The Banks April 2016 Media Summary

Twitter Statistics
Posts: 31
Retweets, Mentions & Favorites: 133
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, 2016. 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: 22 broadcast/digital stories or mentions regarding The Banks parking, including Central Riverfront Garage, concrete pours causing road closures, naming of Marian Spencer Way, and Ohio lawmakers allocate funds to The Banks next phase.

Broadcast/digital stories:
Parking for Opening Day
WXIX – April 3
Preview Clip

Concrete pours causing Rosa Parks & Freedom Way street closures
WXIX – April 5
Preview Clip

Naming of Marian Spencer Way
WKRC – April 10
Preview Clip
WLWT – April 11
Preview Clip
WXIX – April 11
Preview Clip
WCPO – April 11
Preview Clip

Ohio lawmakers allocate funds to The Banks next phase
WCPO – April 13
Preview Clip

Total Story Count:	22
Total Nielsen Audience:	892,043
Total 30-Second Ad Value:	$9,532
Total Run Time:	18:43
Total Calculated Ad Equivalency:	$17,260
Total Calculated Publicity Value:	$51,782

DEVELOPMENT Stories/Mentions
Summary of this month's coverage: four print/digital and 51 broadcast/digital stories or mentions covering construction for development projects, the entertainment district, concrete pours and road closures for AC Hotel, Radius apartments opening, Pies & Pints and other new attractions, possible law school move.

Print/digital stories:
The Business Courier – April 6
Here's what could fill Toby Keith's spot at The Banks
http://www.bizjournals.com/cincinnati/news/2016/04/08/here-s-what-could-fill-toby-keith-s-spot-at-the.html?ana=e_du_pub&s=article_du&ed=2016-04-08&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1460143775&j=72198302

The Cincinnati Enquirer – April 15
Lawmakers: Give $10M to Banks; Cincy Shakes, CAM shorted
http://cin.ci/1S8sZfD

The Business Courier – April 18
Bowling, piano bar coming to The Banks

The Cincinnati Enquirer – April 20
Luxury bowling, live music venue coming to Banks
http://cin.ci/1Nj0JIp

Broadcast/digital stories:
City officials still see The Banks as prime location for entertainment district
WCPO – April 1
Preview Clip

AC Marriott Hotel construction continues – April 5
WCPO
Preview Clip

Grand opening of Radius Apartments
WLWT – April 10
Preview Clip

Opening of Radius luxury apartments
WKRC – April 11
Preview Clip
WXIX – April 12
Preview Clip
WLW Radio – April 12
Listen
WCPO – April 12
Preview Clip

Howl at the Moon and Splitsville luxury bowling lanes coming to The Banks
WLWT – April 18
Preview Clip
WCPO – April 18
Preview Clip
WXIX – April 19
Preview Clip

Construction on AC Hotel has closed several streets
WLWT – April 25
Preview Clip

Total Story Count:	51
Total Nielsen Audience:	1,821,024
Total 30-Second Ad Value:	$14,094
Total Run Time:	38:21
Total Calculated Ad Equivalency:	$22,611
Total Calculated Publicity Value:	$67,847