

## The Banks April 2015 Media Summary

### Twitter Statistics:

Posts: 35

Retweets, Mentions & Favorites: 116

New Followers: 24

The following are stories/mentions of The Banks, separated as Infrastructure/Public Partnership and Development in broadcast, print and online publications for the month of April, 2015. Please note that due to the number of media mentions, outlets carrying the same story have been combined under that story topic with links (as appropriate).

### **INFRASTRUCTURE/PUBLIC PARTNERSHIP Stories/Mentions**

**Summary of this month's coverage: 9 broadcast/digital stories or mentions regarding lane closures due to concrete pours.**

#### **Temporary Road Closure: Freedom Way between Rosa Parks Street and Race Street**

**April 3 - release date**

Freedom Way to close Monday, April 6, 1 am to 7 am, for concrete pours for The Banks Phase IIA construction

**WSTR – April 4**

**[Preview Clip](#)**

**WKRC – April 4**

**[Preview Clip](#)**

**WSTR – April 5**

**[Preview Clip](#)**

**WKRC – April 6**

**[Preview Clip](#)**

#### **Temporary Road Closure: Freedom Way between Rosa Parks Street and Race Street**

**April 9 – release date**

One block of Freedom Way to close April 10, 10 a.m. to 3:30 p.m. for concrete pour for The Banks Phase IIA construction

#### **Temporary Road Closure: Rosa Parks Street between Freedom Way and Second Street**

**March 13 & March 15 – release date**

One block of Rosa Park Street to March 16 between 9 a.m. and 4 p.m. for concrete pour for The Banks Phase IIA construction

#### **Temporary Road Closure: Race Street between Freedom Way and Second Street, and Rosa Parks Street between Second Street and Freedom Way**

**April 13 – release date**

Closures to occur Tuesday, April 14, between 2 a.m. and 11 a.m. for concrete pours for The Banks Phase IIA construction

**Temporary Road Closure: Rosa Parks Street between Freedom Way and Second Street, as well as Second Street between Rosa Parks and Race Streets**

**April 16 – release date**

Rosa Parks Street closure to occur Friday, April 17, between 4 a.m. and 11 a.m. and the two southern lanes of Second Street to close Monday, April 20, between 1 a.m. and 7 a.m. for concrete pours for The Banks Phase IIA construction

**Temporary Road Closure: Rosa Parks Street between Freedom Way and Second Street**

**April 23 – release date**

One block of Rosa Parks Street to close Friday, April 24 between 7 a.m. and 1 p.m. for concrete pour for The Banks Phase IIA construction

**WKRC – April 24**

**Preview Clip**

**WLWT – April 24**

**Preview Clip**

**Temporary Lane Closures: Rosa Parks Street between Second Street and Freedom Way**

**April 29 – release date**

Closures to occur Thursday, April 30, 4 a.m. to 11 a.m. for concrete pour for The Banks Phase IIA construction

<b>Total Story Count:</b>	9
<b>Total Nielsen Audience:</b>	410,195
<b>Total 30-Second Ad Value:</b>	\$4,121
<b>Total Run Time:</b>	4:07
<b>Total Calculated Ad Equivalency:</b>	\$6,212
<b>Total Calculated Publicity Value:</b>	\$18,634

---

**DEVELOPMENT Stories/Mentions**

Summary of this month's coverage: 186 broadcast and digital stories or mentions covering restaurant openings and closings at The Banks; Potential entertainment district at The Banks; the Carousel at Smale Park; and stories about Phase II development including GE, retail, apartments, restaurants

9 print/digital stories regarding the hotel at The Banks; Opening Day Night at The Banks, Johnny Rockets closing; Open containers/entertainment district at The Banks; development projects to watch in 2015 includes General Electric's U.S. Global Operations Center at The Banks; Carousel at Smale Park; and Moving major festivals to the Central Riverfront.

Central pole of Carol Ann's Carousel being installed today at Smale Riverfront Park

**WXIX – April 2**

**Preview Clip**

WKRC – April 2  
[Preview Clip](#)

WLWT – April 2  
[Preview Clip](#)

Opening Day at The Banks  
WXIX – April 6  
[Preview Clip](#)

WCPO – April 6  
[Preview Clip](#)

WLWT – April 6  
[Preview Clip](#)

WSTR – April 6  
[Preview Clip](#)

Holy Grail and new Italian concept restaurant now open at The Banks  
WKRC – April 7  
[Preview Clip](#)

Open containers at The Banks  
WLWT – April 14  
[Preview Clip](#)  
WKRC – April 14  
[Preview Clip](#)

WLW-AM – April 15  
[Listen](#)

WCPO – April 15  
[Preview Clip](#)

WXIX – April 15  
[Preview Clip](#)

Johnny Rockets closes  
WCPO – April 16  
[Preview Clip](#)

WLW-AM – April 16  
[Listen](#)

**WXIX – April 16**  
**Preview Clip**

**WKRC – April 16**  
**Preview Clip**

**Progress on Carol Ann’s Carousel**  
**WLWT – April 20**  
**Preview Clip**

**WKRC – April 20**  
**Preview Clip**

**WXIX – April 21**  
**Preview Clip**

**WCPO – April 21**  
**Preview Clip**

**WKRC – April 21**  
**Preview Clip**

**WLWT – April 21**  
**Preview Clip**

**Open containers, entertainment district at The Banks**  
**WCPO – April 23**  
**Preview Clip**

**WLW-AM – April 23**  
**Listen**

**WXIX – April 23**  
**Preview Clip**

**Installation of Carol Ann’s Carousel**  
**WLWT – April 27**  
**Preview Clip**

**WKRC – April 28**  
**Preview Clip**

**WCPO – April 28**  
**Preview Clip**

**Total Story Count:**

186

<b>Total Nielsen Audience:</b>	8,257,547
<b>Total 30-Second Ad Value:</b>	\$59,038
<b>Total Run Time:</b>	3:33:58
<b>Total Calculated Ad Equivalency:</b>	\$166,056
<b>Total Calculated Publicity Value:</b>	\$498,197

### **Print/digital stories:**

**The Business Courier “CincyBizBlog”**

**Will AC Hotels by Marriott open second regional location at the Banks? – April 1**

<http://www.bizjournals.com/cincinnati/blog/2015/04/will-ac-hotels-by-marriott-open-second-regional.html>

**WCPO.com – April 8**

**TIME LAPSE: An Opening Day night at The Banks**

<http://www.wcpo.com/news/local-news/hamilton-county/cincinnati/time-lapse-an-opening-day-night-at-the-banks>

**The Cincinnati Enquirer – April 16**

**Johnny Rockets closes at The Banks**

<http://cin.ci/1FV3esX>

**The Cincinnati Enquirer – April 16**

**What could open container zones look like?**

<http://www.cincinnati.com/story/entertainment/2015/04/15/open-container-zones-look-like/25818195/>

**The Cincinnati Enquirer – April 22**

**Riverfront carousel coming together**

<http://cin.ci/1GfQHQR>

**The Business Courier – April 22**

**Open containers at The Banks: Bill passes Senate**

[www.cincinnati.com/story/news/politics/2015/04/22/open-containers-cincinnati-bourbon-street-banks-star-game-reds-bengals/26191683](http://www.cincinnati.com/story/news/politics/2015/04/22/open-containers-cincinnati-bourbon-street-banks-star-game-reds-bengals/26191683)

**The Cincinnati Enquirer – April 24**

**How long can Downtown hotel boom continue?**

<http://www.cincinnati.com/story/money/2015/04/24/downtown-hotel-arms-race/26273277/>

**The Business Courier – April 27**

**EDITORIAL: It’s Time to Consider Moving Major Festivals to Central Riverfront**

<http://www.urbancincy.com/2015/04/editorial-its-time-to-consider-moving-major-festivals-to-central-riverfront/>

**The Cincinnati Enquirer – April 29**

**Open containers at Banks passes legislature ahead of ASG**

<http://cin.ci/1GFvm3y>