000
Children’s Trust to give $84 million to family groups, after-school programs
Trust’s latest funding commitment and 13th annual Champions for Children Awards Ceremony featured

June 11
Miami’s Community Newspapers
Reach: 11,000
Miami-Dade Public Library System’s Summer Reading Challenge continues
#Read30 initiative mentioned

June 11
Miami’s Community Newspapers
Reach: 11,000
The Children’s Trust honors two who make lives of children better
Trust mentioned for honoring local heroes at annual Champions for Children event
June 9
WLTV Channel 23 “Contigo en la Comunidad”
Reach: 13,000
Trust provider Amigos for Kids featured

June 5
Miami Herald
Reach: 6,000,000
A measured approach to tackling poverty
Letter to the editor written by Trust President and CEO Jim R. Haj and board member Mark A. Trowbridge

May 31
Miami’s Community Newspapers
Reach: 11,000
Registration now open for Youth Bands of America Free Summer Band Camp!
Trust mentioned as collaborator of Youth Bands of America summer camp

May 31
South Florida Times
Reach: 4,000
Audience braves downpour for community celebration
Trust mentioned as sponsor of Urgent’s annual Community Celebration and Recognition Ceremony

May 28
Miami’s Community Newspapers
Reach: 11,000
South Florida Hispanic Chamber honors U.S. Rep. Ileana Ros-Lehtinen
Champions for Children event and direct service honoree Earl Maulding mentioned
May 26
WTVJ NBC Channel 6 News
Reach: 8,000
Voices with Jawan Strader
Staffer Donovan Lee-Sin promotes Trust-funded summer camp

May 25
Miami Herald
Reach: 6,000,000
Here's how to chase away your child's scary dreams
Feature byline: Trust Staffer Rachel Spector
May 24
*Miami Herald*
Reach: 6,000,000

To help Liberty City rise above violence, researchers turn to voices of the young
Trust partners and funds program that will allow local government and school leaders to make funding decisions based on responses from middle and high schoolers

May 22
*Miami’s Community Newspapers*
Reach: 11,000

Dancer, 17, takes top prize at Young Talent Big Dreams
Trust mentioned as funder in article featuring YTBD grand prize winner Gino Cosculluela

May 22
*WFOR CBS Channel 4 News*
Reach: 608,000

Mentoring Matters: Jewish Community Services 2-1-1 Helpline
Trust mentioned as 211 funder
May 19
Tallahassee Democrat
Reach: 225,000

Pursue Children’s Services Council when you’re prepared to succeed | Opinion
Trust mentioned in article written by David Lawrence Jr.