

## THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR NOVEMBER/DECEMBER 2019

**TWITTER STATISTICS: @IBackTheBanks Followers: 1,587 (12/31/19)**

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
November	18	12.1K	301
December	24	15.5K	534

### **NEWS MEDIA STORIES & MENTIONS**

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and broadcast media outlets in November and December 2019.

In November, broadcast, print and online media mentions totaled 157 which appeared in three print/digital and seven broadcast media. Topics included Music Venue, Thanksgiving Day Race, Disabled American Veterans Race, The Banks Development Plan, Community Authority.

In December, a total of 125 mentions appeared in seven broadcast and three print/digital outlets. Topics included ICON Music Center, Snow Banks at The Banks, and Skystar Wheel.

1/20/2020