April Media Report 2020

Board Meeting: Monday, May 18, 2020

Website Analytics

<table>
<thead>
<tr>
<th>Website</th>
<th>Pageviews April 2020</th>
<th>Pageviews vs 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TheChildrensTrust.org (April)</td>
<td>111,944</td>
<td>152,974</td>
</tr>
<tr>
<td>MiamiHeartGallery.org (April)</td>
<td>31,176</td>
<td>28,944</td>
</tr>
<tr>
<td>StayHome.Miami (April)</td>
<td>49,659</td>
<td>N/A</td>
</tr>
</tbody>
</table>

April Media Stories

April 1
The Miami Times
Trust President & CEO Discusses Essential Workers
The Children's Trust ensures salaries during pandemic
Reach: 19,100

April 1
The Miami Times
Trust Provider Excel Kids Academy featured in article
Black-owned Businesses Remain Resilient and Strong During Crisis
Reach: 19,100
April 2
*Miami Herald*
UM Parent-Child Interaction Therapy featured, and Trust mentioned as funder
*Struggling with coronavirus anxiety? Here’s where to find mental health support online*
Reach: 8,770,000

April 2
*WMBM Radio*
Trust Staffer, Donovan Lee-Sin and Sandra Camacho Discuss Census
Reach: N/A

April 2
*Hot 105 FM Radio*
Trust Staffer, Donovan Lee-Sin Discusses Census and Trust current happenings
Reach: N/A

April 6
*Caracol Radio Hoy Por Hoy*
Trust Staffer, Sandra Camacho and Provider FIU Discuss the Parent Club
Reach: N/A

April 6
*South Dade News Leader*
The Children’s Trust mentioned as Department of Cultural Affairs funder
*Department of Cultural Affairs creates “All Kids Included” online art gallery*
Reach: 30,380

April 15
*The Miami Times*
The Children’s Trust Book Review featured
*The Children’s Trust Book Corner: Carter reads the newspaper*
Reach: 19,100

April 17
*WPLG ABC Ch. 10 Online*
The Children’s Trust Launches StayHome.Miami microsite providing countless entertaining resources
*How are your kids coping right now? Here are some things to help get them (and you) through this time*
Reach: 1,000,100

April 20
*Miami Herald*
Media Advisory featured to promote Diaper Distribution
*Over half-a-million diapers will be distributed as virus increases demand. Here’s where*
Reach: 8,770,000
April 20
Miami New Times
Trust providers Kristi House and Amigo’s for Kids featured; Trust Staffer Sandra Camacho interviewed
During Lockdown, Child Abuse in Miami Could Escalate
Reach: 841,000

April 23
AmericaTeve Ch. 41 5pm and 10PM news cast
Trust Staffer, Sandra Camacho interviewed about Diaper Distribution
The Children’s Trust Reparte Pañales Gratuitos a Mas de 500 Familias
Reach: 88,900

April 23
WSVN Fox Ch. 7 Afternoon News cast
The Children’s Trust and provider Miami Diaper Bank helps the community
Thousands of Diapers Distributed by The Children’s Trust and Miami Diaper Bank
Reach: 50,300

April 23
WPLG ABC Ch. 10 News
The Children’s Trust and provider Miami Diaper Bank helps the community
Drive-Thru Diaper Distribution
Reach: 26,700

April 23
WSVN Fox Ch. 7 News 6PM newscast
The Children’s Trust and provider Miami Diaper Bank helps the community
Local organizations hold drive-thru diaper distribution
Reach: 1,000,100

April 23
WTVJ NBC6 News at 6PM
Trust President James Haj interviewed about Diaper Distribution
Hundreds Line Up for Free Diaper Distribution in Miami
Reach: 628,000

April 23
Miami’s Community Newspapers
2020 Friendship Circle Walk-a-Thon sponsored by The Children’s Trust
Grab Your Virtual Sneakers and Walk, Swim or Move – 2020 Friendship Circle Walk-a-Thon
Reach: 49,500

April 23
WSCV Telemundo Ch. 51
Calendar of Events features Miami Diaper Bank and Children’s Trust Diaper Distribution
Puntos para la entrega de alimentos y pañales en el sur de Florida este jueves 23 de abril
Reach: 64,400
April 27
Miami’s Community Newspaper Biscayne Bay
Trust Staffer, Rachel Spector Discusses Essential Workers
The Children’s Trust Does Its Part to Pay Essential Workers
Reach: 49,500

April 29
The Miami Times
James Haj interviewed in Feature Story Highlighting Trust provider Easterseal’s of South Fl.
Community nonprofits fund Black student with autism
Reach: 19,100

April 29
iHeartMedia 103.5 FM Radio
Trust Staffer, Donovan Lee-Sin promotes StayHome.Miami and Young Talent Big Dreams
Reach: N/A

April 29
The Miami Times
Trust provider, Urgent, Inc., hosts The Bronze Bra Awards live on Zoom
URGENT, Inc. will honor women in an online ceremony event
Reach: 19,100

April
The Children’s Trust Website
Explaining Social Distancing to Kids

April
The Children’s Trust Website
New Rules for Screen Time During Home Stays

Social Media & Digital at a Glance

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>53,250</td>
<td>394,632</td>
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<tr>
<td>Twitter</td>
<td>4,181</td>
<td>25,500</td>
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<tr>
<td>Instagram</td>
<td>6,773</td>
<td></td>
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<tr>
<td>LinkedIn</td>
<td>12,137</td>
<td></td>
</tr>
</tbody>
</table>
April 21
Facebook

StayHome.Miami
“My son wanted to do a children’s hospital with recycled materials from around the house. He goes to Educare Miami, aka the United Way Center for Excellence in Early Education.” - @yesiluvsbv

April 21
Facebook

FUTURE LEADERS ACADEMY OF KENDALL
Working hard#distance learning#virtualschool

April 21
Facebook

We’re in this together!
“My daughter loves @romerobritto’s art work, he inspired her to make this heart for art Project.”- Yaneth Morales Quiroz, to www.StayHome.Miami for a FREE @romerobritto coloring book.

April 22
Facebook

The OLCDC is a supporter of making sure our planet is environmentally safe for our community. Earth Day goes digital!

April 23
Facebook

Trust staff had an amazing opportunity to serve the community. Alongside Miami Diaper Bank, Curley’s House and The Children’s Trust.
April 25
Facebook

Ready to binge-watch? At StayHome.Miami offers the ultimate collection of educational, storytelling and read aloud videos to get you started. Go to www.stayhome.miami and be mesmerized by what’s in store for you!

April 30
Facebook

GMYS would like to spotlight a Board Members’ son, Zach Buttrick! Since the coronavirus lockdown began at the end of March, Zach grabbed his violin started doing mini concerts and even taking requests. What he started to help people take their mind off the pandemic has now brought hope to his community. Never forget the power of music.

April 23
Facebook

Miami Diaper Bank- Diaper Distribution
We are here live at Curley’s House Food Bank with Miami Diaper Bank distributing 38,100 diapers to the community. For more information go to www.MiamiDiaperBank.com.

April 23
Facebook

Parents, do you remember creating paper flowers and flying airplanes? Here’s your chance to create those same memories with your child through the art of paper folding. Head over to StayHome.Miami/fun-craft-ideas-with-paper/ to get started.
### April 30
**Facebook**

Parents! Now is the time to take your child’s talent to the next level. We are calling all #dancers, #singers, #musicians, #spokenword artists and #composers to sign up today!

As we continue to flatten the curve and #StayHomeMiami, we invite you to submit a 1-minute preliminary round audition video online for Young Talent Big Dreams! What are you waiting for? Submit your child’s video TODAY!

### April 27
**Facebook**

The Children’s Trust has partnered with Gloria Estefan to ensure that all Miami-Dade residents stay home and stay safe.

Head over to www.StayHome.Miami to learn how to “Put On Your Mask” with your family. Make sure to share with friends and neighbors.

At StayHome.Miami, Miami’s queen of rhythm also shares her tips on how to create a homemade mask so we can all help stop the spread of coronavirus.