



Media Report

February 2019

Board Meeting: Monday, March 18, 2019

Month at a Glance

Media Stories 11

Social Media

	Followers
Facebook	46,029
Twitter	3,777
Instagram	3,098

Website Traffic

	Pageviews
TheChildrensTrust.org	109,684
MiamiHeartGallery.org	19,118

Media Stories



February 3

Miami Herald

Trust Staffer Stephanie Sylvestre will Judge the 2019 Miami Herald Startup Pitch Competition

Reach: 2,620,000

[These corporate executives could review your startup pitch — if you're a finalist](#)

February 3

Miami Herald

Feature byline: Trust staffer Angela Blizzard

Reach: 2,620,000

[How to deal with an angry child who screams, 'I hate you!'](#)

February 4

Miami Herald

Trust Staffer Stephanie Sylvestre will Judge the 2019 Miami Herald Startup Pitch Competition

Reach: 2,620,000

[Business Plan Challenge deadline is March 26](#)



Media Report

February 5

Miami on the Cheap

North Miami hosts literacy fair

Reach: 25,200

[Free literacy fair at North Miami Beach Library - Miami on the Cheap](#)

February 5

WPLG Ch. 10

Trust mentioned in story highlighting the Miami Heart Gallery

Reach: 526,000

[Child welfare workers encourage more families of color to consider adoption](#)

February 5

Miami Herald

Feature byline: Trust Staffer Lori Hanson

Reach: 2,620,000

[The benefits of raising a bilingual child](#)

February 5

Miami Herald

Champion for Children nominations calling for David Lawrence, Jr. nominees

Reach: 2,620,000

[United Way, Girl Scouts beautify campsite in honor of MLK](#)

February 13

The Miami Times

Young Talent Big Dreams upcoming auditions

Reach: 7,900

[Talent competition showcases youth performing arts in all of Miami-Dade](#)

February 19

Miami Herald

Feature byline: Trust Staffer Bevone Ritchie

Reach: Reach: 2,620,000

[Here are parenting tips to learn how to raise a reader](#)

February 20

WTVJ Ch. 6

Feature story promoting the Children's Trust Thrive by 5!

['Thrive by 5' Initiative Invests in Early Childhood Education](#)

February 24

Channel 4

Focus on South Florida with Rudabeh Shahbazi

Interview promoting the Children's Trust Thrive by 5!

<https://miami.cbslocal.com/2019/02/24/focus-on-south-florida-thrive-by-5/>

February 25

Socialmiami.com

Reach: 3,810,000

Trust mentioned in feature article for Friendship Circle of Miami

[Children With Special Needs Have a Place to Call Their Own](#)

Social Media Highlights



February 22

Facebook

Trust staff and Board members enjoyed attending the #MICAMH19 Conference, an interdisciplinary conference that presents state-of-the-art, evidence-based prevention and treatment interventions for mental health and educational problems in children and adolescents



February 22

Facebook

Ximena Nunez, our director of communications, had the opportunity to present at Mater Academy Cutler Bay's career day earlier today. Ximena explained how The Children's Trust leverages different marketing channels to maximize its reach in the community. [#WeAreTCT](#)



February 20

Facebook

Our CEO had the honor of addressing the crowd at one of our favorite events to sponsor: The annual Miami Herald Spelling Bee. Congrats to all the participants and to Rodrigo Medinilla, this year's winner!



February 20

Facebook

Our Youth Advisory Committee ([#YAC](#)) members won the [Awesome Foundation](#) grant! \$1,000 was awarded to YAC members to continue their work on the Literature Forest and Mentoring Service learning project, housed within the Goulds Park. Catch a virtual tour and interview with the YAC student members at 3 p.m. tomorrow (2/21) right here on our Facebook Live.