



Media Report March 2021

Board Meeting: April 19, 2021

Website Analytics

Pageviews (March)	2020	vs	2021
TheChildrensTrust.org	94,877		145,483
MiamiHeartGallery.org	19,362		31,914
Stayhome.Miami	n/a		532

March Media Stories

March 3

WSFL-Ch. 39

[The Children's Trust offers virtual workshops for parents in Miami-Dade](#)

The Trust Parent Club featured on The Rebound segment

Reach: 73,100

March 3

WMBM

Trust Staffers, Danielle Barreras and Sandra Camacho promote the READY, Set, ¡Go Miami! initiative

March 4

The VSS Show

Trust Staffer, Sabine Dulcio discusses health partnerships.

March 3

Teleskopi promoted YTBD's auditions deadlines

March 5

The Island News

The Children's Trust Book Club featured

[Improved monthly book club for small children gets a boost | News | islandernews.com](#)

Reach: 11,100

March 9

Miami's Community Newspapers

The Trust mentioned as a partner of the Read to Learn Books for Free Program

[Miami Book Fair announces first recipients of Emerging Writer Fellowships program](#)

Reach: 55,700

March 11

Miami Herald

Feature byline: Trust Staffer: Rachel Spector

[Even parents need help determining whether children have developmental disabilities](#)

Reach: 4,091,000

March 15

Miami Herald

The Trust mentioned as funder to bridge the digital divide in Miami-Dade County

[Ken Griffin leads Miami internet access effort](#)

Reach: 4,091,000

March 15

South Florida Caribbean News

The Trust mentioned as funder to bridge the digital divide in Miami-Dade County

[Miami Connected to Bridge the Digital Divide In Miami-Dade County](#)

Reach: 26,100

March 15

105.5 FM The Beat

The Trust mentioned as funder to bridge the digital divide in Miami-Dade County

[Hedge Fund Billionaire Secures High Speed Internet For Miami-Dade Homes](#)

Reach: 7,400

March 15

98Rock FM

The Trust mentioned as funder to bridge the digital divide in Miami-Dade County

[Hedge Fund Billionaire Secures High Speed Internet For Miami-Dade Homes](#)

Reach: 16,100

March 15

1290 WJNO

The Trust mentioned as funder to bridge the digital divide in Miami-Dade County

[Hedge Fund Billionaire Secures High Speed Internet For Miami-Dade Homes](#)

Reach: 10,500

March 16

Miami Times

The Trust mentioned as funder to bridge the digital divide in Miami-Dade County

[More than 100,000 M-DCPS students to receive free internet](#)

Reach: 44,600

March 16

Doral Family Journal

The Trust mentioned as funder to bridge the digital divide in Miami-Dade County

[Starting this month, under-resourced students will have free home Internet](#)

Reach: 2,270

March 18

Patch.com

The Trust mentioned as funder to bridge the digital divide in Miami-Dade County

[More Than 100,000 M-DCPS Students To Receive Free Internet](#)

Reach: 53,800

March 18

Miami's Community Newspapers

Trust Youth Advisory Member feature

[Coral Reef Student Launches Women on the Glow Service Project](#)

Reach: 55,700

March 23

Miami's Community Newspapers

Trust mentioned as funder of the South Florida Youth Symphony

[SFYS performance at Fairchild its first live concert in a year](#)

Reach: 55,700

March 23

Miami Times

The Trust mentioned as a heavy investor in high-quality Summer programs

[Relaxed guidelines and talk of summer school](#)

Reach: 44,600

March 25

Patch.com

The Trust mentioned as a heavy investor in high-quality Summer programs

[Relaxed Guidelines And Talk Of Summer School](#)

Reach: 53,800

March 26

Dow Theory Letters

Trust Board Member, Mark Trowbridge and Trust Staffer, Stephanie Sylvestre honored with the Making Our Community Stronger 2021 Award

[Be Strong International Awards Community Leaders at Charity Event](#)

Reach: 229,000

March 28

Miami Herald

The Trust highlighted for investing \$8 million annually in childcare scholarships

[Childcare costs for Miami families with kids are big-ticket item](#)

Reach: 4,091,000

March 29

Miami's Community Newspapers

Trust Provider Karen Peterson and Dancers highlighted

[Physically integrated dance live outdoors at Pinecrest Gardens](#)

Reach: 55,700

March 29

South Florida Hospital News

Trust provider Miami Lighthouse for the Blind highlighted

[Miami Lighthouse For the Blind expands classrooms](#)

Reach: 19,000

March 29

Miami's Community Newspapers

The Trust mentioned as funder to bridge the digital divide in Miami-Dade County

[Over 100K underserved students to receive free high-speed internet](#)

Reach: 55,700

March 29

El Nuevo Herald

The Trust highlighted for investing \$8 million annually in childcare scholarships

[Gastos de cuidado infantil en Miami son demasiado altos](#)

Reach: 4,014,000

March 30

Miami's Community Newspapers

Trust provider Thomas Armour Youth Ballet name change article

[Miami Thomas Armour Youth Ballet Changes Name to Armour Dance Theatre](#)

Reach: 55,700

March 30

Miami Times

Trust female Black led providers highlighted

[Black women blazing trails in social services](#)

Reach: 44,600

March 31

Florida Trend

Trust awards \$1.6 million

[Children's Trust tackling social issues, awards \\$1.6 million to 22 projects](#)

Reach: 71,700

March 31

Trust provider Miami's Armour Dance Theatre featured

[Local Dance School Continues Performing Through a Pandemic](#)

Reach: 950,000

Social Media & Digital at a Glance

March

	Followers	Impressions
Facebook	54,619	92,496
	Followers	Impressions
Twitter	4,366	21,700
	Followers	Impressions
Instagram	11,348	n/a
	Followers	Impressions
LinkedIn	3,838	10,593



March 19

Facebook

Reading together can be a wonderful bonding experience for you and your baby. If you have a child under 5, register today with The Children's Trust Book Club to receive a FREE book by mail each month in English or Spanish along with a guide for parents with activities, information and suggestions about how to share the book with your child. Register today at www.bit.ly/2EzGYys



March 16

Facebook

Despite the challenges that Coronavirus has placed on the community, the Miami-Dade Youth Internship Program is committed to providing internships to students.

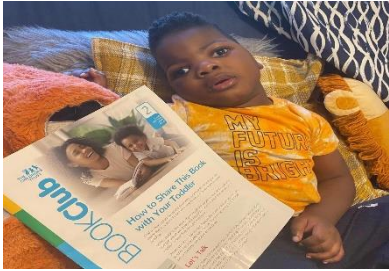


March 20

Facebook

Let your child's imagination run wild on World Storytelling Day.

Join The Children's Trust Book Club to receive a FREE book mailed to your child under 5 at no cost. [#TCTBookClub](https://www.facebook.com/TCTBookClub)



March 26

Facebook

Repost: Book Club member @theamandadare

Read Read Read to your child. Even though Olujimi doesn't say words, sometimes he will make sounds when I read. It just melts my heart when he does that.

So, if you live in Miami Dade county, Fl open your phone now and text "READ" or "LEER" to 786.460.CLUB(2582).



March 31

Facebook

The Children's Trust would like to send our heartfelt condolences to friends and family of former Trust Board Member Rodester Brandon, who passed away on March 30. As well as being a dedicated musician and music teacher, he devoted so much of his life to the children of Miami-Dade, including serving on our board from 2015-2019.