

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



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](#)

SOCIAL MEDIA OVERVIEW



55K

August Total Followers

55K

September Total Followers

2.7M

Total Impressions

Facebook Top Performing Posts

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Standing ovation today for The Underline founder Meg Thomson Daly at today's groundbreaking of phase 3 of The...	Tue 9/12/2023 6:45 am EDT	160	9	2	1	—	148
The Children's Trust Chief Research, Evaluation and Strategic Planning Officer Dr. Lori Hanson had the opportunity to...	Mon 9/11/2023 5:03 am EDT	140	16	1	1	—	122
Congratulations to the leaders of South Florida who have been inducted into the "First But Not The Last" Women Leaders...	Wed 9/27/2023 5:51 am EDT	116	26	3	0	—	87
Congratulations to Trust-funded provider Miami Lighthouse for the Blind and Visually Impaired on winning the Great...	Thu 9/7/2023 3:59 am EDT	80	24	1	0	—	55
President and CEO James R. Haj and Director of Civic & Philanthropic Partnerships at Miami-Dade County Pat...	Thu 9/21/2023 3:04 am EDT	78	20	3	1	—	54



5K

August Total Followers

6K

September Total Followers

12K

Total Impressions

X Top Performing Posts

Post Title	Date	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
Standing ovation today for @theunderlinemia founder Meg Daly at today's groundbreaking of phase 3 of...	Tue 9/12/2023 7:15 am EDT	45	8	0	2	—	35	0
We'd like to extend a heartfelt gratitude to all of you for your unwavering support of The Children's Trust and joining us in...	Fri 9/8/2023 7:28 am EDT	44	7	2	2	—	33	0
The Children's Trust's 20th Anniversary is coming to an end. Thank you Miami Marlins' Billy The Marlin for wishing us ...	Fri 9/1/2023 5:04 am EDT	39	10	0	3	—	26	0
Thank you @Univision23 for hosting last week's panel discussion that delves into the various stages of higher education,...	Wed 9/13/2023 1:36 am EDT	34	9	0	5	—	20	0
The Children's Trust is lighting the town GREEN! This evening, be on the lookout for Illuminating Greatness – a number...	Thu 9/7/2023 11:01 am EDT	27	10	0	8	—	9	0



15K

August Total Followers

15K

September Total Followers

122K

Total Impressions

Instagram Top Performing Posts

<p>thechildrenstrust Tue 9/12/2023 5:21 am EDT</p> <p>September is #LibrarycardSignUpMonth! If you don't have a library card yet, here are a few #FREE reasons why you should...</p> <p>Total Engagements 104</p> <p>Likes 68</p> <p>Comments 2</p> <p>Saves 6</p>	<p>thechildrenstrust Tue 9/19/2023 7:09 am EDT</p> <p>The Children's Trust would like to express its gratitude towards @calvinwplg of WPLG @local10news for his supportive...</p> <p>Total Engagements 102</p> <p>Likes 97</p> <p>Comments 4</p> <p>Shares 1</p> <p>Saves 0</p>	<p>thechildrenstrust Thu 9/21/2023 2:05 am EDT</p> <p>We caught up with some parents at this year's #FamilyExpo to ask them what were the biggest challenges they faced...</p> <p>Total Engagements 80</p> <p>Likes 61</p> <p>Comments 2</p> <p>Shares 13</p> <p>Saves 4</p>	<p>thechildrenstrust Wed 9/16/2023 3:07 am EDT</p> <p>Congratulations to Florida Early Learning Corps on their \$1 million state allocation impacting early learning childhood...</p> <p>Total Engagements 78</p> <p>Likes 77</p> <p>Comments 0</p> <p>Saves 1</p>	<p>thechildrenstrust Tue 9/26/2023 3:50 am EDT</p> <p>#TrustTuesday is proud to welcome Summer Academy in Liberty City. Led by @fuinstagram psychology professor an...</p> <p>Total Engagements 75</p> <p>Likes 71</p> <p>Comments 1</p> <p>Shares 3</p> <p>Saves 0</p>
--	---	--	--	---



6K

August Total Followers

6K

September Total Followers

22K

Total Impressions

LinkedIn Top Performing Posts

<p>The Children's Trust of Mi... Tue 9/12/2023 6:58 am EDT</p> <p>Standing ovation today for Friends of The Underline founder Meg Daly at today's groundbreaking of phase 3 of The...</p> <p>Total Engagements 264</p> <p>Reactions 30</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Clicks (All) 233</p>	<p>The Children's Trust of Mi... Wed 9/13/2023 5:27 am EDT</p> <p>There was no better way to begin Hispanic Heritage Month than by attending the town hall with Daniella...</p> <p>Total Engagements 260</p> <p>Reactions 41</p> <p>Comments 2</p> <p>Shares 0</p> <p>Post Clicks (All) 217</p>	<p>The Children's Trust of Mi... Thu 9/21/2023 3:00 am EDT</p> <p>President and CEO James Haj and Director of Civic & Philanthropic Partnerships at Miami-Dade County...</p> <p>Total Engagements 255</p> <p>Reactions 49</p> <p>Comments 2</p> <p>Shares 1</p> <p>Post Clicks (All) 203</p>	<p>The Children's Trust of Mi... Wed 9/27/2023 4:46 am EDT</p> <p>Congratulations to the leaders of South Florida who have been inducted into the "First But Not The Last" Women Leaders...</p> <p>Total Engagements 230</p> <p>Reactions 53</p> <p>Comments 4</p> <p>Shares 1</p> <p>Post Clicks (All) 172</p>	<p>The Children's Trust of Mi... Tue 9/26/2023 1:24 am EDT</p> <p>Fifteen small community-based organizations were welcomed by President and CEO James Haj to kick off...</p> <p>Total Engagements 227</p> <p>Reactions 57</p> <p>Comments 2</p> <p>Shares 5</p> <p>Post Clicks (All) 163</p>
---	---	--	---	---