



## June Media Report 2020

Board Meeting: July 20, 2020

### Website Analytics

Pageviews	2020	vs	2019
TheChildrensTrust.org (June)	367,383		155,267
MiamiHeartGallery.org (June)	40,981		39,555
StayHome.Miami (June)	39,008		N/A

### June Media Stories

#### June 4

WIOD 105.5 The Beat Radio (iHeart)

Trust Staffer, Sandra Camacho discusses Trust funded summer camps during COVID-19

[South Florida Summer Camps](#)

Reach: 13,309

#### June 4

WMBM Radio

Trust Staffer, Sandra Camacho discussed Book Club/Parent Club

Reach: N/A

#### June 6

WTVJ NBC6 News

President & CEO, Jim Haj Discusses PPE Distribution

[The Children's Trust Drive-Thru PPE Distribution](#)

Reach: 987,000

#### June 6

Miami Herald

President & CEO, Jim Haj quoted in Summer Camp Reopening Article

[Summer camps reopen in Miami-Dade on Monday. And yes, your mask is required](#)

Reach: 969,000

**June 6**

WSVN Ch. 7 News

President & CEO, Jim Haj Discusses PPE Drive-Thru Distribution

[The Children's Trust Donating 300000 Items of PPE Equipment To Health Care Workers](#)

Reach: 1,000,000

**June 8**

WPLG ABC Ch. 10 Online

President & CEO, Jim Haj promotes The Children's Trust Book Club

[New Free Childrens Book Club Expands to All Miami-Dade Kids Up to their 5th-birthday](#)

Reach: 1,870,000

**June 8**

Miami Herald

Opinion Article Standing United to Work for Peace

['As Muslims and Jews, we understand persecution and vow to fight racism in Miami' | Opinion](#)

Reach: 969,000

**June 13**

Univision 23 Contigo en la Comunidad

[UM Trust Parent Club Partner Promotes Parent Workshops](#)

Reach: N/A

**June 14**

The VSS Hour (Live on Facebook)

Trust Staffer, Sabine Dulcio promotes Book Club

[The New & Improved The Children's Trust Book Club](#)

Reach: N/A

**June 17**

South Florida City Biz List

President & CEO Jim Haj promotes The Children's Trust Book Club

[The Children's Trust Introduces Free Book Club to Engage Young Minds](#)

Reach: N/A

**June 17**

99 JAMZ

Kiwanis of Northeast Miami-Dade hosts virtual World's Baby Shower Event funded by TCT

[World's Greatest Baby Shower - Baby Talks w/ Supa Cindy Ep. 3 & 4](#)

Reach: N/A

**June 18**

Miami Herald

Instituto Marangoni, Founder & CEO

[CEOs say their companies stand strong for fairness and against injustice](#)

Reach: 969,000

**June 20**

*Univision 23 Contigo en la Comunidad*

Trust Staffer, Sandra Camacho promotes Trust Funded Summer Camps

[Contigo en la Comunidad Summer Camps](#)

Reach: N/A

**June 23**

*Univision 23 6PM Newscast*

Trust Staffer, Sandra Camacho Shares the precautions that Trust Funded Summer Camps are Taking

[Noticias 23 6PM Summer Camp Interview 072020](#)

Reach: N/A

**June 24**

*Miami Herald*

Trust mentioned in feature article highlighting the importance of nonprofits to the Miami-Dade County

[Miami-Dade nonprofits offered vital help and a \\$23B economic boost — until COVID-19](#)

Reach: 969,000

**June 24**

*Miami Times*

Summer Battle of the Books Goes Live

['Battle of the Books' presented by Miami-Dade campaign](#)

Reach: 114,000

**June 25**

*Miami's Community Newspapers*

Feature article where Miami-Dade County Commissioner Xavier Suarez Highlights Trust financial support for Universal Childcare

[In Memoriam George Floyd Our Duty Going Forward](#)

Reach: 47,400

**June 25**

*CBS Ch. 4 News*

Trust Funded Provider Miami Lighthouse for the Blind Better Chance Music Program featured

[Miami Proud Miami Lighthouse For The Blind Summer Camp](#)

Reach: 811,000

**Parent Our Children June Articles**

[Book Club Expands to All Miami-Dade Kids Up to Their 5th Birthday](#)

[If We Don't Do the Uncomfortable Work, Children Will Suffer](#)

[Reflecting on Lessons Learned to Guide us During New Normal](#)

[Hundreds of Children Encouraged Battle It Out 2020 Summer Battle Books](#)

[Summer Camps](#)

[Getting Our Kids Ready Summer Volatility](#)

[A Question of Trust: Stories Perseverance and Adaptation All Corners-Miami-dade](#)

# Social Media & Digital at a Glance

	Followers	Impressions
Facebook	54,017	980,401
	Followers	Impressions
Twitter	4,212	13,100
	Followers	Impressions
Instagram	7,833	112,504
	Followers	Impressions
LinkedIn	3,478	6,907



**June 3**

Facebook

Greater Heights Academy Graduation Parade for the 2019-2020 school year!!! Thank you Commissioner Esteban Bovo, Jr., Golazo from The Miami FC, Miami Dade Firefighters, and our friends at Belen Jesuit Preparatory School Water Polo Team!



**June 19**

Facebook

Shut your eyes and imagine what it's like to maintain social distancing without sight. At Miami Lighthouse, we're making sure your children stay safe while having fun, from smaller class sizes to protective masks. Pictured here are our new tactile silhouettes, spaced six feet apart with our campers. We are excited to welcome campers back to our campus for music, activities and more.



**June 19**

Facebook

Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States. A day of reflection, education and freedom.



**June 19**  
Facebook

This summer, the battle of all battles goes virtual! The Children's Trust and all the Miami-Dade Grade Level Reading Partners are looking to crown the next Great Book Warrior during the 2020 Battle of the Books.



**June 29**  
Facebook

Student @sienasanchezz of Ada Merritt K-8 Center PTA wants to make sure we all stay safe and protected during the pandemic. Here's what she had to say: "Protect yourself! Here's an easy task... make a face mask!!!!" @sienasanchezz



**June 26**  
Facebook

We Rise of Urban League of Greater Miami, Inc., is at Urba League of Greater Miami hosting Arts & Crafts fun. #Summertime #Fun #StaySafe

## Instagram & Facebook Live segments

### Facebook Live

**Date:** Friday, June 5th

**Topic:** Drive-Thru PPE Distribution

**Date:** Friday, June 5th

**Guest:** Karina Pavone, Executive Director

**Topic:** Amigos for Kids to discuss valuable tips for parents and announce the Amigos art contest

**Date:** Monday, June 8th

**Guest:** Anabel Espinosa

**Topic:** Live to discuss IDEAS Consortium for Children

**Date:** Friday, June 12<sup>th</sup>

**Guest:** Live with Youth Advisory Committee (YAC) member Isidora Garreton

**Topic:** YAC Census Project

**Date:** Friday, June 12<sup>th</sup>

**Guest:** Live with Youth Advisory Committee (YAC) member Kaylen Rodriguez

**Topic:** All the benefits to being a YAC Member

**Date:** Friday, June 12<sup>th</sup>

**Guest:** Live with Live Youth Advisory Committee (YAC) West President, Kevin Cruz

**Topic:** Our YAC Member is also a prestigious Silver Knights Honorable Mention in the Social Science Category.

**Date:** Friday, June 12

**Guest:** Program Manager at Hope for Miami, Lesdisney Rodriguez

**Topic:** Hope for Miami's summer camps

**Date:** Friday, June 19<sup>th</sup>

**Guest:** Reverend Walter T. Richardson

**Topic:** Celebrating Juneteenth. How is it Celebrated? Why Does it Matter?

**Date:** Tuesday, June 23<sup>rd</sup>

**Guest:** Live with Trust Staffer, Ximena Nunez

**Topic:** Discussion to promote Summer Virtual Series on Summer Safety: water, fireworks, sun, and COVID-19 and StayHome.Miami

### **Facebook Live**

**Date:** Thursday, June 25<sup>th</sup>

**Guest:** Trust Staffer, Ximena Nunez

**Topic:** Discussion to promote Summer Virtual Series on Summer Safety: water, fireworks, sun, and COVID-19 and StayHome.Miami