

## The Banks September 2016 Media Summary

### Twitter Statistics:

Posts: 35

Retweets, Mentions & Favorites: 184

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 September, 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: 3 print/digital and 18 broadcast/digital stories or mentions** regarding September 1 ribbon cutting to celebrate the completion of Phase IIIA with 710 parking spaces and one block extension of Race Street; parking at Central Riverfront Garage, construction/road closures, Carol Ann's Carousel and Smale Riverfront Park

#### **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:**

**Phase IIIA Ribbon Cutting opening 710-space parking garage and Race Street extension**

**WXIX – Sept 1**

[Preview Clip](#)

**WCPO – Sept 1**

[Preview Clip](#)

**WKRC – Sept 2**

[Preview Clip](#)

**Free rides on Carol Ann's Carousel all weekend**

**WKRC – Sept 9**

[Preview Clip](#)

**WCPO – Sept 9**

[Preview Clip](#)

**WLWT – Sept 10**

[Preview Clip](#)

**Parking at Central Riverfront Garage including prices, open entrances for the busy weekend – Sept 15**

[Preview Clip](#)

**Getting to The Banks, street closures this weekend**

**WLWT – Sept 16**

[Preview Clip](#)

**The Banks development happened as a result of city, county public officials working together**

**WSTR – Sept 22**

[Preview Clip](#)

<b>Total Story Count:</b>	18
<b>Total Nielsen Audience:</b>	594,501
<b>Total 30-Second Ad Value:</b>	\$7,576
<b>Total Run Time:</b>	12:02
<b>Total Calculated Ad Equivalency:</b>	\$10,809
<b>Total Calculated Publicity Value:</b>	\$32,426

**DEVELOPMENT Stories/Mentions**

**Summary of this month's coverage: 4 print/digital and 32 broadcast/digital stories or mentions** regarding Taste of Belgium gets closer to opening, GE Global Operations Center opening, company begins moving in, Crave closing at The Banks

**Cincinnati Business Courier – Sept 19**

**With GE opening, The Banks hits 'incredible milestone'**

<http://www.bizjournals.com/cincinnati/news/2016/09/19/with-ge-opening-the-banks-hits-incredible.html>

**Cincinnati Business Courier – Sept 26**

**Another restaurant closes at The Banks**

<http://www.bizjournals.com/cincinnati/news/2016/09/26/another-restaurant-closes-at-the-banks.html>

**Cincinnati Business Courier – Sept 29**

**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:**

**WCPO – Sept 14**

[Preview Clip](#)

**WKRC – Sept 19**

[Preview Clip](#)

**WLWT – Sept 20**

[Preview Clip](#)

**WLW-AM – Sept 21**

[Listen](#)

**WCPO – Sept 22**

[Preview Clip](#)

**WXIX – Sept 26**

[Preview Clip](#)

WLWT – Sept 27  
[Preview Clip](#)

WKRC – Sept 27  
[Preview Clip](#)

WCPO – Sept 27  
[Preview Clip](#)

<b>Total Story Count:</b>	32
<b>Total Nielsen Audience:</b>	1,022,312
<b>Total 30-Second Ad Value:</b>	\$10,674
<b>Total Run Time:</b>	31:45
<b>Total Calculated Ad Equivalency:</b>	\$21,490
<b>Total Calculated Publicity Value:</b>	\$64,469