

## The Banks February 2016 Media Summary

### Twitter Statistics:

Posts: 32

Retweets, Mentions & Favorites: 152

New Followers: 17

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 February, 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: 25 broadcast/digital stories or mentions regarding the crane incident at The Banks, all handled by The Banks Public Partnership**

#### **Broadcast/digital stories:**

**Crane Incident at The Banks, All Broadcast, February 9 & 10:**

<http://www.wlwt.com/news/crane-tips-over-onto-banks-construction-site/37898688>

<http://www.wcpo.com/news/local-news/hamilton-county/cincinnati/downtown/crane-accident-stops-work-on-parking-garage-at-the-banks>

<http://local12.com/news/local/crane-tips-at-the-banks-construction-site>

<http://www.fox19.com/story/31176578/crane-tips-at-construction-site-between-pbs-and-the-banks>

Total Story Count:	25
Total Nielsen Audience:	991,331
Total 30-Second Ad Value:	\$9,505
Total Run Time:	38:37
Total Calculated Ad Equivalency:	\$28,313
Total Calculated Publicity Value:	\$84,942

### **DEVELOPMENT Stories/Mentions**

**Summary of this month's coverage: four print/digital and 43 broadcast/digital stories or mentions covering the concrete pour for the AC Marriott Hotel, possible UC Law School move to The Banks, new tenants (retail and restaurants) announced, and the Carol Ann Carousel.**

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

**The Business Courier – February 2**

**University of Cincinnati board votes on possible move to the Banks**

[http://www.bizjournals.com/cincinnati/news/2016/02/02/uc-board-takes-another-look-at-law-school-move-to.html?ana=e\\_cinci\\_bn\\_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1454427470](http://www.bizjournals.com/cincinnati/news/2016/02/02/uc-board-takes-another-look-at-law-school-move-to.html?ana=e_cinci_bn_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1454427470)

**The Business Courier – February 11**

**A retailer and a restaurant are the next tenants coming to the Banks.**

[These are the Banks' newest tenants](#)

**The Cincinnati Enquirer – February 11**

**Burger restaurant, 1<sup>st</sup> retail store coming to The Banks**

[cin.ci/1TeJ5XA](http://cin.ci/1TeJ5XA)

## **The Business Courier – February 18**

4EG bringing new bar The Stretch to the Banks

[http://www.bizjournals.com/cincinnati/news/2016/02/18/4eg-bringing-new-bar-to-the-banks.html?ana=e\\_cinci\\_bn\\_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1455817507](http://www.bizjournals.com/cincinnati/news/2016/02/18/4eg-bringing-new-bar-to-the-banks.html?ana=e_cinci_bn_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1455817507)

### **Broadcast/digital stories:**

**Concrete pour for the AC Marriott Hotel – February 2**

**WLWT**

[Preview Clip](#)

**UC Law School a step closer to moving to The Banks – February 3**

**WKRC**

[Preview Clip](#)

**WLWT**

[Preview Clip](#)

**Concrete pour for the AC Marriott Hotel – February 4**

**WCPO**

[Preview Clip](#)

**Two new tenants at The Banks – February 11**

**WCPO**

[Preview Clip](#)

**WKRC**

[Preview Clip](#)

**WLWT – February 12**

[Preview Clip](#)

**Four E-G to open in old Johnny Rockets space – February 18**

**WCPO**

[Preview Clip](#)

**New restaurants, tenants at The Banks – February 19**

**WLW-AM, Mike McConnell**

[Listen](#)

Total Story Count:	<b>43</b>
Total Nielsen Audience:	<b>1,525,598</b>
Total 30-Second Ad Value:	<b>\$13,908</b>
Total Run Time:	<b>30:58</b>
Total Calculated Ad Equivalency:	<b>\$19,617</b>
Total Calculated Publicity Value:	<b>\$58,863</b>