

# Media Coverage Report

Monthly Results: March 2023



## WEBSITE ANALYTICS

Website Pageviews **120,450**

To prev. period **275,307**

## MEDIA OVERVIEW

**39**

Total Articles

**10**

Total TV + Radio

**1,019,037+**

Total Audience Reach

**85%**

Positive to Neutral Sentiment

## Top Media Headlines

### Miami Herald - March 14, 2023

The Trust's Youth Advisory Committee (YAC) is mentioned as a leadership opportunity for high schoolers to join.

[Click here to view](#)

Reach: 73,181

Type of publication: Online

Tone: Positive



BY DANIELLE BARRERAS  
MARCH 14, 2023 11:11 AM



### Miami Herald, Yahoo News, Local Today, Spot On Florida, Delectious Food - March 21, 2023

CEO James Haj, Founding Board Chair David Lawrence, Jr. and Board of Directors Kenneth Hoffman share The Trust's 20th Anniversary milestones.

[Click here to view](#)

Reach: 73.2K+

Type of publication: Online + Print

Tone: Positive



BY DAVID LAWRENCE, JR., KENNETH C. HOFFMAN AND JAMES R. HAJ  
MARCH 21, 2023 10:46 AM



### Community Newspapers - March 24, 2023

CEO James Haj mentions The Trust's Youth Advisory Committee (YAC), a youth leadership development program.

[Click here to view](#)

Reach: 5,434

Type of Publication: Online

Tone: Positive



By James Haj - March 21, 2023

**Building the leaders of tomorrow means helping our youth develop leadership skills**

By James Haj - March 21, 2023



President and CEO James Haj

We know the bright future of our community depends on developing the leaders of tomorrow. Great leaders are essential, and we have an opportunity today to help enhance the characteristics and skills in our children to set them on that course.

Parents play a crucial role in making this happen, and even those who have children who are naturally shy or reserved must instill in them the tools that will eventually enable them to become leaders as adults. Our children will benefit from having the ability to communicate, persevere, accept responsibility, and live lives of service, as well as other leadership qualities.

## Miami Herald - March 24, 2023

Coral Gables resident praises David Lawrence's work at The Trust for the last 20 years.

[Click here to view](#)

Reach: 73,181

Type of publication: Print

Tone: Positive

### A DEDICATED LIFE

The Miami-Dade community is truly indebted to the vision and tireless efforts of David Lawrence, Jr. in creating The Children's Trust 20 years ago.

In the beginning, he nearly single-handedly raised \$1.64 million — enough to support a full-bore, multi-faceted electoral campaign that has been twice approved overwhelmingly by voters to tax themselves in perpetuity on behalf of the county's children.

Since then, The Children's Trust has distributed nearly \$2 billion in funding without a hint of scandal. Without Lawrence's experience, dedication and leadership, the Children's Trust would not exist — and our youth would be mis-

sing out on the myriad of educational, art, physical education, counseling, nutritional and other programs that enhance the lives of thousands of our children each year. Therefore, on this its 20th anniversary, I urge the board of directors to rename The Children's Trust in honor of its founder, forever calling it the "David Lawrence Jr. Children's Trust."

- Doug Mayer,  
Coral Gables

## NBC 6 - March 29, 2023

Story highlights Regina Davis as the advocacy award honoree of Champions for Children Awards Ceremony 2023

[Click here to view](#)

Reach: 69,183

Type of publication: TV + Online

Tone: Positive

### WOMEN'S HISTORY MONTH: Local Advocate Stands Up for Children, Families in Need

Regina Davis, a local advocate, has spent countless hours of service advocating for those in need.

By Constantine Jones - Published March 29, 2023 - Updated on March 29, 2023 at 6:05 am



**Trending Stories**

- 1. **How Long**  
Premiere Cuts to One Step  
Close to Becoming Law in  
Florida - But What Is It?
- 2. **Miami**  
Miami's Top 100  
Businesses for 2023  
Whale Lull to Home Water?
- 3. **Security**  
National Police Release  
Security Video of Suspect  
Shooting at School and  
Entering Classroom School
- 4. **Check**  
Check Your Chances These  
Valuable Permits Are Worth  
Pursuing

## Community Newspapers - March 31, 2023

The Trust is mentioned as partner of the Miami-Dade Soccer Initiative to help expand access to soccer for children by 2030.

[Click here to view](#)

Reach: 5,434

Type of publication: Online

Tone: Positive



National and Local Partners to Announce the Miami-Dade Soccer Initiative Focused on Positively Impacting 30,000 Children Across Miami-Dade County by 2030

By Community News Reporter - March 31, 2023



## Other Stories

### MiamiLaker.com - March 3, 2023

The Trust is mentioned as a funder for Homework Help and Tutoring program at a Miami Lakes Public Library. [Click here to view](#)

### Community Newspapers - March 6, 2023 (Cutler Bay, South Miami, Doral Tribune)\*

The Trust is mentioned as a funder of Miami-Dade's "All Kids Included" initiative. [Click here to view](#)

### Community Newspapers - March 6, 2023 (Cutler Bay, Kendall, Palmetto Bay)\*

Jamora Arroyo-Jefferson is mentioned as member of The Trust's Youth Advisory Committee.

[Click here to view](#)

### WCTV 6, WCJB, SNN-TV, News Channel 8, MyPanhandle.com, NBC 11 - March 8, 2023\*

Dr. Michael Alessandri is mentioned as a former honoree of The Trust's David Lawrence, Jr. Champion for Children Award. [Click here to view](#)

### South Dade News Leader- March 9, 2023 (Cutler Bay, Kendall, Palmetto Bay, Pinecrest, Coral Gables)\*

The Trust is mentioned as a sponsor of the South Florida Youth Symphony program.

[Click here to view](#)

### Community Newspapers - March 9, 2023 (Cutler Bay, Kendall, Palmetto Bay, South Miami)\*

CEO James Haj is mentioned as one of the seven inductees into the Miami-Dade County Public Schools' (M-DCPS) Alumni Hall of Fame. [Print only](#)

### Community Newspapers - March 9, 2023 (Coral Gables)\*

The Trust is highlighted as a partner of the 13th annual Young Talent Big Dreams competition held at Miracle Theatre. [Print only](#)

### Local 10 - March 17, 2023 (English and Spanish)

The Trust is mentioned as a sponsor of Papa Keith 4 People Matter Foundation for a concerts that aims to prevent shootings with a focus on hip hop, basketball and football. [Click here to view](#)

### Local 10 - March 22, 2023

Young Talent Big Dreams, funded by The Trust, is included in the March-April community calendar roundup. [Click here to view](#)

### CBS 4 - March 23 and March 25, 2023 (Morning News Edition, 9AM, Noon, 6PM, 7PM)\*

The Trust is mentioned as a funder of New Jerusalem Baptist Church and the "MicroSociety" program. [Click here to view](#)

### WEDR-FM - March 26, 2023

The Trust is mentioned as a founding partner of Miami for Social Change Youth Film Festival. [Click here to listen](#)

### Community Newspapers, Telemundo 51 - March 31, 2023\*

The Trust is mentioned as funder of summer camp programs offered by Miami-Dade County Parks and Recreation facilities. [View in English](#) or [View in Spanish](#)

\*Several versions of this story were published on different times, dates and platforms of the same media outlet.

## SOCIAL MEDIA OVERVIEW



53K

February Total Followers

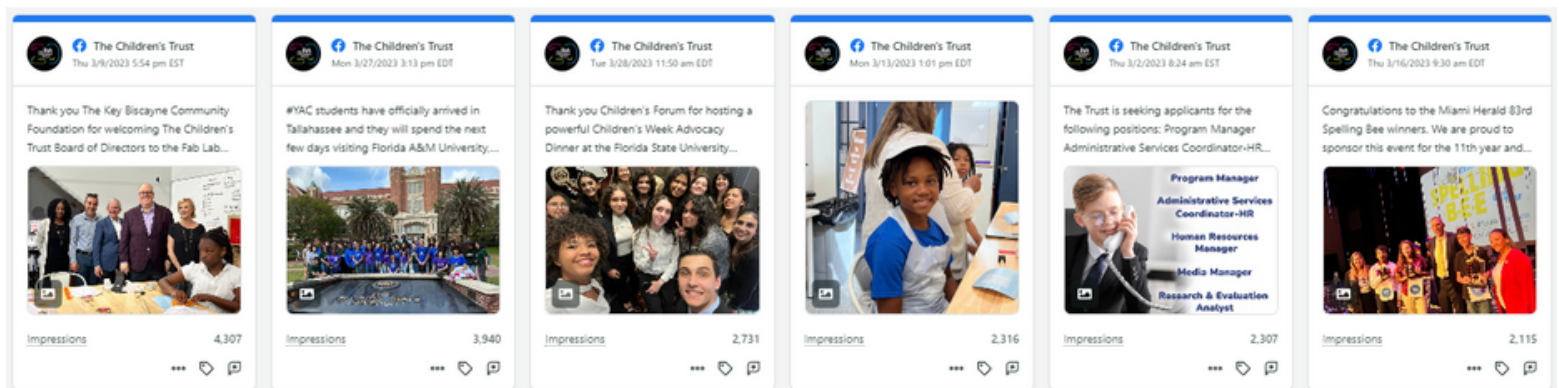
55K

March Total Followers

2,263,808

Total Impressions

## Facebook Top Performing Posts





5K

February Total Followers

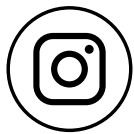
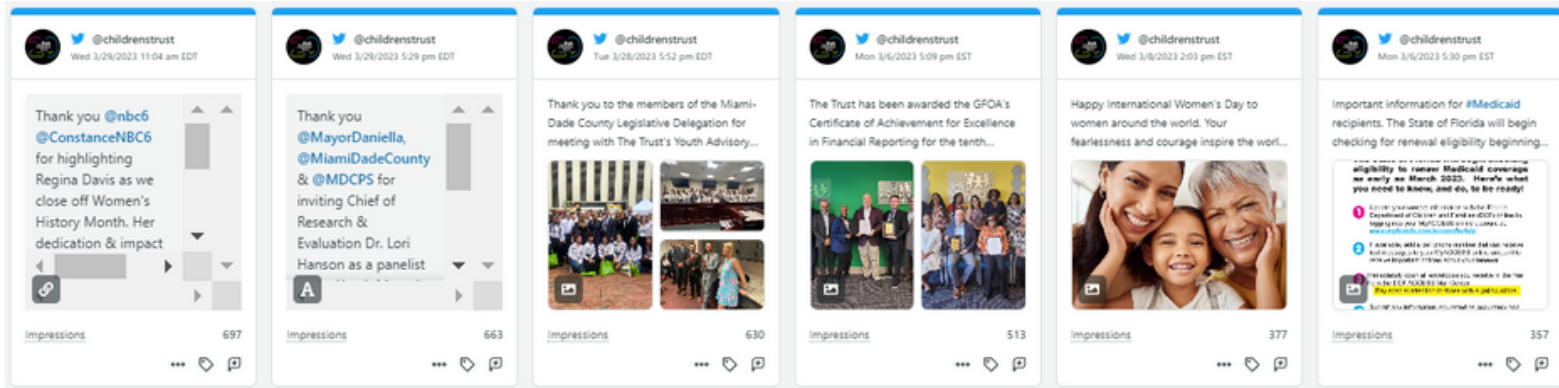
5K

March Total Followers

8,623

Total Impressions

## Twitter Top Performing Posts



14K

February Total Followers

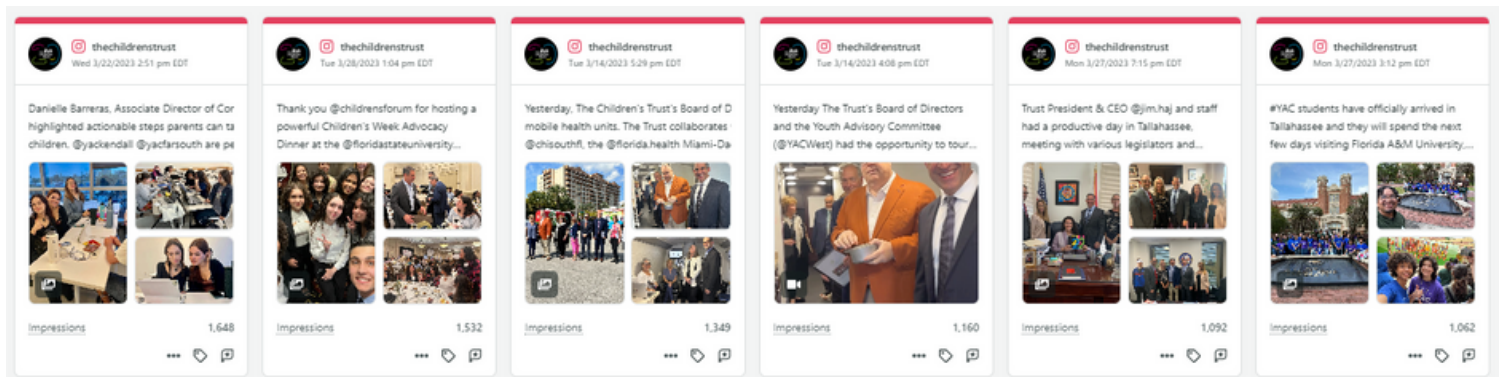
14.1K

March Total Followers

152,518

Total Impressions

## Instagram Top Performing Posts





6K

February Total Followers


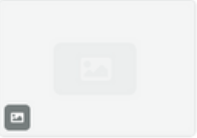







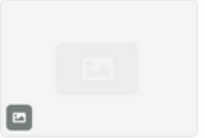


6K

March Total Followers

19,785

Total Impressions

## LinkedIn Top Performing Posts

<div><div><span>The Children's Trust of Mia...</span></div><div>Mon 3/27/2023 4:25 pm EDT</div><div>Trust President &amp; CEO @[James Haj] (umt5personOU4rYCMqH0) and staff had a productive day in Tallahassee, meeting...</div><div></div><div>Impressions 1,369</div><div>*** 🗨️ 📎</div></div>	<div><div><span>The Children's Trust of Mia...</span></div><div>Tue 3/14/2023 5:18 pm EDT</div><div>Yesterday, The Children's Trust's Board of Directors took a tour of The Trust-funded mobile health units. The Trust collaborat...</div><div></div><div>Impressions 996</div><div>*** 🗨️ 📎</div></div>	<div><div><span>The Children's Trust of Mia...</span></div><div>Mon 3/13/2023 1:01 pm EDT</div><div>The Children's Trust staff attended the Family Action Network Movement (FANM) 30th gala celebration this Saturday to...</div><div></div><div>Impressions 976</div><div>*** 🗨️ 📎</div></div>	<div><div><span>The Children's Trust of Mia...</span></div><div>Wed 3/8/2023 4:23 pm EST</div><div>In honor of International Women's Day, Trust staff, Natalia Zaa, Chief Public Policy, Community Engagement &amp;...</div><div></div><div>Impressions 945</div><div>*** 🗨️ 📎</div></div>	<div><div><span>The Children's Trust of Mia...</span></div><div>Mon 3/6/2023 5:09 pm EST</div><div>The Children's Trust received the Government Finance Officers Association's (GFOA) Certificate of Achievement for...</div><div></div><div>Impressions 935</div><div>*** 🗨️ 📎</div></div>	<div><div><span>The Children's Trust of Mia...</span></div><div>Wed 3/15/2023 9:12 am EDT</div><div>President &amp; CEO James Haj and Director of Communications Ximena Nunez of The Children's Trust attended yesterday's...</div><div></div><div>Impressions 914</div><div>*** 🗨️ 📎</div></div>
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