



**Community Outreach & Broadcast/Print Publicity Report
November 14, 2018 – January 15, 2019**

Board Meeting: Tuesday, January 22, 2019

This report (with live links) may be downloaded from the January 22, 2019, board meeting page on our community calendar.

The Children's Trust in the Community



December 10, Miami

Supporting our YAC-ers as they joined Commissioner Joe Martinez and Farm Share to provide meals to more than 800 families.

December 7, Miami
Hosting key community stakeholders at a brainstorming session for the newly branded Thrive By 5 Read to Learn Book Club.



December 6, Miami

Participating in Principal for the Day at Miami Southridge Senior High.



December 3, Miami
Preparing and serving meals to guests of Ronald McDonald House with our YAC-ers.

November 6, Kendall
YAC-ers discuss issues impacting their communities at monthly meeting at West Kendall Regional Library.



Ongoing – Miami-Dade County at Large
Spending time with all of our funded providers to better understand them and the programs that serve our children and families. To date, Trust staffers had visited 122 providers – and we're still going! #WeAreTCT

MEDIA COVERAGE

January 4

Miami's Community Newspapers

Reach: 14,700

[Miami Teen Organizes Literature Drive for Moroccan Orphanage](#)

Trust mentioned in story highlighting volunteer service of YAC participant



December 18

Miami's Community Newspapers

Reach: 21,000

[The Children's Trust grant aids MDPLS tutoring, STEAM-based programming](#)

Trust awards \$125,000 grant to Miami-Dade Public Library System (MDPLS) to support tutoring and STEM program



December 17

Miami Herald

Reach: 3,000,000

[TEACHING A CHILD TO READ](#)

Trust staffer Sandra Camacho interviewed on the critical benefits of literacy



December 13

Miami Herald

Reach: 3,000,000

[Principal for a day](#)

Jim Haj participates in Principal for a Day at Miami Southridge High School



December 11

MiamiNews24.com

Reach: 1,000

[Líderes comunitarios de Miami participaron en el evento "Director por un día" para inspirar a los estudiantes](#)

Jim Haj and other community leaders participate in Principal for a Day event to inspire students



December 10

MiamiDiario.com

Reach: 110,000

[Líderes comunitarios de Miami participaron en el evento "Director por un día" para inspirar a los estudiantes](#)

Jim Haj and other community leaders participate in Principal for a Day event to inspire students



December 7

Miami Herald

Reach: 2,000,000

[Parents should set expectations for their kids all year long](#)

Feature byline: Trust staffer Zafreen Jaffrey



December 7

Miami Herald

Reach: 2,000,000

[Manners matter: Raising a polite child is more important than ever](#)

Feature byline: Trust Staffer Kathleen Dexter



December 4

Miami's Community Newspapers

Reach: 21,000

[Arc of Kendall helps local kids with developmental challenges](#)

Trust mentioned as funder in article featuring ARC of Kendall



December 2

El Nuevo Herald

Reach: 605,000

[Distrito escolar promueve la salud mental en nuestra comunidad](#)

Trust mentioned as partner in launching action plan to facilitate and promote mental health **[Mental Health what? Treatment, assessments, supports?]** between schools and community agencies



November 27

Miami's Community Newspapers

Reach: 14,700

[Dance Now "New Voices" Featuring Christopher Rudd](#)

Trust mentioned as funder in article featuring Dance Now! Miami



November 26

South Florida SunSentinel

Reach: 930,00

[People on the move](#)

Former Governor appoints seven to Trust's governing board



November 21

Miami Times

Reach: 7,000

[Scott appoints seven to Trust's governing board](#)

Former Governor appoints seven to Trust's governing board



November 26

Miami Herald

Reach: 2,000,000

[Tips to help raise your teenager's self-esteem](#)

Feature byline: Trust staffer Bevone Ritchie

