



May Media Report 2020

Board Meeting: June 15, 2020

Website Analytics

	Pageviews	vs	2019
TheChildrensTrust.org (May)	145,083		201,702
MiamiHeartGallery.org (May)	44,876		41,693
StayHome.Miami (May)	52,702		N/A

May Media Stories

May 5

Miami's Community Newspapers

President & CEO, Jim Haj Discusses StayHome.Miami

[New website gives children and families things to do during quarantine](#)

Reach: 47,000

May 5

WSCV Telemundo Ch. 51

Trust Staffer, Ximena Nunez Discusses StayHome.Miami

[El Children's Trust lanza la plataforma digital Stay At Home](#)

Reach: 751,000

May 7

Miami's Community Newspapers

Article in honor of May Being Mental Health Awareness Month

[Mental Health Support Continues During Distance Learning](#)

Reach: 47,000

May 7

WMBM Radio

Trust Staffer, Sabine Dulcio Discuss StayHome.Miami

Reach: N/A

May 8

Miami's Community Newspapers

Friendship Circle of Miami's 11th Annual 3K Walk goes virtual, Trust funded Community event
[COVID-19 Didn't Stop The Power of the Friendship Circle](#)

Reach: 47,000

May 10

The VSS Hour (Live on Facebook)

Trust Staffer, Juliette Fabien promotes StayHome.Miami and Trust provider Gang Alternative highlighted
[StayHome.Miami and the Work of Gang Alternatives during this Pandemic](#)

May 11

WPLG ABC Ch. 10

The Struggles of Rejoining the Labor Force Trust mentioned relating to Childcare
[Without access of Rejoining the Labor Force Trust mentioned relating to Childcare](#)

Reach: 67,000

May 11

WPLG ABC Ch. 10 Online

The Struggles of Rejoining the Labor Force Trust mentioned relating to Childcare
[Without access to childcare, mothers struggle to rejoin labor force](#)

Reach: 2,000,000

May 11

Time (National Coverage)

Trust Funded 2-1-1 National Story interviews Cora Patterson, Senior Mgr. @211

[Watch a Miami Crisis Hotline Worker Discuss How the City's Most Vulnerable Residents Are Coping During COVID-19](#)

May 12

Miami Herald

Board Member Susan Neimand OP-ED featured

[Protecting the children must be the priority before childcare centers reopen | Opinion](#)

Reach: 10,000,000

May 14

WSCV Telemundo Ch. 51

President & CEO, Jim Haj appointed on Mayor's special summer camp committee

[Preparativos para reapertura de campamentos de verano](#)

Reach: 1,000,000

May 15

South Dade News Leader

Trust mentioned as sponsor and funder of The Education Fund

[The Education Fund helps Miami-Dade students soar](#)

Reach: 6,000

May 21

WTVJ NBC6 News 4PM & 5PM Newscast

President & CEO Jim Haj Interviewed on Summer Camp Opening

[Florida Lifting Restrictions on Youth Activities, Including Summer Camps and Athletics](#)

Reach: 92,000

May 27

WSCV Telemundo Ch. 51

The Children's Trust mentioned in Interview of Superintendent Alberto Carvalho

[Esperando la Autorización Estatal para Abrir los Campamentos de Verano](#)

Reach: 1,000,000

May 27

Univision 23 Edición Digital Miami 12:30PM

Trust Staffer, Ximena Nunez promotes StayHome.Miami website

[The Children's Trust continuará sirviendo a los niños y las familias en Miami-Dade durante la pandemia.](#)

May 28

Univision Noticias 23 Al-Amanecer 5AM & 6AM

Trust Staffer, Sandra Camacho promotes The Children's Trust Book Club

May 30

Soul of Miami

Trust Funded provider Guitars Over Guns Student Showcase Invite

[Guitars Over Guns Facebook LIVE: Student Showcase](#)

Reach: 1,000

Parent Our Children May Articles

[Impacts Coronavirus Pandemic Children](#)

[Schooling Home be Realistic Set Routine get Some Rest](#)

[When It Safe Reopen Your Family](#)

[Getting Our Kids Ready Summer Volatility](#)

Social Media & Digital at a Glance

	Followers	Impressions
Facebook	53,709	278,595
	Followers	Impressions
Twitter	4,187	25,200
	Followers	
Instagram	7,233	76,081
	Followers	Impressions
LinkedIn	3,419	8,461



May 9
Facebook

During these times, kids can get stressed! Let's help them cope and relax their mind with a FREE Romero Britto coloring book at www.StayHome.Miami.



May 18
Facebook

Congratulations!!! We've passed over 100 participants in our 10th Anniversary Young Talent Big Dreams online competition. Let's keep it going and get even more auditions by spreading the word.



May 26
Facebook

Join us in giving thanks to our community's essential workers for their hard work and dedication.

Here's how you can show your gratitude: Craft a message of encouragement and appreciation and put it in your window for the world to see. Help us share your message by tagging The Children's Trust.



May 28
Facebook

Congratulations to this year's Silver Knight Awards nominees, winners and honorees! Join us tonight at 7 p.m. at <https://www.miamiherald.com/silverknights> when we recognize some of the best of South Florida's high school senior class of 2020 for their outstanding achievements in school and within the community.



May 28
Facebook

Miami Heat Legend, Alonzo Mourning promotes Stay Home Miami; staying at home can be Bright! As summer approaches, www.StayHome.Miami is an excellent resource to stay informed, to stay engaged, and to create magical memories with our families.



May 30
Facebook

The success of the 10th anniversary season of Young Talent Big Dreams is on a roll and thanks to our amazing partners at Actor's Playhouse host the first YTBD's virtual judging with these expert judges.

Instagram Live segments

Date: Monday, 05/07/20

Guest: Trust Staffer, Rachel Spector

Topic: Florida Grade-Level Reading Campaign

Date: Friday, 05/08/20

Guest: President & CEO, Jim Haj & CHI President & CEO Brodes H. Hartley, Jr.

Topic: The Children's Trust and Community Health of South Florida Partner host a drive-thru Distribution Personal Protective Equipment for School-Based Providers

Date: Friday, 05/08/20

Guest: Board Member Marissa Leichter

Topic: Fostering Our Future Virtual Event to encourage families to think about their reservations around fostering children and be able to openly discuss, ask questions, get answers, hear from youth, judge, foster parents, learn about therapeutic foster care, learn different ways to get involved outside of fostering.

Date: Wednesday, 5/13/20

Guest: Kat Hart Anderson

Topic: Miami Dade Grade Level Reading Campaign

Date: Friday, 05/15/20

Guest: Margo Hannah, Executive Director

Topic: Let's help our provider Lotus House. Please be sure to follow them at @Lotushouse1 and share the wash your hands PSA.

Date: Wednesday, 05/20/20

Guest: Rev. Linda Freeman from Gen2050

Topic: It's World Bee Day so naturally we went live with Rev. Linda Freeman an expert on how we can be better pollinators.

Date: Friday, 05/22/2020

Guest: Alicia Curtis, Recruitment Specialist Citrus Family Care Network

Topic: In honor of Foster Care Month. We spoke to Foster Care Recruitment Specialist from Citrus FCN to inform everyone how you can become a foster parent.