

The Banks October 2016 Media Summary

Twitter Statistics:

Posts: 31

Retweets, Mentions & Favorites: 63

New Followers: 15

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 October, 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: four broadcast/digital stories or mentions regarding Carol Ann's Carousel and traffic, getting around The Banks on game days.

The Enquirer – Sept 1

The Banks gets more parking, street extension

<http://www.cincinnati.com/story/money/2016/09/01/banks-infrastructure-development/89711224/>

Cincinnati Business Courier – Sept 1

Carter working on next phase of the Banks 'as quickly as possible'

<http://www.bizjournals.com/cincinnati/news/2016/09/01/carter-working-on-next-phase-of-the-banks-as.html>

WVXU – Sept 1

More Parking Spots As Another Public Phase Of The Banks Is Complete

<http://wvxu.org/post/more-parking-spots-another-public-phase-banks-complete#stream/0>

Broadcast/digital stories:

WLWT – Oct 2

Special event at Carol Ann's Carousel

[Preview Clip](#)

WLWT – Oct 10

Costume party for Halloween at Carol Ann's Carousel in Smale Park

[Preview Clip](#)

WXIX – Oct 12

Getting around at The Banks with game-day traffic

[Preview Clip](#)

Total Story Count:	4
Total Nielsen Audience:	141,720
Total 30-Second Ad Value:	\$1,800
Total Run Time:	10:04
Total Calculated Ad Equivalency:	\$4,450
Total Calculated Publicity Value:	\$13,350

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: nine print/digital and 52 broadcast/digital stories or mentions regarding Taste of Belgium opening and other restaurant tenant news, new management at Banks apartments, GE headquarters building sells, GE Global Operations Center ribbon cutting and opening, other development news at The Banks.

Cincinnati Business Courier – Oct 3

Taste of Belgium is hiring 110 employees

<http://www.bizjournals.com/cincinnati/news/2016/10/03/taste-of-belgium-is-hiring-110-employees.html>

Cincinnati Business Courier – Oct 4

EXCLUSIVE: New management takes over The Banks apartments

<http://www.bizjournals.com/cincinnati/news/2016/10/04/exclusive-new-management-takes-over-the-banks.html>

Cincinnati Enquirer – Oct 17

GE building at The Banks sold for \$107M

<http://www.cincinnati.com/story/money/2016/10/17/ge-building-banks-sold-107m/92289272/>

Cincinnati Business Courier – Oct 25

General Electric's CEO: 'We feel like we can compete in this town'

<http://www.bizjournals.com/cincinnati/news/2016/10/25/general-electric-s-ceo-we-feel-like-we-can.html>

Cincinnati Enquirer – Oct 25

Immelt: Downtown helps GE be in the 'flow of ideas'

<http://www.cincinnati.com/story/money/2016/10/25/immelt-downtown-helps-ge-flow-ideas/92727322/>

Cincinnati Enquirer – Oct 25

Taste of Belgium opens at The Banks today, take a look inside: PHOTOS

<http://www.bizjournals.com/cincinnati/news/2016/10/28/taste-of-belgium-opens-at-the-banks-today-take-a.html>

Cincinnati Business Courier – Oct 28

GE's global operations center building sold (Video)

<http://www.bizjournals.com/cincinnati/video/c1ZTkzNzE6xQMr985X8wjT826gyL7IzB>

Cincinnati Business Courier – Oct 25

Look inside GE's new global operations center: PHOTOS (Video)

<http://www.bizjournals.com/cincinnati/news/2016/10/25/look-inside-ge-s-new-global-operations-center.html>

Cincinnati Business Courier – Oct 28

Why can't more restaurants make it at The Banks?

<http://www.bizjournals.com/cincinnati/news/2016/09/29/why-cant-more-restaurants-make-it-at-the-banks.html>

Broadcast/digital stories:

WLWT – Oct 3

[Preview Clip](#)

WSTR – Oct 3

[Preview Clip](#)

WCPO – Oct 3

[Preview Clip](#)

WKRC – Oct 17

[Preview Clip](#)

WCPO – Oct 18

[Preview Clip](#)

WKRC – Oct 23
[Preview Clip](#)

WLWT – Oct 25
[Preview Clip](#)

WKRC – Oct 25
[Preview Clip](#)

WXIX – Oct 25
[Preview Clip](#)

WLWT – Oct 25
[Preview Clip](#)

WCPO – Oct 25
[Preview Clip](#)

WLWT – Oct 25
[Preview Clip](#)

WCPO – Oct 27
[Preview Clip](#)

WKRC – Oct 28
[Preview Clip](#)

WCPO – Oct 28
[Preview Clip](#)

Total Story Count:	52
Total Nielsen Audience:	1,271,315
Total 30-Second Ad Value:	\$17,095
Total Run Time:	30:33
Total Calculated Ad Equivalency:	\$21,031
Total Calculated Publicity Value:	\$63,094

The Banks November 2016 Media Summary

Twitter Statistics:

Posts: 19

Retweets, Mentions & Favorites: 61

New Followers: 13

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 November, 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: two print/digital and four broadcast/digital stories or mentions regarding Carol Ann's Carousel, roundabout at The Banks and construction traffic

Soapdish – Nov 1

Top 5 mean streets for pedestrians Is a walkable city within reach?

http://www.soapboxmedia.com/features/1101_WalkableCity.aspx?platform=hootsuite

WVXU – November 7

Plans To Make Access To Cincinnati's Riverfront Easier

<http://wvxu.org/post/plans-make-access-cincinnati-riverfront-easier#stream/0>

Broadcast/digital stories:

WCPO – Nov 11

Veterans and service members ride free on Carol Ann's Carousel

[Preview Clip](#)

WCPO – Nov 16

Roundabouts popping up, Phil Beck, project executive at The Banks, interviewed regarding roundabout at The Banks

[Preview Clip](#)

WLWT – Nov 22

Construction traffic at The Banks

[Preview Clip](#)

Total Story Count:	4
Total Nielsen Audience:	66,291
Total 30-Second Ad Value:	\$1,275
Total Run Time:	2:10
Total Calculated Ad Equivalency:	\$1,849
Total Calculated Publicity Value:	\$5,545

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: one print/digital and three broadcast/digital stories or mentions regarding Taste of Belgium opening and other restaurant tenant news

Cincinnati Business Courier – Nov 18

Here's when the Stretch, the newest bar at the Banks, opens

<http://www.bizjournals.com/cincinnati/news/2016/11/18/heres-when-the-banks-newest-bar-opens.html?ana=e ae set1&s=article du&ed=2016-11-18&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1479500241&j=76503361>

Broadcast/digital stories:

WKRC – Nov 6

[Preview Clip](#)

WLW Radio – Nov 7

[Listen](#)

WKRC – Nov 27

[Preview Clip](#)

Total Story Count:	3
Total Nielsen Audience:	41,577
Total 30-Second Ad Value:	\$734
Total Run Time:	2:11
Total Calculated Ad Equivalency:	\$977
Total Calculated Publicity Value:	\$2,931