# **Media Coverage Report**

**Monthly Results: September 2023** 



#### **WEBSITE ANALYTICS**

Website Pageviews 84,373

To prev. period 96,611

#### **MEDIA OVERVIEW**

18

Total Online + Print

1

**Total Radio** 

2

Total TV

143.3M+

Total Audience Reach

## **Top Media Highlights**

#### El Nuevo Herald - September 8, 2023

The Children's Trust is highlighted as a primary funder of the Healthy Steps program at Cayuga Centers, which provides no-cost resources for parents in the Hialeah community. Click here to view

Reach: 107K

Type of Publication: Online + Print

# 

#### 7 News - September 8, 2023

A slideshow and recap from the evening of the lighting of the buildings that honored The Children's Trust's 20th anniversary. Click here to view

Reach: 71K

Type of Publication: TV + Online

# Buildings in Miami-Dade lit green in celebration for The Children's Trust 20th anniversary

# CBS 4 - September 8, 2023

The Children's Trust Director of Programs Rachel Spector is featured in a story about the local impact of the end of federal program funding for childcare centers.

Click here to view

Reach: 57K

Type of Publication: Online + TV



#### Miami Herald - September 11, 2023

The Children's Trust Director of Programs Rachel Spector outlines a study that sheds light on the long-lasting benefits of high-quality early learning.

Click here to view

Reach: 14M

Type of Publication: Online + Print



#### Community Newspapers - September 14, 2023

The Children's Trust President and CEO James R. Haj highlights the many Trust-funded programs and initiatives families can use to find support for their children ahead of the new school year.

Click here to view

Reach: 6K

Type of Publication: Online



#### El Nuevo Herald - September 24, 2023

Trust-funded program Healthy Steps is featured as a program that helps immigrants in Hialeah with free counseling services. Click here to view

Reach: 107K

Type of Publication: Online + Print



#### NBC 6 - September 18, 2023

Capacity-building grant recipient EatWell Exchange mentions The Children's Trust as part of a story on how to be healthier with cultural staples.

Click here to view

Reach: 7K

Type of Publication: TV



#### **Full List of Media Stories in September 2023**

On September 7th, several buildings in Downtown Miami and across Miami-Dade County lit in green to honor the culmination of The Children's Trust's 20th Anniversary.

- WSVN 7 News Online
- The Miami Times Online + Print
- MegaTV News Spanish
- MegaTV's Implicados en la comunidad Spanish
- Community Newspapers

The Children's Trust is highlighted as a primary funder of the Healthy Steps program at Cayuga Centers, which provides no-cost parenting resources in the Hialeah community.

- El Nuevo Herald Spanish
- Yahoo! Vida y Estilo Spanish

The Children's Trust Director of Programs Rachel Spector is featured in a story about the local impact of the end of federal program funding for childcare centers.

• CBS 4 Miami

The Children's Trust Director of Programs Rachel Spector talks about a study that sheds light on the long-lasting benefits of high-quality early learning.

- Miami Herald
- El Nuevo Herald Spanish

The Children's Trust President and CEO James R. Haj highlights the many Trust-funded programs and initiatives families can use to find support for their children ahead of the new school year.

• Community Newspapers

The Children's Trust is mentioned as a funder of free homework help and tutoring services in reading, math and science at the Miami-Dade County Library branch in Miami Lakes.

The Miami Laker

The Children's Trust is mentioned as a part funder of the Miami-Dade Department of Cultural Affairs, which manages the Dennis C. Moss Cultural Arts Center and is kicking off a Caribbean-themed Backyard Bash this fall.

• Community Newspapers

The Children's Trust Director of Communications talks about The Children's Trust and the various programs that children and families can be involved in Miami-Dade County.

• WFEZ-FM



55K

**August Total Followers** 

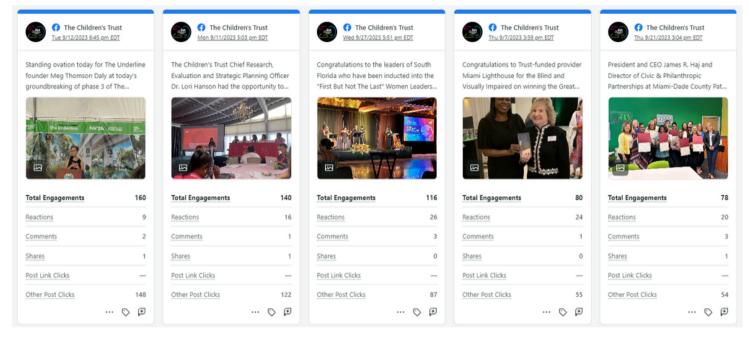
# 55K

September Total Followers

2.7M

**Total Impressions** 

# **Facebook Top Performing Posts**





**5K** 

**August Total Followers** 

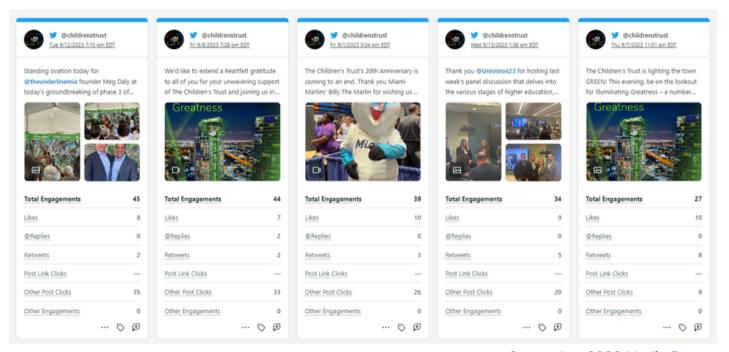
6K

September Total Followers

12K

**Total Impressions** 

## **X Top Performing Posts**





15K

**August Total Followers** 

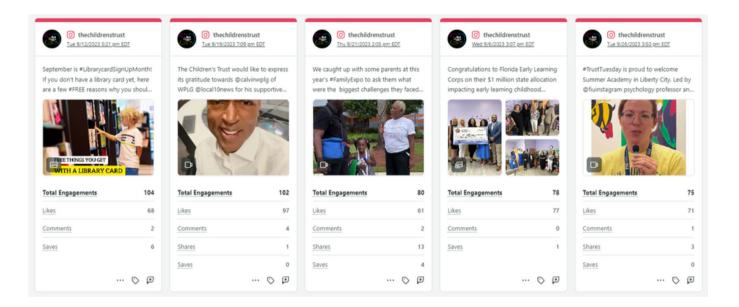
# 15K

September Total Followers

122K

**Total Impressions** 

# **Instagram Top Performing Posts**





**6K** 

**August Total Followers** 

**6K** 

September Total Followers

**22K** 

**Total Impressions** 

# **LinkedIn Top Performing Posts**

