

Media Coverage Report

Monthly Results: February 2024

WEBSITE ANALYTICS

Website Pageviews **99,000**

Prev. period **87,000**

MEDIA OVERVIEW

42

Total Online + Print

4

Total Radio
(Broadcast)

59,983,134

Total Audience Reach

Top Media Highlights

WQAM-AM- January 1 - Feb 25, 2024

Natalia Zea, Chief Public Policy & Community Engagement Officer for The Children's Trust, gave an interview explaining the organization's mission to promote the welfare of children living in Miami-Dade County.

[Click here to listen](#)

Type of Publication: Radio



MIAMI'S COMMUNITY NEWS

PUBLICATIONS - PODCASTS - CATEGORIES - EVENTS - LEGAL NOTICES - INSPIRE HEALTH - CORONA

Nurturing Miami-Dade's Innovative Growth and Sustainability Focused on Children and Families

By jgarcia@mcn February 7, 2024

[f](#) [t](#) [y](#) [v](#)



Miami's Community Newspapers - February 7, 2024

The Children's Trust established the Innovation Fund to nurture innovative ideas and program designs that address new or existing community needs.

[Click here to view](#)

Type of Publication: Online

Miami's Community News - February 16, 2024

The story mentions that the Miami-Dade County Department of Cultural Affairs receives funding from The Children's Trust.

[Click her to view](#)

Type of Publication: Online

Actualidad 1040 (WURN-AM) - February 27, 2024

Director of Communications Ximena Nunez joined Julio Camacho on Actualidad Radio to inform parents of the expansion of Book Club for families in Miami-Dade County.

[Click here to listen \(Spanish\).](#)

Type of Publication: Radio

Miami Herald - February 28, 2024

The stories below highlight how the Miami-Dade County Fiscal Cliff Collaborative, including The Children's Trust, addresses the fiscal cliff issue and facilitates programs that provide families with the support they need to thrive.

[Click here to view \(Miami Herald\)](#)

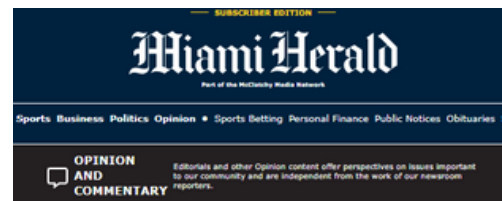
[Click here to view \(AOL\)](#)

[Click here to view \(Yahoo! News\)](#)

Type of Publication: Online + Print

Miami-Dade County Mayor Daniella Levine Cava and Commissioner Keon Hardemon to host a groundbreaking on expansion and renovation of Joseph Caleb Auditorium

By Community News Releases - February 16, 2024



OPINION
AND
COMMENTARY

Editorials and other Opinion content offer perspectives on issues important to our community and are independent from the work of our newsroom reporters.

OP-ED

A strong Miami-Dade economy requires investment in quality child care | Opinion

BY MIAMI-DADE COUNTY FISCAL CLIFF COLLABORATIVE
FEBRUARY 28, 2024 2:04 PM



Research shows that high-quality early child care help children reap the most developmental benefits. Photo provided by The Children's Trust

Yahoo! Finance - February 28, 2024

The story mentions that The Children's Trust is funding the expansion of MMF's Youth Program this summer.

[Click here to view \(Yahoo! Finance\)](#)

[Click here to view \(Top 40 Charts\)](#)

[Click here to view \(Valdosta Daily Time\)](#)

[Click here to view \(Zenuzz\)](#)

[Click here to view \(AP News\)](#)

[Click here to view \(BNN\)](#)

[Click here to view \(Holliston\)](#)

[Click here to view \(Winchester Sun\)](#)

29 different online publications published this story.

Type of Publication: Online

The screenshot shows a Yahoo! Finance article page. At the top, the Yahoo! Finance logo and search bar are visible. The main headline reads: "MIAMI BEACH CLASSICAL MUSIC FESTIVAL UNVEILS EXCITING PLANS FOR 2024 SEASON, PROMISING MORE IMMERSIVE PERFORMANCES AND EXPANDED YOUTH PROGRAM". Below the headline, the article is categorized as "PR Newswire" and dated "February 28, 2024". The text of the article states: "MIAMI BEACH, Fla., Feb. 28, 2024 /PRNewswire/ — Miami Beach Classical Music Festival (MMF) returns for its highly anticipated 2024 Season from June 10 to July 28, 2024. MMF will welcome over 200 classical musicians to Miami Beach to showcase their talents in various free public performances, including three full opera productions and three symphonic concerts." Below the text is the MMF logo, which consists of the letters "MMF" in a stylized, light blue font, with "Miami Beach Classical Music Festival" written underneath. To the right of the article, there is a "TRENDING" section with a list of five items: 1. US STOCKS: Tech-heavy Nasdaq slips as chip stocks slide from record highs; 2. Italy: Evaluating \$3.3 bn Silicon-Bus plant deal, source says; 3. Goldman Sachs board member Jessica Litv to depart; 4. Delta: United Airlines plane rolls off runway in Houston; 5. Potlully CEO explains the five pillar strategy: fostering growth.

SOCIAL MEDIA OVERVIEW



56K

January Total Followers

56K

February Total Followers

791K

Total Impressions

Facebook Top Performing Posts

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Mon 1/15/2024 6:06 am EST	128	27	0	0	—	101
Tue 1/30/2024 4:00 am EST	72	35	1	0	—	36
Wed 1/17/2024 6:17 am EST	68	18	2	1	—	47
Thu 1/18/2024 12:29 am EST	61	17	0	1	—	43
Sat 1/13/2024 6:55 am EST	58	18	1	1	—	38



4,666

January Total Followers

4.6K

February Total Followers

3K

Total Impressions

X Top Performing Posts

Post Date	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
Wed 1/17/2024 4:45 am EST	20	7	0	3	—	10	0
Thu 1/18/2024 12:34 am EST	18	6	0	1	—	11	0
Mon 1/15/2024 6:00 am EST	11	2	0	2	—	7	0
Tue 1/16/2024 5:06 am EST	10	3	0	1	—	6	0
Tue 1/30/2024 11:33 am EST	9	3	1	0	—	5	0



15.6K

January Total Followers

15.7K

February Total Followers

10K

Total Impressions

Instagram Top Performing Posts

<p>thechildrenstrust Mon 1/15/2024 7:11 am EST</p> <p>Today, we celebrated the legacy of Dr. Martin Luther King, Jr. at the @5000rolemodels of Excellence Project's...</p> <p>Total Engagements 118 Likes 112 Comments 6 Shares — Saves 0</p>	<p>thechildrenstrust Tue 1/30/2024 10:14 am EST</p> <p>What do you think about when you hear The Children's Trust? For over 20 years we have been an integral part of Miami-Dade...</p> <p>Total Engagements 114 Likes 83 Comments 7 Shares 17 Saves 7</p>	<p>thechildrenstrust Mon 1/15/2024 8:00 am EST</p> <p>The Children's Trust wishes everyone a Happy Dr. Martin Luther King, Jr. Day. The Trust celebrates his legacy, honoring him a...</p> <p>Total Engagements 80 Likes 73 Comments 0 Shares 7 Saves 0</p>	<p>thechildrenstrust Wed 1/17/2024 4:26 pm EST</p> <p>The Children's Trust is excited to announce the expansion of @fablabmiami STEAM program at the Phicol Williams Communit...</p> <p>Total Engagements 72 Likes 66 Comments 5 Shares — Saves 1</p>	<p>thechildrenstrust Fri 1/12/2024 3:09 pm EST</p> <p>If you are a parent wanting to improve your connection with your children or need a safe space to discuss parenting, join #ParentClub</p> <p>Total Engagements 71 Likes 65 Comments 4 Shares 1 Saves 1</p>
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6.6K

January Total Followers

6.7K

February Total Followers

15K

Total Impressions

LinkedIn Top Performing Posts

<p>The Children's Trust of Miami... Mon 1/15/2024 5:55 pm EST</p> <p>Today, we celebrated the legacy of Dr. Martin Luther King, Jr. at the 5000 Role Models of Excellence Project w/TSSP 31st...</p> <p>Total Engagements 390 Reactions 60 Comments 0 Shares 0 Post Clicks (All) 330</p>	<p>The Children's Trust of Miami... Wed 1/17/2024 6:49 pm EST</p> <p>The Children's Trust is excited to announce the expansion of Fab Lab Miami's STEAM program at the Phicol Williams Communit...</p> <p>Total Engagements 338 Reactions 33 Comments 1 Shares 2 Post Clicks (All) 302</p>	<p>The Children's Trust of Miami... Fri 1/12/2024 12:54 pm EST</p> <p>Yesterday, The Children's Trust staff attended the 45th Annual West Perrine Dr. Martin Luther King, Jr. Holiday Breakfast...</p> <p>Total Engagements 300 Reactions 36 Comments 0 Shares 0 Post Clicks (All) 264</p>	<p>The Children's Trust of Miami... Thu 1/18/2024 3:00 pm EST</p> <p>Staff from The Children's Trust was in attendance yesterday at Florida Memorial University as the Equity and Advocacy...</p> <p>Total Engagements 244 Reactions 39 Comments 1 Shares 0 Post Clicks (All) 204</p>	<p>The Children's Trust of Miami... Fri 1/26/2024 1:59 pm EST</p> <p>Collaboration and community awareness are key to stopping human trafficking in Miami-Dade. Yesterday, State Attorney for...</p> <p>Total Engagements 109 Reactions 38 Comments 1 Shares 1 Post Clicks (All) 69</p>
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