

The Banks October 2015 Media Summary

Twitter Statistics:

Posts: 24

Retweets, Mentions & Favorites: 82

New Followers: 12

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 October, 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: 7 broadcast/digital stories or mentions regarding street closures due to construction related to the Cincinnati street car and the Carol Ann Carousel.

Street closures, track construction have become a familiar site at The Banks – Oct. 16
WXIX

[Preview Clip](#)

Andrew Setters live at The Banks with new details on the street car project, Second Street is closed this morning – Oct. 16

WLWT

[Preview Clip](#)

Carol Ann's Carousel at The Banks – Oct. 17

WLWT

[Preview Clip](#)

Total Story Count:	5
Total Nielsen Audience:	107,131
Total 30-Second Ad Value:	\$655
Total Run Time:	2:27
Total Calculated Ad Equivalency:	\$647
Total Calculated Publicity Value:	\$1,942

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 16 broadcast and digital stories or mentions covering the Radius luxury apartments and the GE building

Preview of the new luxury Radius apartments at The Banks with 292 units available to lease next March

October 9 & 10

WKRC

[Preview Clip](#)

WLWT

[Preview Clip](#)

WKRC

[Preview Clip](#)

WCPO

[Preview Clip](#)

WSTR-MNT

[Preview Clip](#)

WKRC Business Watch – October 18

[Preview Clip](#)

WLW-AM Jim Scott Show – October 20

[Listen](#)

Total Story Count:	16
Total Nielsen Audience:	705,537
Total 30-Second Ad Value:	\$5,496
Total Run Time:	13:20
Total Calculated Ad Equivalency:	\$8,069
Total Calculated Publicity Value:	\$24,212