

Media Report January & February 2021

Board Meeting: March 15, 2021

Website Analytics

Pageviews (January)	2020	VS	2021
TheChildrensTrust.org	95,403		133,280
MiamiHeartGallery.org	23,736		28,902
Pageviews (February)	2020	VS	2021
TheChildrensTrust.org	87,945		129,979
MiamiHeartGallery.org	18,506		40,892

January Media Stories

January 8

WLRN

The Trust mentioned as funder in interview about Kristi's House Project Gold Program Project GOLD is a program run by the Miami-based nonprofit Kristi House

Reach: 273,000

January 19

The Miami Times

Exploring the roots and history of step

The Trust is mentioned in article highlighting Norland High School's Dynasty Steppers former YTBD dance winners.

Reach: 27,500

January 26

Miami's Community Newspapers

Trust Staffer, Donovan Lee-Sin discusses upcoming Legislative session

Locals look to defend programs at risk of being cut or ignored

Reach: 27,500

January 26

Miami's Community Newspapers

South Florida Youth Symphony hosts a live performance

Trust mentioned as SFYS program funder.

Reach: 52,300

January 28

Patch.com

Trust Staffer, Donovan Lee-Sin discusses upcoming Legislative session

COVID-19 Looms Large Over Florida State Budget | Miami, FL Patch

Reach: 50,100

January 29

Univision 23 Noticias Al-Amanecer

Trust Staffer, Sandra Camacho promotes the new season of Young Talent Big Dreams

February 4

WMBM

Trust Staffer, Sandra Camacho promotes the new season of Young Talent Big Dreams

February 9

South Dade News Leader

Trust initiative YTBD's new season promoted

Young Talent, Big Dreams | Lifestyle | southdadenewsleader.com

Reach: 991

February 9

The Miami Times

Trust initiative YTBD's new season promoted

Search for top talent continues in 2021 despite pandemic | Lifestyles | miamitimesonline.com

Reach: 49,600

February 13

Univision 23 Contigo en la Comunidad

Trust Staffer, Sandra Camacho promotes the new season of Young Talent Big Dreams

February 15

South Dade News Leader

Trust mentioned as SFYS program funder

Kiwanis Sponsors South Florida Youth Symphony Live Concert

February 15

Miami's Community Newspapers

Miami-Dade Grade Level Reading Campaign receives Pacesetter Honors for its work in 2019 Young Talent Big Dreams launches virtual search for Miami's top talent

Reach: 60,100

February 17

The Miami Times

Trust Staffer, Donovan Lee-Sin featured in special Class of 2021 series

Donovan Lee-Sin always supports Miami families | Next Generation of Dreamers

Reach: 49,600

February 17

The Miami Times

Trust long-standing vendor, Da-venya Armstrong featured in special Class of 2021 series Faith and community drive Da-Venya Armstrong

Reach: 49,600

February 18

Patch.com

Trust long-standing vendor, Da-venya Armstrong featured in special Class of 2021 series Faith And Community Drive Da-Venya Armstrong, Activist | Miami, FL Patch

Reach: 107,000

February 18

Patch.com

Trust Staffer, Donovan Lee-Sin featured in special Class of 2021 series

<u>Donovan Lee-Sin Always Supports Miami Families, Stands Up For Social Justice</u>

Reach: 107,000

February 20

Miami Herald

Feature byline: Trust Staffer Lori Hanson

Three things to help your child cope during the pandemic

Reach: 6,073,000

Social Media & Digital at a Glance

January-March

	Followers	Impressions
Facebook	105,871	209,471
	Followers	Impressions
Twitter	8,658	22,398
	Followers	Impressions
Instagram	21,827	n/a
	Followers	Impressions
LinkedIn	7,491	11,152



January 18

Facebook

Celebrating 44th annual Dr. Martin Luther King, Jr. Parade & Festivities. We encourage everyone to go beyond simple appreciation of the tenets of love and mutual cooperation that Dr. King espoused to actively live and promote those philosophies so that together, we can create a harmonious, equitable, and prosperous world.



February 25

Facebook

How cute is this baby?

He happily tuned in with his mom for our virtual Parent Club workshop. Mom was happy to learn strategies on how to manage parenting challenges in this pandemic and he was cheering her on! We know parenting during a pandemic is hard, but there is help out there! The Children's Trust Parent Club offers a number of free workshops in partnership with @fiuccf @pcit305 @bestrongintl to help you survive and thrive. Sessions are happening virtually all the time!

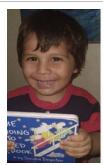


Febuary 26

Facebook

"Muchas gracias 🙏 Recibí el 3er libro ayer! A mi niña le encantó gracias de verdad!" - Yanet Sanchez Cruz

Si conoces a un niño menor de 5 años que vive en el condado de Miami-Dade y que disfrutaría recibir un libro gratis cada mes, ¡dale el regalo de aprender!





February 19

Facebook

"Hi, I'm Omar. Thank you, The Children's Trust." - Book Club member Nancy Sosa and Son Omar

Join The Children's Trust Book Club to receive a new book every month in English or Spanish along with a guide for parents with activities, information and suggestions about how to share the book with their children.

Instagram & Facebook Live segments

Date: January 26 - Facebook Live

Guest: Chandler Ferguson

Topic: #FightforLiteracy week in Miami

Date: February 11 – Instagram Live

Guest: Richard Shutes

Topic: Celebrating our amazing partner on 2/11 Day!

Date: February 24 - **Instagram Live**

Guest: Ximena Nunez w/ Lil Littlehouse Foundation

Topic: Do Good Feel Good Series

Date: February 25 - Facebook Live

Guest: Chief Community Services Officer of Miami-Dade County and 2020 David Lawrence Jr.

Topic: Celebrating Black History Month and honoring Chief Morris Copeland.