

**THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR JANUARY & FEBRUARY 2017**

**TWITTER STATISTICS: @IBackTheBanks Followers: 1,319 (2/28/17)**

Month	Twitter Posts	Impressions	Engagements
January	22	9,493	58
February	21	4,732	56


**NEWS MEDIA STORIES & MENTIONS**

*The following are key stories/mentions of The Banks, separated as Infrastructure/Public Partnership and Development that appeared in broadcast outlets for the months of January and February.*

For **Infrastructure/Public Partnership**, there were no media mentions in January/February.

**Development** garnered 10 broadcast mentions in January/February.


**Broadcast Coverage Listing Report**

- 1.  **WCPO-ABC Television** Market: Cincinnati, OH (36)  
Jan 28 2017 08:00AM ET  
 Good Morning Tri-State

[8:33:14 AM] [2:22] Businesses on **THE BANKS** are getting a whole new boost, one they can count on year 'round. It's even more important than big events like tonight's garth brooks concert. 9 on your side's John Genovese has more on how new development is changing the culture of the area.

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Nielsen Audience: 28,518      Ad Value: \$250      Calc Ad Value: \$1,183  
 Calc Publicity Value: \$3,550      Runtime: 2:22

- 2.  **WCPO-ABC Television** Market: Cincinnati, OH (36)  
Jan 28 2017 06:00AM ET  
 Good Morning Tristate

[6:33:00 AM] [2:17]. Businesses on **THE BANKS** are getting a whole new boost, one they can count on year 'round. It's even more important than big events like tonight's garth brooks concert. 9 on your side's John Genovese has more on how new development is changing the culture of the area.

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Nielsen Audience: 11,889      Ad Value: \$50      Calc Ad Value: \$228  
 Calc Publicity Value: \$685      Runtime: 2:17

3.  **WCPO-ABC** **Television** Market: Cincinnati, OH (36)  
News Jan 27 2017 11:00PM ET

[11:06:41 PM] [2:34] V: new at 11 businesses on **THE BANKS** are getting a whole new boost one they can count on year 'roun. It's even more important than big events like tonight's Garth Brooks concert. 9 On your side's John Genovese is live with how new development is changing the culture of the area. Taste of Belgium just opened here three months ago. As it did they say the first table was a group of GE employees and on weekdays during lunch I'm told they always have a wait.

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Nielsen Audience: 56,121      Ad Value: \$900      Calc Ad Value: \$4,620  
Calc Publicity Value: \$13,860      Runtime: 2:34

4.  **WXIX-FOX** **Television** Market: Cincinnati, OH (36)  
News Jan 9 2017 10:00AM ET

[10:42:51 AM] [2:16] Lots of change at **THE BANKS** and that's a good thing. New businesses are moving in while some of the old ones move on. Robert Guaderrama is live at **THE BANKS** with a closer look. V: reporting live from Howl at the Moon in Splitsville at **THE BANKS** I: Rebecca Clancy, howl at the moon talks about the bar and entertainment offered.

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Nielsen Audience: 30,961      Ad Value: \$150      Calc Ad Value: \$680  
Calc Publicity Value: \$2,040      Runtime: 2:16

5.  **WXIX-FOX** **Television** Market: Cincinnati, OH (36)  
News Jan 9 2017 10:00AM ET

[10:14:45 AM] [3:01] lots of change at **THE BANKS** and that's a good thing. New businesses are moving in while some of the old ones move on. Robert Guaderrama is live at **THE BANKS** with a closer look. V: reporting live from inside a Radius luxury apartments at **THE BANKS** I: Emily Bixler, marketing director Radius shares the benefits of radius at **THE BANKS**

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Nielsen Audience: 30,961      Ad Value: \$150      Calc Ad Value: \$905  
Calc Publicity Value: \$2,715      Runtime: 3:01

6.  **WXIX-FOX** **Television** Market: Cincinnati, OH (36)  
News Jan 9 2017 09:00AM ET

[9:14:51 AM] [3:25] Lots of change at **THE BANKS** and that's a good thing. New businesses are moving in while some of the old ones move on. Robert Guaderrama is live at **THE BANKS** with a closer look. Reporting live from the Stretch at **THE BANKS**; inside the Stretch Danny and Matt, the Stretch talks about the concept of the Stretch and the menu

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Nielsen Audience: 31,397    Ad Value: \$150    Calc Ad Value: \$1,210  
Calc Publicity Value: \$3,630    Runtime: 4:02

7.  **WXIX-FOX Television** Market: Cincinnati, OH (36)  
News

Jan 9 2017 09:00AM ET

[9:40:41 AM] [2:59] Lots of change at **THE BANKS** and that's a good thing. New businesses are moving in while some of the old ones move on. Robert Guaderrama is live at **THE BANKS** with a closer look. Reporting live from Tervis I: Gina Scheid, general manager Tervis talks about the concept

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Nielsen Audience: 31,397    Ad Value: \$150    Calc Ad Value: \$895  
Calc Publicity Value: \$2,685    Runtime: 2:59


8.  **WXIX-FOX Television** Market: Cincinnati, OH (36)  
News

Jan 9 2017 08:00AM ET

[8:10:15 AM] [2:32] V: Reporting live from a Taste of Belgium at **THE BANKS** Taste of Belgium featuring waffles. But today we are talking beer I: Jean-Francois Flechet, Taste of Belgium discussing the beer complimenting lunch and dinner menu and beer canning feature.

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Nielsen Audience: 28,919    Ad Value: \$200    Calc Ad Value: \$1,013  
Calc Publicity Value: \$3,040    Runtime: 2:32

9.  **WXIX-FOX Television** Market: Cincinnati, OH (36)  
News

Jan 9 2017 08:00AM ET


[8:40:33 AM] [2:27] Welcome back. Our tour of **THE BANKS** continues this morning. Our very own Robert Guaderrama has made his way to Pies and Pints, one of the newest establishments to open up shop. Briana Bowes, assistant manager Pies & Pints talks about their specialty pies and beers v: inside Pies and pints.

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Nielsen Audience: 28,919    Ad Value: \$200    Calc Ad Value: \$980

Calc Publicity Value: \$2,940 Runtime: 2:27

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10.  **WLWT-NBC** **Television** Market: Cincinnati, OH (36)  
News

Feb 22 2017 06:00PM ET

[6:13:43 PM] [2:35] Todd: it's all about jobs here' s how it works the businesses get a tax break to come here in return they invest in infrastructure and create jobs the employees pay income tax and everybody wins. Oscar Bedolla is the director of the city's department of community and economic development he knows all investing is risky and as he showed me the city is gambling with a lot of your money sometimes with big payoffs. Two 1/2 years ago the city agreed to give General electric more than \$35,000,000 in return GE spent \$90,000,000 to build this operations center at **THE BANKS** and promised to create up to 1800 high paying jobs.

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Nielsen Audience: 63,681 Ad Value: \$400  
Calc Publicity Value: \$6,200 Runtime: 2:35

Calc Ad Value: \$2,067