

THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR SEPTEMBER/OCTOBER 2020

TWITTER STATISTICS: @IBackTheBanks Followers: 1,632 (10/31/20)

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
September	23	9.7K	412
October	20	7.9K	318
TOTAL	43	17.6K	730

NEWS MEDIA STORIES & MENTIONS

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and broadcast media outlets in September and October 2020.

In September, broadcast, print and online media mentions totaled 104 which appeared in two print/digital and seven broadcast media. Topics included the pandemic's impact on The Banks businesses, Oktoberfest, and the 180 Walnut development.

In October, a total of 69 mentions appeared in six broadcast outlets. Topics included Music Venue and the pandemic's impact on The Banks businesses.

11/20/2020