

## The Banks May 2016 Media Summary

### Twitter Statistics:

Posts: 31

Retweets, Mentions & Favorites: 112

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 May, 2016. 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: 15 broadcast/digital stories or mentions** construction/road closures, Carol Ann's Carousel and its one-year anniversary, the boat dock as part of the Parks improvements and the possible entertainment district coming to The Banks.

#### **Broadcast/digital stories:**

**Special night for families at Smale Riverfront Park, Carousel**

WCPO – May 5

[Preview Clip](#)

**Construction causing road closures along Freedom Way, Mehring Way**

WLWT – May 12

[Preview Clip](#)

**One-year anniversary for Carol Ann's Carousel**

WLWT – May 16

[Preview Clip](#)

WCPO – May 16

[Preview Clip](#)

**Possible boat dock coming to The Banks**

WKRC – May 19

[Preview Clip](#)

**Possible entertainment district coming to The Banks**

WLWT – May 27

[Preview Clip](#)

**Summer favorites include Smale Riverfront Park, ride on giant carousel**

WCPO – May 28

[Preview Clip](#)

<b>Total Story Count:</b>	15
<b>Total Nielsen Audience:</b>	516,092
<b>Total 30-Second Ad Value:</b>	\$5,370
<b>Total Run Time:</b>	11:35
<b>Total Calculated Ad Equivalency:</b>	\$11,849
<b>Total Calculated Publicity Value:</b>	\$35,548

## **DEVELOPMENT Stories/Mentions**

**Summary of this month's coverage: 5 print/digital and 3 broadcast/digital stories or mentions covering overall development projects and the potential concert hall.**

### **Print/digital stories:**

**The Business Courier – May 6**

**The Banks don't want to lose control of momentum**

[http://www.bizjournals.com/cincinnati/print-edition/2016/05/06/the-banks-developers-don-t-want-to-lose-control-of.html?ana=e\\_ph\\_prem&u=rAWEnPu8PYSl5pDQ1gBLgbcoOy&t=1465821623&j=72976992](http://www.bizjournals.com/cincinnati/print-edition/2016/05/06/the-banks-developers-don-t-want-to-lose-control-of.html?ana=e_ph_prem&u=rAWEnPu8PYSl5pDQ1gBLgbcoOy&t=1465821623&j=72976992)

**The Business Courier – May 10**

**The Banks developers power up to maintain growth (Video)**

[http://www.bizjournals.com/cincinnati/video/gwNjRmMzE6mKXV29DDf4-LKefzpUZTJh?autoplay=1&ana=e\\_du\\_pub&s=article\\_du&ed=2016-05-10&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1462927597&j=73085412](http://www.bizjournals.com/cincinnati/video/gwNjRmMzE6mKXV29DDf4-LKefzpUZTJh?autoplay=1&ana=e_du_pub&s=article_du&ed=2016-05-10&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1462927597&j=73085412)

**The Cincinnati Enquirer – May 14**

**GE's big addition to the Cincinnati riverfront**

<http://cin.ci/27n5nvO>

**The Business Courier – May 21**

**The Banks brings in new retail leasing team**

[http://www.bizjournals.com/cincinnati/news/2016/05/21/the-banks-brings-in-new-retail-leasing-team.html?ana=e\\_cinci\\_bn\\_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1463839660&j=73407392](http://www.bizjournals.com/cincinnati/news/2016/05/21/the-banks-brings-in-new-retail-leasing-team.html?ana=e_cinci_bn_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1463839660&j=73407392)

**The Cincinnati Enquirer – May 25**

**Why The Banks changed its retail broker**

<http://www.cincinnati.com/story/money/2016/05/25/why-banks-changed-its-retail-broker/84803348/>

### **Broadcast/digital stories:**

**The Banks project about a third complete as one of the most watched, valued real estate sites**

**WKRC Business Watch – May 8**

[Preview Clip](#)

**Proposals for a potential indoor/outdoor concern arena being discussed**

**WCPO – May 24**

[Preview Clip](#)

[Preview Clip](#)

<b>Total Story Count:</b>	3
<b>Total Nielsen Audience:</b>	99,051
<b>Total 30-Second Ad Value:</b>	\$1,750
<b>Total Run Time:</b>	5:56
<b>Total Calculated Ad Equivalency:</b>	\$4,357
<b>Total Calculated Publicity Value:</b>	\$13,070