

## The Banks July 2016 Media Summary

### Twitter Statistics:

Posts: 31

Retweets, Mentions & Favorites: 139

New Followers: 22

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 July, 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: Three print/digital story and 23 broadcast/digital stories or mentions** regarding construction/road closures, Oktoberfest Zinzinnati move to The Banks, Carol Ann's Carousel.

#### **The Business Courier – July 19**

[Oktoberfest Zinzinnati moving to new location](#)

One of Cincinnati's largest public events moving to The Banks

#### **The Cincinnati Enquirer – July 20**

**Oktoberfest Zinzinnati to move**

<http://www.cincinnati.com/story/entertainment/2016/07/19/oktoberfest-zinzinnati-move/87284408/>

#### **The Cincinnati Enquirer – July 24**

**Opinion: Relocating Oktoberfest is a mistake**

<http://www.cincinnati.com/story/opinion/letters/2016/07/24/relocating-oktoberfest-mistake/87515796/>

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

**Big closure at The Banks - now through July 15 the intersection of Race Street and West Freedom Way will be closed**

WLWT – July 1

[Preview Clip](#)

**Traffic alert for Guns & Roses concert at The Banks**

WXIX – July 6

[Preview Clip](#)

**Traffic alert for getting to I-71 from The Banks**

WLWT – July 6

[Preview Clip](#)

**Oktoberfest moving to The Banks**

WLWT – July 19

[Preview Clip](#)

WKRC – July 19

[Preview Clip](#)

**Major construction project: Third street ramp on 71-South closing, as gateway to The Banks**

WCPO – July 19

[Preview Clip](#)

**WXIX – July 20**

[Preview Clip](#)

**Big closure at The Banks this morning: Rosa Parks Way closed between Roebling Bridge and Freedom Way**

**WCPO – July 24**

[Preview Clip](#)

**Alternative routes to get around 3<sup>rd</sup> street exit closure to access MusicFest and The Banks**

**WLWT – July 25**

[Preview Clip](#)

Total Story Count:	23
Total Nielsen Audience:	809,743
Total 30-Second Ad Value:	\$8,494
Total Run Time:	25:30
Total Calculated Ad Equivalency:	\$22,262
Total Calculated Publicity Value:	\$66,789

**DEVELOPMENT Stories/Mentions**

**Summary of this month's coverage: two broadcast/digital stories or mentions covering overall development projects**

**Broadcast/digital stories:**

**WCPO – July 18**

[Preview Clip](#)

Total Story Count:	2
Total Nielsen Audience:	50,307
Total 30-Second Ad Value:	\$1,025
Total Run Time:	3:41
Total Calculated Ad Equivalency:	\$4,455
Total Calculated Publicity Value:	\$13,368