

# MEDIA COVERAGE REPORT



Monthly Results: April 2024

## WEBSITE ANALYTICS

Website Pageviews 116,000

Prev. Period 128,000

## MEDIA OVERVIEW

34	2	1	12,124,956
Online + Print	Radio	TV	Total Audience Reach

## TOP MEDIA HIGHLIGHTS

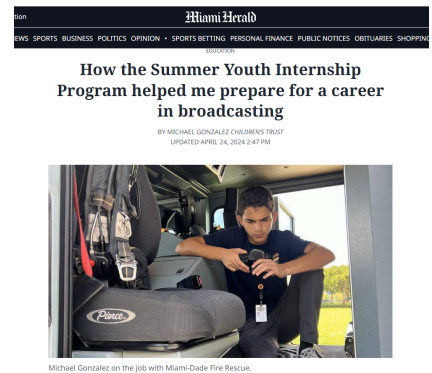
### Miami Herald

Michael Gonzalez, a 10th grader at Doral Academy, shares his experience in the 2023 Summer Youth Internship Program.

Date: April 24, 2024

Type of Publication: Online

[Click here to view](#)



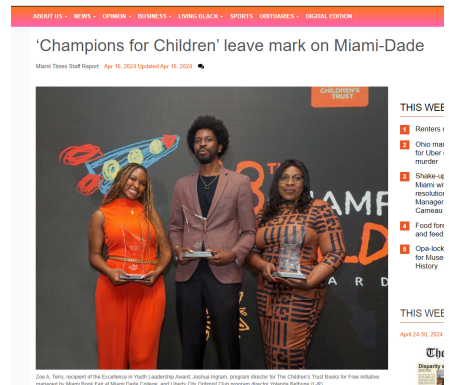
### Miami Times

This feature story covers the Champions for Children awards luncheon and highlights award recipients including Dr. William E. Pelham Jr., Bianca Sandoval, Zoe E. Terry, and Ruban Roberts.

Date: April 16, 2024

Type of Publication: Online

[Click here to view](#)



# MEDIA COVERAGE REPORT



Monthly Results: April 2024

## **NBC 6**

This year's Champions for Children event MC, Jackie Nespral covers the event and comments on the impact of the organization in the community.

Date: April 11, 2024

Type of Publication: TV

[Click here to view](#)



## **WLRN**

Reporter Kate Payne's story highlights a mother's positive experience with The Children's Trust Book Club. Reporter highlights how the book club recently expanded with a new goal to register up to 60,000 families.

Date: April 10, 2024

Type of Publication: Online + Radio

[Click here to view](#)



## **Miami Times**

Story focuses on the expansion of The Children's Trust Book Club, to serve even more children throughout Miami-Dade County.

Date: April 9, 2024

Type of Publication: Online

[Click here to view](#)



## **OTHER MEDIA MENTIONS**

The article highlights the various summer opportunities available for children in Miami-Dade County, emphasizing the role of The Children's Trust and its partners in providing enriching programs during the summer months. [Published on Community Newspapers.](#)



# MEDIA COVERAGE REPORT



Monthly Results: April 2024

This story discusses the ongoing impact of the Actors' Playhouse at the Miracle Theatre on enriching South Florida's cultural scene. It mentions its partnership with The Children's Trust and other organizations to offer educational programs and youth activities, including the annual Young Talent Big Dreams talent contest. [Published on Miami Today.](#)

Feature piece focuses on The Children's Trust's 18th annual Champions for Children Awards Ceremony, celebrating the outstanding contributions of individuals and programs dedicated to improving the lives of Miami-Dade County's children and families. [Published on Community Newspapers.](#)

The story highlights how Miami-Dade County Parks, Recreation and Open Spaces Department now offers various summer camps, including those funded by the Children's Trust. [Published in print by South Miami News, Kendall Gazette, Palmetto Bay News, Aventura News, Cutler Bay News, and online Community Newspapers.](#)

A video story from publisher and editor Grant Miller promoting The Children's Trust 18th Champions for Children Awards event. [Published on Community Newspapers.](#)

The article announces open registration for a variety of summer camps offered by the Miami-Dade County Parks, Recreation, and Open Spaces Department, including those funded by The Children's Trust. [Published on Community Newspapers.](#)

A mention of The Children's Trust among other institutions that actively support the Miami Youth at PIANO SLAM 2024, an event that is sponsored by some of Miami's most respected institutions. [Published on South Florida Caribbean News.](#)

Jefferson Noël, Founder of Barbershop Speaks, discusses his work on the radio and mentions that The Children's Trust is placing bookshelves in barbershops to encourage kids to read. [Broadcasted on 99 Jamz \(starts at 13:14 min\)](#)

The interview discusses Miami-Dade County's Summer Youth Internship Program and thanks the program's partners, including the Children's Trust. [Published on 99 Jamz.](#)

Hylo News interviews Nailah Robinson, last year's Young Talent Big Dream spoken word category winner, about her experience in the competition and what new talent can look forward to. [Published on Hylo News](#)



# MEDIA COVERAGE REPORT



Monthly Results: April 2024

## SOCIAL MEDIA OVERVIEW



**56K**

Prev. Period Followers

**56K**

Current Followers

**1.8M**

Total Impressions

## FACEBOOK TOP PERFORMING POSTS

Post Image	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
	512	40	3	2	—	467
	473	25	0	1	—	447
	298	51	2	2	—	243
	274	48	3	2	—	221
	255	59	1	4	—	191



# MEDIA COVERAGE REPORT



Monthly Results: April 2024



**4,667**  
Prev. Period Followers

**4.7K**  
Current Followers

**3K**  
Total Impressions

## TWITTER TOP PERFORMING POSTS

Post Content	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
<p><b>@childrenstrust</b> Thu 4/11/2024 9:53 am EDT</p> <p>That's a wrap on the 18th Annual Champions for Children Awards Ceremony! The Trust would like to thank our sponsors...</p>	49	7	0	1	—	41	0
<p><b>@childrenstrust</b> Wed 4/24/2024 8:45 am EDT</p> <p>Congratulations to our partners at the <a href="#">@theunderlinema</a> on completing the second phase of this invaluable communit...</p>	44	10	0	2	—	32	0
<p><b>@childrenstrust</b> Fri 4/12/2024 12:19 pm EDT</p> <p>The Children's Trust would like to express our gratitude and appreciation to <a href="#">@JackieNBC6</a> for hosting this year's...</p>	31	7	0	2	—	22	0
<p><b>@childrenstrust</b> Fri 4/12/2024 4:24 am EDT</p> <p>This year's Champions for Children Awards Ceremony had a record-breaking, sold-out crowd! We appreciate the immense suppo...</p>	29	10	0	2	—	17	0
<p><b>@childrenstrust</b> Wed 4/3/2024 5:24 am EDT</p> <p>The Children's Trust staff had the pleasure to be joined by Trust Board Chair Kenneth C. Hoffman and incoming Board Chair Mark ...</p>	29	9	1	2	—	17	0



# MEDIA COVERAGE REPORT



Monthly Results: April 2024



**16K**  
Prev. Period Followers

**16K**  
Current Followers

**158K**  
Total Impressions

## INSTAGRAM TOP PERFORMING POSTS

Post Content	Total Engagements	Likes	Comments	Saves
<p>April 6-12 is Week of the Young Child, a fun-filled week where childcare providers and families come together to celebrate the...</p>	179	155	11	13
<p>That's a wrap on the 18th Annual Champions for Children Awards Ceremony! The Trust would like to thank our sponsors...</p>	132	127	4	1
<p>This year's Champions for Children Awards Ceremony had a record-breaking, sold-out crowd! We appreciate the immense suppo...</p>	121	113	3	3
<p>Let's get the 18th Champions for Children Awards Ceremony started! 🎉 #ChampionsForChildren</p>	112	110	1	1
<p>Thank you to everyone who supported and attended the 18th Annual Champions for Children Awards Ceremony and sharing...</p>	91	82	2	6



# MEDIA COVERAGE REPORT



Monthly Results: April 2024



**6.9K**  
Prev. Period Followers

**7K**  
Current Followers

**18K**  
Total Impressions

## LINKEDIN TOP PERFORMING POSTS

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Clicks (All)
The Children's Trust staff had the pleasure to be joined by Trust Board Chair Kenneth C. Hoffman and...	Wed 4/3/2024 5:26 pm EDT	189	93	1	0	95
The Children's Trust would like to express its gratitude and appreciation to Chancellor Cari Miller for visiting...	Tue 4/9/2024 5:49 pm EDT	82	23	1	1	57
The 18th Annual Champions for Children Awards Ceremony is officially SOLD OUT. Thank you all for promoti...	Mon 4/1/2024 2:07 pm EDT	59	33	2	2	22
Summer is around the corner and this year local organizations have joined forces to help parents find hundreds o...	Mon 4/1/2024 6:30 pm EDT	29	14	0	1	14
The Children's Trust Book Club registration is open! Join the Book Club today and receive a free book by mail...	Wed 4/3/2024 12:10 pm EDT	26	17	0	1	8

