

## The Banks September 2015 Media Summary

### Twitter Statistics:

Posts: 23

Retweets, Mentions & Favorites: 160

New Followers: 27

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 September, 2015. 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: 20 broadcast/digital stories or mentions regarding roadwork and street closures, parking in The Banks garage, street closures due to construction, new phase of construction and Phase III groundbreaking**

**Rosa Parks between Second and Freedom Way remains closed through Wednesday; numerous construction projects at The Banks – Sept. 1**

WXIX

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**A Live Look at the Carousel this morning – September 17**

WLWT

[Preview Clip](#)

**Temporary Road Closures: Freedom Way, Rosa Parks and Race Streets to close Sept. 28 through Oct. 3 for Crane Removals: A Major Milestone for Phase IIA Construction**

**Release date – September 24**

WXIX

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Total Story Count:	20
Total Nielsen Audience:	459,410
Total 30-Second Ad Value:	\$3,250
Total Run Time:	20:54
Total Calculated Ad Equivalency:	\$7,572
Total Calculated Publicity Value:	\$22,720

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### **DEVELOPMENT Stories/Mentions**

**Summary of this month's coverage: 9 broadcast and digital stories or mentions covering Planning Commission approves plans for new Marriot ac luxury hotel; Riverfront Commons project – The Banks didn't happen overnight**

**Design plans for new hotel at The Banks have been approved**

**September 4, 5 & 6**

**WCPO**

**Preview Clip**

**WLWT**

**Preview Clip**

**WKRC**

**Preview Clip**

**Riverfront Commons project expected to bring new life to the Kentucky side of the river; The Banks didn't happen overnight – September 23**

**WXIX**

**Preview Clip**

Total Story Count:	9
Total Nielsen Audience:	323,585
Total 30-Second Ad Value:	\$3,095
Total Run Time:	6:35
Total Calculated Ad Equivalency:	\$4,558
Total Calculated Publicity Value:	\$13,672