



Media Report

July – September 2019

Board Meeting: Monday, September 9, 2019

Month at a Glance

Media Stories

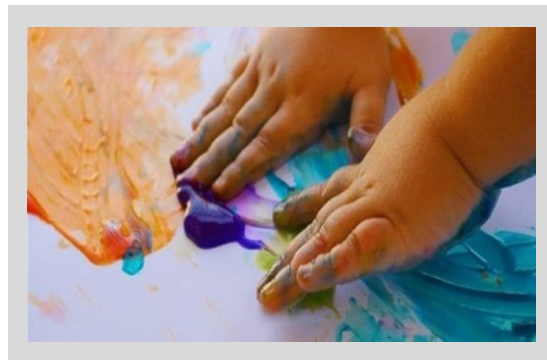
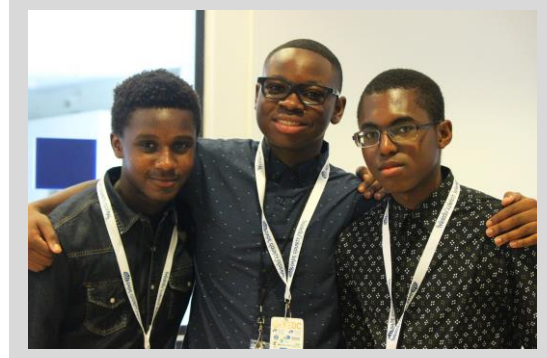
Social Media

	Followers
Facebook	51,865
Twitter	3,929
Instagram	3,895

Website Traffic

	Pageviews
TheChildrensTrust.org (July)	125,799
(August)	193,117
MiamiHeartGallery.org (July)	25,008
(August)	21,984

Media Stories



July 1

Biscayne Times Online

Trust mentioned as funder of the Liberty City Optimist Club

Reach: 409,000

[Renovations and Rebirth](#)

July 7

Doral Family Journal

Trust mentioned in tax authority

Reach: 308,000

[The Taxable Value for Properties Keeps Raising](#)

July 11

Miami New Times

The Children's Trust Provider Profile

Reach: 253,000

[Garden of Light Academy](#)



Media Report

July 15

WLRN News

Trust mentioned as funder of the Musically's summer program

Reach: 118,000

[More Displaced Venezuelan Students Are Receiving Scholarships For Music Education](#)

July 16

Community News Papers

Trust mentioned as a tax authority article

Reach: 29,500

[Countywide taxable value up 6.4 percent from 2018](#)

July 16

South Florida CW

TV Interview of Trust staffer, Sandra Camacho and Champions for Children honoree Michelle Forman

Reach: 257,000

[Helping South Florida Kids Thrive](#)

July 17

WLRN News

Trust provider, Urgent Inc., hosts annual Youth Economic Development Conference

Reach: 118,000

['Kid-trepreneurs' Make Money Moves At Miami Business Conference](#)

July 18

Miami on the Cheap

UM School of medicine, in partnership with M-DCPS and The Children's Trust fund programs that offer free immunization

Reach: 2,000,000

[Free immunizations, health screenings](#)

July 22

Community News Papers

Trust mentioned in feature article

Reach: 29,500

[Positive People in Pinecrest](#)

July 25

South Florida Hospital News

Several organizations and The Children's Trust provide trainings to educate teen mental health

Reach: 3,160

[How well teens respond to psychological interventions may depend on their parents' mental health](#)



Media Report

July 31

Miami Herald

Feature byline: Trust Staffer Lori Hanson

Reach: 3,480,000

[How to react if your child curses or calls someone a bad name](#)

August 2

880 The Biz, Food News & Views Podcast

Trust funded provider featured

Reach: N/A

[Kid-entrepreneur - Urgent Inc.](#)

August 6

CBS 4 Miami

Mentors Matters segment: features Trust provider Teen Upward Bound

Reach: 1,300,000

[Mentoring Matters: Camp Teen Upward Bound Works To Turn "Interest Into Action"](#)

August 7

The Miami Times

The Trust mentioned as Be Strong partner

Reach: 25,300

[Be Strong fetes Cutler Manor residents](#)

August 13

Community News Papers

Trust thanked for funding Careers in STEM Summer Camp

Reach: 29,500

[Town winds down school break with BTS Splash and Robotics Exhibition](#)

August 15

NBC 6 Miami 5:30am

Trust provider Thomas Armour Youth Ballet featured on Making a Difference segment

Reach: 10,321

[Trust funded ballet program wouldn't be possible without the help of the Children's Trust](#)

August 15

NBC 6 Miami 4:00pm

Trust provider Thomas Armour Youth Ballet featured on Making a Difference segment

Reach: 22,000

[Trust funded ballet program wouldn't be possible without the help of the Children's Trust](#)



Media Report

August 16

Miami Herald

Article honoring the life of Trust Staffer Gus Barreiro

Reach: 3,480,000

[Gus Barreiro, ex-lawmaker and advocate for vulnerable children, has passed away](#)

August 17

Florida Politics

Article honoring the life of Trust Staffer Gus Barreiro

Reach: 249,000

[Former lawmaker Gus Barreiro](#)

August 18

Sunshine State News

Article honoring the life of Trust Staffer Gus Barreiro

[Gus Barreiro, Hero for Dozier, Powerful Voice for Juvenile Justice, Has Died](#)

August 20

Miami Herald

Letter to the Editor: Beloved Gus Barreiro

Reach: 3,480,000

[Children's advocate Gus Barreiro touched many lives](#)

August 20

NBC 6 Miami

Trust provider Branches featured on Making a Difference segment

Reach: 22,000

[Disadvantaged Children summer and after school programs funded in part by the Children's Trust](#)

August 21

Bradenton Herald

Trust Board Member the Honorable Isaac Salver elected President of Florida League of Cities

Reach: 230,000

[Florida League of Cities' president's first order of business? A children's book](#)

August 21

Telemundo 51

Trust summer camp app and camps featured; staffer Sandra Camacho interviewed

Reach: 641,000

[Opciones de programas extraescolares para los menores en Miami-Dade](#)



Media Report

August 22

Miami Herald

Feature byline: Trust Staffer Bevone Ritchie

Reach: 3,480,000

[Think your child sits too much? Ways to get your child moving and make it fun](#)

August 22

MiamiDiario.com

Telemundo 51 summer camp story featured

[Miami-Dade tiene una amplia oferta de programas extraescolares para niños y adolescentes](#)

August 23

Miami on the Cheap

Family Expo Calendar Listing

Reach: 33,600

[Free Children's Trust Family Expo](#)

August 27

Current Miami

Trust funded provider Gen2050 featured

Reach: N/A

[Gen2050, sponsored by The Children's Trust, created a program called "Bats, Bees and Butterflies"](#)

August 29

Miami Today

Children's Savings Account article (copies provided)

September 3

Community News Papers

Article honoring the life of Trust Staffer Gus Barreiro

Reach: 29,500

[South Florida loses a champion for children in Gustavo 'Gus' Barreiro](#)

September 3

Miami New Times

Trust funded program, Young Musicians Unite opens music school

Reach: 861,000

[Young Musicians Unite Founders Launch Wynwood School of Music](#)

September 3

Miami on the Cheap

Family Expo Event Listing

Reach: 33,600

[More free and cheap things to do with kids this week:](#)

Social Media



August 2

Facebook

President and CEO James Haj for visits the Summer Reading Explorers Program, which focuses on helping rising children to improve their reading skills. Managed and operated by our center in partnership with [Nova Southeastern University](#), the Reading Explorers Program.



August 3

Facebook

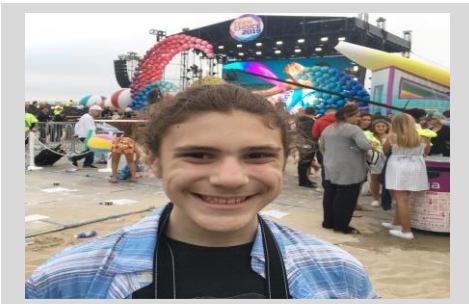
Family and friends of [Miami-Dade County Government](#) and [City of Hialeah - Municipal Government](#) joined us for our annual BACK TO SCHOOL event at Westland Mall.



August 10

Facebook

Celebrating the amazing World's Greatest Baby Shower event hosted Kiwanis of North Miami Beach an event packed with great information and activities.



August 14

Facebook

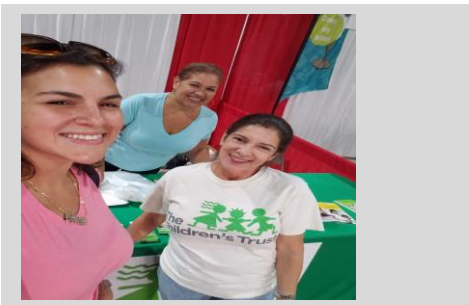
2019 Young Talent Big Dreams [Young Talent Big Dreams](#) Grand Prize winner Samuel Cruz along with his father, Brandon, traveled to Los Angeles this past weekend for the [FOX Teen Choice Awards](#).



August 19

Facebook

Wishing much success as it has been great having Marlon Burke and Leon Biggs as our yearlong IT interns at The Children's Trust; a program that was made possible with the help of the late Gus Barreiro along with local partners.



July 27

Facebook

The Children's Trust Street Team and Communications Coordinator Erika Dambreville enjoyed their time at Commissioner Joe A. Martinez Annual 2019 Health and Safety Expo.



Media Report

Facebook Live segments

July 16

Guest: Pastor Linda Freeman discusses the amazing Gen2050 a Trust funded program and educates on "Bats, Bees and Butterflies."

July 18

Guest: Taileen Arias Barrios shares valuable information about Loyola Elementary and Doral Conservatory's summer programs.

Reach: 1,900

August 8

Guests: The Children's Trust Night at Marlins celebrated with Trust President and CEO James Haj.

Reach: 921

August 28

Guest: The Children's Trust Board Member Hon. Isaac Salver shares his plans as newly elected President of Florida League of Cities, Inc.

Reach: 2,800