

The Banks March 2016 Media Summary

Twitter Statistics

Posts: 32

Retweets, Mentions & Favorites: 141

New Followers: 20

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 March, 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: 13 broadcast/digital stories or mentions regarding concrete pour for new parking garage, street and sidewalk closures, one block of Walnut Street between Theodore Berry Way and Second Street to be named Marian Spencer Way, and a story about pedestrian safety.

Broadcast/digital stories

Concrete pours:

WCPO – March 3 & March 7

[Preview Clip](#)

[Preview Clip](#)

Legacy of local civil rights icon Marian Spencer

Local 12 – March 7

[Preview Clip](#)

WCPO – March 9

[Preview Clip](#)

Construction and redevelopment at The Banks to cause closures

WLWT – March 17

[Preview Clip](#)

Pedestrian safety during upcoming Reds season

WXIX – March 23

[Preview Clip](#)

Total Story Count:	13
Total Nielsen Audience:	411,737
Total 30-Second Ad Value:	\$3,185
Total Run Time:	8:15
Total Calculated Ad Equivalency:	\$5,741
Total Calculated Publicity Value:	\$17,229

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 5 print/digital and 37 broadcast/digital stories or mentions covering progress at GE's Global Operations Center, concrete pours for the AC Marriott Hotel,

entertainment district at The Banks, possible UC Law School move to The Banks, new restaurant tenants announced.

Print/digital stories:

The Business Courier – March 10

[GE's Cincinnati Global Operations Center building already up for sale](#)

The Cincinnati Enquirer – March 29

Banks 'open container' plan still on the bench

<http://cin.ci/1MQXlit>

The Cincinnati Enquirer – March 30

Pizzeria to join restaurant lineup at The Banks

<http://www.cincinnati.com/story/money/2016/03/30/pizzeria-join-restaurant-lineup-banks/82432640/>

The Business Courier – March 30

[Banks lands new restaurant](#)

[More details emerge on UC's potential law school at the Banks](#)

Broadcast/digital stories:

Progress continues on GE office building – March 9

WLWT

[Preview Clip](#)

General Electric's move to The Banks – March 13

WKRC

[Preview Clip](#)

AC Marriott Hotel construction continues – March 15

WXIX

[Preview Clip](#)

Concrete pour for new hotel – March 15

WCPO

[Preview Clip](#)

Entertainment district still possible at The Banks – March 26

WCPO

[Preview Clip](#)

Emphasis on safety following the collapse of a construction crane last month – March 30

WKRC

[Preview Clip](#)

New restaurant coming to The Banks – March 30

WKRC

[Preview Clip](#)

WXIX

Preview Clip

Pies and Pints coming to The Banks – March 31

WLWT

Preview Clip

Total Story Count:	37
Total Nielsen Audience:	1,248,957
Total 30-Second Ad Value:	\$13,263
Total Run Time:	29:54
Total Calculated Ad Equivalency:	\$24,928
Total Calculated Publicity Value:	\$74,784