

The Banks July 2014 Media Summary

Twitter Statistics:

Posts: 24

Retweets, Mentions & Favorites: 28

New Followers: 26

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, 2014. 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: 33 broadcast and digital stories or mentions

Temporary Lane Closure: Race Street Between Freedom Way and Second Street – July 2 release date

One block of Race Street to close July 3 between 2 a.m. and 10 a.m. for concrete pour for The Banks Phase IIA construction

WCPO – July 2

Preview Clip

WKRC – July 2

Preview Clip

WXIX – July 3

Preview Clip

WLWT – July 3

Preview Clip

Temporary Road Closure & Rescheduled Temporary Road Closure: Race Street Between Freedom Way and Second Street – July 8 & 9 release dates

One block of Race Street to Close July 10 beginning at 1 a.m. for concrete pour for The Banks Phase Phase IIA construction; block will reopen for Reds game traffic

WXIX – July 10

Preview Clip

WLWT – July 10

Preview Clip

WCPO – July 10

Preview Clip

Upgrades to Smale Park as a Riverfront Park with Riverwalk at The Banks, Interview with Willie Carden

WLWT – July 14

Preview Clip

Temporary Road Closure: Race Street Between Freedom Way and Second Street – July 18 release date

One block of Race Street to close July 21 between 5:30 a.m. and 11 a.m. for concrete pour for The Banks Phase IIA construction

WKRC – July 21

Preview Clip

WXIX – July 21

Preview Clip

DEVELOPMENT Stories/Mentions

Summary of this month’s coverage: 52 broadcast, print and digital stories or mentions

Broadcast News Coverage on WLWT, WCPO, WXIX, WKRC and WSTR The comprehensive report for total mentions of The Banks and GE’s global service center at The Banks in broadcast news, including stories/mentions during morning, noon and evening news

GE to The Banks celebration event – July 1

WLWT

Preview Clip

WKRC

Preview Clip

WCPO

Preview Clip

WXIX

Preview Clip

GE building plans – July 9 & 10

WKRC

Preview Clip

WCPO

Preview Clip

WLWT

Preview Clip

Preparation for the MLB All-Star Game

WXIX – July 15

Preview Clip

WKRC

Local 12 Newsmakers – July 20

Preview Clip