

The Banks July 2015 Media Summary

Twitter Statistics:

Posts: 30

Retweets, Mentions & Favorites: 128

New Followers: 37

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 July, 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: 5 broadcast/digital stories or mentions regarding sufficient parking and lane/road closures during the ASG, as well as 1 print story regarding construction contract awards.

Phase IIIA Contracts Awarded for The Banks Project

July 1 release date

Print/digital stories:

The Cincinnati Enquirer: See who was awarded Banks contracts

<http://cin.ci/1ltrNAj>

Cincinnati Business Courier

[Here's which contractors will be next to build at the Banks](#)

All-Star Week Parking News: Ample Parking at Central Riverfront Garage, Surface Lots

July 8 - release date

Broadcast Stories

WXIX – July 8

Sufficient parking available during ASG including Central Riverfront Garage, surface lots

Preview Clip

Preview Clip

WKRC – July 13

Road, lane closures for ASG

Preview Clip

Total Story Count:

5

Total Nielsen Audience:

183,249

Total 30-Second Ad Value:	\$1,575
Total Run Time:	7:52
Total Calculated Ad Equivalency:	\$6,957
Total Calculated Publicity Value:	\$20,870

DEVELOPMENT Stories/Mentions

Summary of this month’s coverage: 243 broadcast and digital stories or mentions covering the All-Star Game, the Carousel at Smale Park and the U.S. Bank Arena renovation. Note that the Media Library reporting system captured hundreds of ASG news hits. In keeping with previous reports, the month of July includes all news related to the ASG, from the individual events and crowds patronizing restaurants to the zip line and block parties, which drew thousands to The Banks neighborhood.

Total Story Count:	243
Total Nielsen Audience:	8,233,595
Total 30-Second Ad Value:	\$73,525
Total Run Time:	4:39:41
Total Calculated Ad Equivalency:	\$196,351
Total Calculated Publicity Value:	\$589,076

Two print/digital stories regarding final few features opening at Smale Park and Cincinnati rocked the All-Star Game

Print/digital stories:

The Cincinnati Enquirer: Final new features opening at Smale Park

<http://cin.ci/1M8UBgD>

The Cincinnati Enquirer: 8 ways Cincinnati rocked All-Star Game

<http://cin.ci/1MsYT2u>