

The Banks August 2016 Media Summary

Twitter Statistics:

Posts: 24

Retweets, Mentions & Favorites: 87

New Followers: 29

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 August, 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: 1 print/digital and 9 broadcast/digital stories or mentions regarding parking at Central Riverfront Garage, construction/road closures, Oktoberfest Zinzinnati move to The Banks, Carol Ann's Carousel

WCPO.com – August 16

Downtown businesses take a hit with Reds' slump (mention of TBPP & parking)

<http://www.wcpo.com/shared?id=71b213b6-9948-49ae-8049-39eb95c38e8c>

Broadcast/digital stories:

Decline in parking at The Banks

WCPO – August 16

[Preview Clip](#)

Citations given out for crane incident at The Banks in February

WCPO – August 23

[Preview Clip](#)

Additional traffic signs, painted lane arrows and other safety measures to signal streetcar only lanes at The Banks

WLWT – Aug 26

[Preview Clip](#)

WKRC – August 26

[Preview Clip](#)

WLWT – August 26

[Preview Clip](#)

| | |
|-----------------------------------|----------|
| Total Story Count: | 9 |
| Total Nielsen Audience: | 219,218 |
| Total 30-Second Ad Value: | \$3,045 |
| Total Run Time: | 6:18 |
| Total Calculated Ad Equivalency: | \$6,620 |
| Total Calculated Publicity Value: | \$19,859 |

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 3 print/digital and 23 broadcast/digital stories or mentions regarding Radius at the Banks, UC College of Law and new restaurants, bars opening at The Banks

WCPO.com – August 19

When newlyweds Joel and Sydney Meyer looked for their first home, they chose one of the city's newest addresses: Radius at the Banks.

<https://shar.es/1w0SH7>

Business Courier – August 24

UC looking to keep College of Law on Uptown campus

http://www.bizjournals.com/cincinnati/news/2016/08/24/uc-trustees-vote-on-where-to-locate-newlaw-school.html?ana=e_cinci_bn_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1472086600&j=75550252

Business Courier – August 25

Get a sneak peek inside the Banks' newest addition

<http://www.bizjournals.com/cincinnati/news/2016/08/25/get-a-sneak-peek-inside-the-banks-newest-addition.html>

Broadcast/digital stories:

WCPO – August 22

[Preview Clip](#)

WLW AM – August 23

[Listen](#)

WKRC – August 23

[Preview Clip](#)

WSTR – August 23

[Preview Clip](#)

WKRC -- August 24

[Preview Clip](#)

WLWT – August 25

[Preview Clip](#)

WCPO – August 25

[Preview Clip](#)

WXIX – August 26

[Preview Clip](#)

WKRC – August 28

[Preview Clip](#)

| | |
|-----------------------------------|----------|
| Total Story Count: | 23 |
| Total Nielsen Audience: | 688,628 |
| Total 30-Second Ad Value: | \$7,306 |
| Total Run Time: | 25:16 |
| Total Calculated Ad Equivalency: | \$18,954 |
| Total Calculated Publicity Value: | \$56,868 |