



MEDIA REPORT

Local Media // August 1 - October 7, 2018

TOTAL LOCAL MEDIA

Earned media impressions: 26,633,322

Earned media value: \$1,303,127

LOCAL BROADCAST

Total stories: 56 / 19:57:50

Earned media impressions: 1,079,444

Earned media value: \$699,550

HIGHLIGHT: MEDIA TOUR W/ JEWEL (SEP. 24)

NOT PICTURED: Radio with Q102 and Mix 94.9



WKRC - CBS



WXIX - Fox



WCPO - ABC

HIGHLIGHT: LIVE COVERAGE DURING EVENT

Including live shots with all four networks on opening day



WLWT - NBC



WKRC - CBS



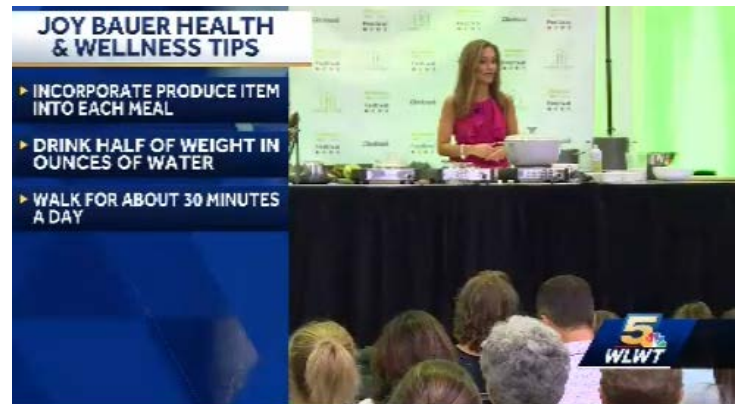
WCPO - ABC

HIGHLIGHT: LOCAL MEDIA EMCEE PARTICIPATION

FOX 19's Rob Williams with Tony Horton
Q102's Amy Tobin w/ Debbie Matenopoulos
WLWT's Megan Mitchell w/ Joy Bauer
WCPO's Craig McKee w/ Liz and Michael Symon



WXIX - Fox



WLWT - NBC

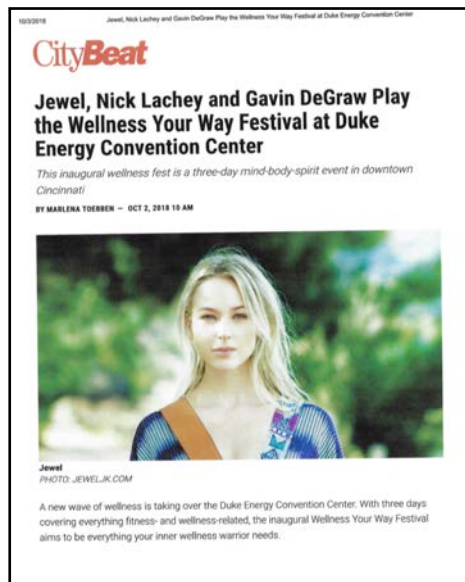
PRINT/ONLINE

Earned media impressions: 25,553,878

Earned media value: \$603,577



Cincinnati Business Courier



Cincinnati City Beat



Cincinnati Enquirer

INFLUENCER RELATIONS

Audience: 27,500 unique

YOUR WEEKLY Connection Cincinnati USA Regional Chamber
OCTOBER 2, 2018

Hi Dayna,

Last week, more than 60 leaders from organizations across the Cincinnati region joined us on a Leadership Exchange trip to Toronto. We met with Toronto's leaders to talk economic development, government, talent, immigration, sports, trade, transit, and more. Special thanks to Hamilton County Commissioner Denise Driehaus and Leigh Fox, President and CEO at Cincinnati Bell, for co-chairing this successful journey. We have returned with many best practices and renewed energy to take our region to the next level. Stay tuned!

Here's a new and even more affordable way for young and growing companies to partner with the Cincinnati Chamber. Startups can now access [Humana healthcare](#) and the [complete portfolio of Chamber benefits](#) through an exciting partnership with [Cintrifuse](#). Get the [details here](#) and get started.

On tap - [#StartupCincy Startup Week](#), powered by [CincyTech](#), begins Monday. See below to make your plans to join.

Final week to purchase a booth at The Big College Event

College students should register now for The Big College Event. Final registration for exhibitors is this week: Please call Nick Schroth, 513.579.3180 to secure your booth. [Read more >>](#)

Find your porpoise at Bud Light Tailgate Zone


Don't jump through hoops to enjoy pre-game food, live music from 3 Day Rule, and ice-cold Bud Light before the Dolphins visit the Bengals this Sunday. Join us Oct. 7 in the Bud Light Tailgate Zone. [Read more >>](#)

2018 Diversity Leadership Symposium: Candid Conversations

Join more than 600 business and community leaders Oct. 19 to dive into inclusion best practices and get an update on making the Cincinnati region Diverse by Design™ at Fifth Third's Diversity Leadership Symposium. [Read more or register now >>](#)

Get your free day pass for Kroger's Wellness Your Way Festival

P&G is offering free admission to all day-time (9 a.m.-5 p.m.) events at this week's Wellness Your Way Festival. Get your free pass by using the code NEVERBROKEN. [Read more >>](#)



Cincinnati Regional Chamber email

This Week Downtown Oct. 4, 2018

Dear Tricia,

The [2018 FotoFocus Biennial](#), a celebration of photography and lens-based art, kicks off this weekend with special programming and opening receptions. Visit the Taft Museum of Art tonight for the opening of [Paris to New York: Photography by Atget and Abbott](#). At the Cincinnati Art Museum [Life: Gillian Wearing](#), a world premiere of works by the British artist, opens on Friday, and artist and filmmaker [Miranda July](#) will be speaking at the Woodward Theater on Sunday.

As part of FotoFocus, DCI is sponsoring a wonderful display of photos by award-winning photographer, J. Miles Wolf, [Taking it to the Streets](#). You might even see yourself in one of these large-scale photos of Cincinnati events including BLINK and Oktoberfest! They are on view at three locations: The Westin Hotel atrium, the breezeway between Sixth St. and Fountain Square and at the Contemporary Arts Center.

Congratulations to Ali D'Arrigo, the executive director of the [Cincinnati Fire Museum](#) on reviving the [Chilifest](#) this Saturday. Sponsored by Gold Star Chili, the festival includes a fun chili cook-off and is a benefit for the museum.

Earlier this week, DCI hosted an Active Shooter and Safety presentation with the Cincinnati Police for our stakeholders. We encourage everyone to sign up to receive our [Virtual Block Watch](#) notices to stay informed. We also host Lunch and Learn sessions at your business. [Contact us](#) to schedule one.


See you downtown,

Mindy Rosen
mindy@downtowncincinnati.com

PS - Buy your tickets today and go inside 14 different apartments and condos at the [Tour of Living](#) on Oct. 13.

Get Well Soon

Experience the inaugural [Wellness Your Way Festival](#), presented by Kroger, at the Duke Energy Convention Center Oct. 4-8, with [celebrity fitness experts](#), [inspiring speakers](#), [cooking tips from world-renowned chefs](#), and [performances by Nick Lachey, Jewel](#), and others to help you discover the



Downtown Cincinnati Inc email

CINCINNATI PEOPLE HOME PROFILES TRAVEL EVENTS FOOD CULTURE CHURCH TRAVEL SCENE HEALTH SPORTS

WELLNESS YOUR WAY FESTIVAL PRESENTED BY KROGER
OCTOBER 4, 2018

Wellness Your Way Festival presented by Kroger

The inaugural Wellness Your Way Festival presented by Kroger opens today through Saturday at Duke Energy Center. The event's Expo is free and open to the public and features dozens of fitness sessions and cooking demos as well as food and hygiene samples.

Multi-platinum, Grammy-nominated singer-songwriter and mindfulness expert Jewel is the festival's co-founder. Health and wellness has been a lifelong passion for Jewel, who used nutrition, mindfulness and holistic health to overcome childhood kidney issues and navigated from homeless to happy, in a very demanding job as a single parent. She will share her tips and stories from her website, [JewelNeverBroken.com](#), which offers free mindfulness tools.

"Being a whole and happy human is really the greatest treasure we can have in life. I have always been astounded by how little education we receive to help us feel connected, happy and healthy. In a world of rising disconnection and anxiety, I am proud to help be part of the antidote by co-founding Wellness Your Way Festival," said Jewel. "I am proud to share my life's mission of being a healthy, satisfied person with others and to share the tools, advocates, teachers and champions I have learned from. And I am proud that Kroger has chosen to take this initiative to truly serve those in the community with meaningful resources."

The festival's expert lineup includes master fitness trainer and creator of P90X, [Tony Horton](#), endurance athlete, [Brendan Brazier](#), best-selling author and co-host of [Halters Chatter](#)'s [Dance & Gently](#), [Debbie Matenopoulos](#), with a special keynote from American actor and fitness specialist, [Jake Gyllenhaal](#). The festival will feature musical performances from co-founder Jewel, singer-songwriter [Gavin DeGraw](#), Cincinnati's own [Nick Lachey](#), and many more.

SCHEDULE HIGHLIGHTS:

Thursday, October 4

1-4 p.m.: Wellness Your Way Festival Expo open featuring four stages with live cooking demos and fitness sessions

8-10 p.m.: Concert with [Gavin DeGraw](#) and [Kylie Morgan](#), Duke Energy Center

*Tickets are needed for concerts and can be purchased at <https://www.wellnessyourwayfestival.com/tickets>

Gavin DeGraw is a multi-platinum selling singer, performer and songwriter. He first broke through with the 2003 release of his debut album, [Chariot](#), which sold over 1 million copies, earned platinum certification, and yielded three hit singles: "I Don't Want To Be," "Follow Through," and the title track, "Chariot." Since then he has been consistently touring around the world, including sold out dates with the legendary [Billy Joel](#) and hit a milestone with the release of his first greatest hits compilation titled [Finest Hour](#) in the fall of 2014.

Nashville-based singer-songwriter, [Kylie Morgan](#), began writing songs in her hometown of Nashville, OK when she was 12 years old. Morgan released her music independently as a young teen, garnering national attention from music producers and television executives. At age 16, Morgan landed a spot on E! Television reality show "Opening Act" and was named "Who's New To Watch" by the Country Music Association.

Friday, October 5

9-10 a.m.: Workout Session with Tony Horton creator of the best-selling fitness series: P90X®, P90X2®, P90X3®, and Ten Minute Trainer® introduced by FOX 19's Rob Williams

10 a.m.-8 p.m.: Wellness Your Way Festival Expo open featuring four stages with live cooking and fitness demos

10-11 a.m.: Fit Men Cook with Kevin Kuroy introduced by FOX 19's Rob Williams

3-5-4-15 p.m.: Sports Talk with former US Soccer Star [Cobi Jones](#) on FOX

Cobi Jones was not the typical professional athlete, he had to walk on to play. His story is about perseverance and tenacity. In this session you will hear from other athletes on how they made it to and excelled at the highest level.

Cincinnati People