

THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR NOVEMBER/DECEMBER 2020

TWITTER STATISTICS: @IBackTheBanks Followers: 1,626 (12/31/20)

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
November	21	7.7K	408
December	23	8.3K	317
TOTAL	44	16 K	725

NEWS MEDIA STORIES & MENTIONS

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and broadcast media outlets in November and December 2020.

In November, broadcast, print and online media mentions totaled 72 which appeared in two print/digital and seven broadcast media. Topics included impact of pandemic on businesses at The Banks; FOUND festival of lights; Thanksgiving race and Disabled American Veterans races going virtual; impact of Brent Spence Bridge temporary closure.

In December, a total of 66 mentions appeared in two print/digital and seven broadcast outlets. Topics included impact of pandemic on businesses at The Banks; Designated Outdoor Refreshment Areas and proposed 'streateries'; Music Venue; Skystar Wheel; Cincinnati Parks marina.

1/20/21