

The Banks June 2015 Media Summary

Twitter Statistics:

Posts: 37

Retweets, Mentions & Favorites: 97

New Followers: 28

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 June, 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: 14 broadcast/digital stories or mentions regarding lane closures due to concrete pours and approval of Phase III.

Temporary Road Closure: Rosa Parks Street Between Freedom Way and Second Street

June 4 - release date

Rosa Parks Street to close Friday, June 5, 3 a.m. to 11 a.m., for concrete pours for The Banks Phase IIA construction

WKRC – June 9

Construction of phase three of The Banks will start a few weeks after the All-Star Game

Preview Clip

WVXU Cincinnati Edition – June 10

We Update The Progress of The Banks Development Along The Ohio River

<http://wvxu.org/post/we-update-progress-banks-development-along-ohio-river>

Temporary Road Closure: Rosa Parks Street Between Freedom Way and Second Street

June 11 - release date

Rosa Parks Street to close Friday, June 12, 4 a.m. to 2:30 p.m., for concrete pours for The Banks Phase IIA construction

WLWT – June 12

Preview Clip

Temporary Road Closure: Rosa Parks Street Between Freedom Way and Second Street

June 19 - release date

Rosa Parks Street to close Wednesday, May 20, 3 a.m. to 11 a.m., for concrete pours for The Banks Phase IIA construction

Temporary Road Closure: Rosa Parks Street Between Freedom Way and Second Street

June 26 - release date

Final concrete pour for The Banks Phase IIA to close Rosa Parks Street on Monday, June 29, 5 a.m. to 12 noon

WLWT – June 30

Preview Clip

WKRC – June 30

Preview Clip

Total Story Count:	14
Total Nielsen Audience:	397,943
Total 30-Second Ad Value:	\$2,219
Total Run Time:	14:06
Total Calculated Ad Equivalency:	\$3,362
Total Calculated Publicity Value:	\$10,079

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 41 broadcast and digital stories or mentions covering the Carousel at Smale Park; Phase II development including GE headquarters building, new name and manager, progress for apartments; VXU Cincinnati Edition covers The Banks progress and phases; the All-Star Game and improvements along the riverfront.

Two print/digital stories regarding Reds new LED display approved; announcement of a new name and new manager for latest apartment project.

Total Story Count:	41
Total Nielsen Audience:	1,384,181
Total 30-Second Ad Value:	\$9,763
Total Run Time:	44:35
Total Calculated Ad Equivalency:	\$23,611
Total Calculated Publicity Value:	\$70,834

Print/digital stories:

The Cincinnati Enquirer: City Panel approves Reds' LED display with conditions –June 5

<http://cin.ci/1lq67G9>

The Business Courier: New name, new manager for latest apartment project at Banks – June 12

http://www.bizjournals.com/cincinnati/news/2015/06/12/new-name-new-manager-for-latest-apartment-project.html?ana=e_cinci_bn_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1436557038