

The Banks December 2016 Media Summary

Twitter Statistics:

Posts: 52

Retweets, Mentions & Favorites: 51

New Followers: 9

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 December, 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: There was 1 print/digital regarding federal funding to continue the development of Smale Riverfront Park and no broadcast stories or mentions.

Cincinnati Enquirer – Dec 12

Cincinnati's Christmas gift: \$15M for Smale Park

<http://www.cincinnati.com/story/news/2016/12/12/congress-approves-smale-park-funding-bill/95327492/>

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 4 print/digital and 17 broadcast/digital stories or mentions regarding "Pies and Pints" opening and Splitsville

Cincinnati Refined – Dec 1

Why 2017 Could Be the Year The Banks Takes Off

<http://cincinnati.refined.com/travel/why-2017-could-be-the-year-the-banks-really-takes-off-cincinnati-riverfront>

Cincinnati Business Courier – Dec 16

Here's when the newest restaurant at The Banks opens

<http://www.bizjournals.com/cincinnati/news/2016/12/16/here-s-when-the-newest-restaurant-at-the-banks.html>

Cincinnati Enquirer – Dec 19

Pies and Pints opens Monday at The Banks

<http://www.cincinnati.com/story/money/2016/12/19/pies-and-pints-opens-monday-banks/95606260/>

Cincinnati Business Courier – Dec 30

Here are our most popular slide shows of 2016 – GE's debut in its global operations center

<http://www.bizjournals.com/cincinnati/news/2016/12/30/here-are-our-most-popular-slideshows-of-2016.html>

Broadcast/digital stories:

WCPO – Dec 16

[Preview Clip](#)

WKRC – Dec 18

[Preview Clip](#)

WXIX – Dec 19

[Preview Clip](#)

WLWT – Dec 19

[Preview Clip](#)

WSTR – Dec 19

[Preview Clip](#)

WCPO – Dec 30

[Preview Clip](#)

WKRC – Dec 30

[Preview Clip](#)

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|-----------------------------------|----------|
| Total Story Count: | 17 |
| Total Nielsen Audience: | 528,959 |
| Total 30-Second Ad Value: | \$5,371 |
| Total Run Time: | 8:15 |
| Total Calculated Ad Equivalency: | \$5,418 |
| Total Calculated Publicity Value: | \$16,257 |