



**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:

[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

WLTN 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



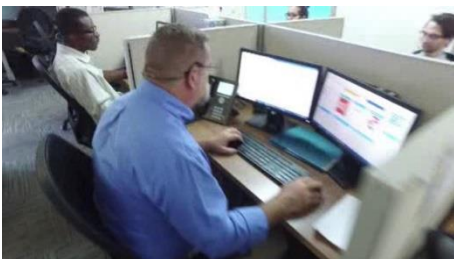
May 22

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.

