

The Banks December 2015 Media Summary

Twitter Statistics:

Posts: 25

Retweets, Mentions & Favorites: 99

New Followers: 21

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 December, 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: **3 print/digital stories and 4 broadcast/digital stories or mentions** regarding UC considers moving academic facilities to The Banks, contracts awarded for Phase III

PHASE IIIA BID PACKAGE #3 CONTRACTS AWARDED FOR THE BANKS PROJECT

December 16 – release date

Print/digital stories:

The Business Courier – December 2

EXCLUSIVE:

[UC considers moving academic facilities to the Banks](#)

The Cincinnati Enquirer – December 3

\$37M needed for next phase of The Banks

<http://cin.ci/1QhM0fx>

The Cincinnati Enquirer – December 3

Is UC coming to The Banks?

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

Broadcast/digital stories:

City awarded contracts to four companies for the next phase of construction at The Banks to provide 700 parking spaces and finish one block of Race St

WLWT – December 16

[Preview Clip](#)

WLWT – December 18

[Preview Clip](#)

Total Story Count:	4
Total Nielsen Audience:	114,872
Total 30-Second Ad Value:	\$790
Total Run Time:	2:24
Total Calculated Ad Equivalency:	\$1,162
Total Calculated Publicity Value:	\$3,486

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 2 print/digital and 33 broadcast/digital stories or mentions covering the possibility of U.C. Law School moving to The Banks, announcement of new tenant for phase II, Taste of Belgium coming to The Banks, development continues on GE Global Operations Center and Radius apartments, new hotel at The Banks will soon begin to take shape, Ceremony to make Carol Ann's Carousel safer

Print/digital stories:

The Business Courier – December 18

It's official: Taste of Belgium headed to The Banks Phase II

<http://www.bizjournals.com/cincinnati/news/2015/12/18/it-s-official-taste-of-belgium-headed-to-the-banks.html?ana=e du pub&s=article du&ed=2015-12-18&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1450469675>

The Cincinnati Enquirer – December 18

Taste of Belgium opening at The Banks

<http://cin.ci/1lXm79S>

Broadcast:

University of Cincinnati expresses interest in developing academic facilities at The Banks – December 6

WKRC Business Watch

[Preview Clip](#)

City announces new tenant for phase II at The Banks

December 18

WLW-AM Mike McConnell Show

[Listen](#)

WLWT

[Preview Clip](#)

WKRC

[Preview Clip](#)

WCPO

[Preview Clip](#)

WXIX

[Preview Clip](#)

WLWT – December 19

[Preview Clip](#)

New hotel at The Banks will soon be taking shape, crews pouring concrete for new AC hotel tomorrow

WCPO – December 21

[Preview Clip](#)

Ceremony today at Carol Ann's Carousel, training for CPR & life-saving equipment

WLWT – December 30

Preview Clip

Total Story Count:	33
Total Nielsen Audience:	1,083,845
Total 30-Second Ad Value:	\$9,879
Total Run Time:	33:51
Total Calculated Ad Equivalency:	\$16,958
Total Calculated Publicity Value:	\$50,884