

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/1Nj0Jlp>

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