

**THE BANKS PUBLIC PARTNERSHIP**  
**MEDIA SUMMARY—November/December 2021**

**TWITTER STATISTICS: @IBackTheBanks followers--1,649 (12/31/21)**

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
November	10	9.4K	192
December	15	3.3K	86
<b>TOTAL</b>	<b>25</b>	<b>12.7K</b>	<b>278</b>

**NEWS MEDIA STORIES AND MENTIONS**

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and in broadcast media outlets in November and December 2021.

In November, the broadcast, print, and online media mentions totaled 99 which appeared in two print/digital and eight broadcast outlets. Topics included World Cup qualifier watch party, Black Music Walk of Fame honoree stars displayed, Disabled American Veterans 5K, boat marina, and Frost Factory.

In December, a total of 41 mentions appeared in five broadcast and four print/digital outlets. Topics included Gateway to Freedom Park proposal, Brady Music Center name change, riverfront marina, and Ft. Washington Way decks.

1/20/22