



Janssen-NBCI

**National Clinical Trials Strategy
Plan Monthly Results**



AUGUST

August 2022		
Number of Lectures Hosted	0	
Average Number of Attendees per Lecture Hosted	24	
Number of Educational Sessions Per City	1	
Average Number of Educational Sessions	78	
Attendees Per City	1	
Number of Surveys Distributed at Educational Sessions	1,934	
Statistical Breakdown at Educational Sessions	1	
Number of Completed Surveys at Educational Sessions	87	
Social Media Numbers		
<p>YouTube August 1 - August 31</p> <p>In August, people watched your videos 143 times 71% less than Jul 1 – 31, 2022</p> <p>Subscribers +2 100% more than Jul 1 – 31, 2022</p> <p>Watch time (hours) - 9.4 162% more than Jul 1 – 31, 2022</p> <p>Average view duration 3:31</p> <p>Traffic source (<i>Impressions - How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.</i>)</p>		<p>Mother and Daughter Talk About the Importance of African American Participation in Clinical Trials Published - Jun 2, 2022</p> <p>Views - 26 (<i>Views % less than Jul 1 – 31, 2022</i>)</p> <p>Watch time (hours) - 0.4 (<i>162% more than Jul 1 – 31, 2022</i>)</p> <p>Average Views duration - 1:59 (<i>96% of viewers are still watching at around the 0:30 mark, which is above typical.</i>)</p> <p>Impressions (from YouTube recommending your content) - 666 (44% less than Jul 1 – 31, 2022)</p> <p>Impressions click-through rate - 0.6% (<i>About the same as Jul 1 – 31, 2022</i>)</p> <p>Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval Published - Jun 7, 2021</p> <p>Views - 16 (11.2%)</p> <p>Watch time (hours) - 0.9 (9.3%)</p> <p>Average Views duration - 3:16</p> <p>Impressions - 1,014</p> <p>Impressions click-through rate - 0.8%</p> <p>NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA Published - Mar 24, 2022</p> <p>Views - 10 (7.0%)</p> <p>Watch time (hours) - 0.1 (1.0%)</p> <p>Average Views duration - 0:35</p> <p>Impressions - 515</p> <p>Impressions click-through rate - 0.6%</p>

Impressions - 3.2K
81% less than Jul 1 – 31, 2022

In August, people watched your videos 143 times
71% less than Jul 1 – 31, 2022

Subscribers +2
100% more than Jul 1 – 31, 2022

Watch time (hours) - 9.4
162% more than Jul 1 – 31, 2022

Average view duration
3:31

Traffic source (*Impressions - How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.*)

Impressions - 3.2K
81% less than Jul 1 – 31, 2022

Views from Impressions - 79

Watch time from Impressions (hours) - 1.66

Impressions click-through rate - 1.7%

African Americans Talk About Clinical Trials in Atlanta, GA - Reginald

Published - Jul 15, 2022 Views - 26 (56% less than Jul 1 – 31, 2022)

Watch time (hours) - 0.4 (162% more than Jul 1 – 31, 2022)

Average view duration - 1:59 (96% of viewers are still watching at around the 0:30 mark, which is above typical.)

Impressions (96.4% from YouTube recommending your content) - 666 (44% less than Jul 1 – 31, 2022)

Impressions click-through rate - 0.6% (About the same as Jul 1 – 31, 2022)

Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval

Published - Jun 7, 2021

Views - 16 (11.2%)

Watch time (hours) - 0.9 (9.3%)

Average view duration - 3:16

Impressions - 1,014

Impressions click-through rate - 0.8%

NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA

Published - Mar 24, 2022

Views - 10 (7.0%)

Watch time (hours) - 0.1 (1.0%)

Average view duration - 0:35

Impressions - 515

Impressions click-through rate - 0.6%

African Americans Talk About Clinical Trials in Atlanta, GA - Reginald

Published - Jul 15, 2022

Views - 2 (1.4%)

Watch time (hours) - 0.0 (0.1%)

Average view duration - 0:18

Impressions - 83

Impressions click-through rate - 1.2%

African Americans Talk About Clinical Trials in Atlanta, GA - Ruby

Published - Jul 15, 2022

Views - 1 (0.7%)

Watch time (hours) - 0.0 (0.0%)

Average view duration - 0:08

Impressions - 12

Impressions click-through rate - 0%

<p>Direct or unknown - 23.1%</p> <p>Suggested videos - 21.6%</p> <p>Browse fFeatures - 17.9%</p> <p>YouTube search - 11.2%</p> <p>External - 10.5%</p> <p>Others - 15.7%</p>		<p>African Americans Talk About Clinical Trials in Atlanta, GA - Shemika Published - Jul 15, 2022 Views - 1 (0.7%) Watch time (hours) - 0.0 (0.0%) Average view duration - 0:08 Impressions - 12 Impressions click-through rate - 0.0%</p> <p>African Americans Talk About Clinical Trials in Atlanta, GA - June Published - Jul 15, 2022 Views - 1 (0.7%) Watch time (hours) - 0.0 (0.0%) Average view duration - 0:02 Impressions - 13 Impressions click-through rate - 0%</p> <p>African Americans Talk About Clinical Trials in Atlanta, GA - Shenika Published - Jul 15, 2022 Views - 1 (0.7%) Watch time (hours) - 0.0 (0.0%) Average view duration - 0:09 Impressions - 9 Impressions click-through rate - 0%</p> <p>Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials Published - May 11, 2021 Views - 1 (0.7%) Watch time (hours) - 0.0 (0.0%) Average view duration - 0:01 Impressions - 13 Impressions click-through rate - 0%</p>
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Facebook
National Black Church Initiative - NBCI (new)
August 1 - August 31

162 Minutes viewed
Down 96.3% from previous 31 days

14 1-minute video views
Down 96.5% from previous 31 days

231 3-second video views
Down 98.4% from previous 31 days

14 Video Engagement **Down**
67.4% from previous 31 days

3 Net followers
up 200% from previous 31 days

See how your different types of pposts are performing
Organic 100%
Paid 0%

Posted 88.1%
Crossposted 3.69%
Shared 8.2%

Followers 54.9%
Non-Ffollowers 45.1%

Live 5.68%
Video 94.3%

Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI (Register today at tinyurl.com/329hw2uu in advance of webinar with Dr. Martha A. Dawson)

Published - Jul 27, 2022
People reached - 40
3-second video Views - 10
15-second video Views - 6
1-minute video views - 2
Average Minutes viewed - 1:21
Engagement - 0

African Americans Talk About Clinical Trials in Atlanta, GA - Reginald (Register today at tinyurl.com/329hw2uu in advance of webinar with Dr. Martha A. Dawson)

Published - Jul 25, 2022
3-second video views: 3
1-minute video views: 0
Average Minutes viewed: 0.11 (August 18)
Engagement: 0
People reached: 13

African Americans Talk About the Importance of Clinical Trials Participation - Deshaun and Vera (Register today at tinyurl.com/329hw2uu in advance of webinar with Dr. Martha A. Dawson)

3-second video views: 1
1-minute video views: 0
Average Minutes viewed: 0.11 (August 16)
Engagement: 0
People reached: 10

African Americans Talk About Clinical Trials in Charlotte, NC - Albert (Register today at tinyurl.com/329hw2uu)

Published - 07/26/2022 5:30 PM
3-second video views: 1
1-minute video views: 0
Average Minutes viewed: 0:12 (August 31)
Engagement: 0
People reached: 9

NBCI Introduces Its New Clinical Trials Educational Pavilion (Register today at tinyurl.com/329hw2uu)

Published - Jul 26, 2022

3-second video views: 1

1-minute video views: 1

15-second video views : 1

Average Minutes viewed: 0:15 (August 15)

Engagement: 0

People reached: 10

Mother and Daughter Talk About the Importance of African American Participation in Clinical Trials
(Watch the entire video at https://youtu.be/HI1x_NyAHi8)

Published - 07/25/2022

3-second video views: 0

1-minute video views: 1

15-second video views : 0

Average Minutes viewed: 0:13

Engagement: 3

Minutes viewed : 1

People reached: 10

Post Actions

Clicks to play: 140

Link clicks: 1

Other clicks: 0

Rev. Anthony Evans Co-Hosts Lecture: WhyHHealth Disparities Are Everyone's Problem"

Published - JJul 25, 2022 (11:02)

3-second video views: 2

1-minute video views: 0

Average Minutes viewed: 0:05

Engagement: 0

Minutes viewed: 0

People reached: 10

“Why Are Health Disparities Everyone’s Problem?” (Register today at tinyurl.com/329hw2uu. Shared to African American Author's Expo)

Published - Jul 25, 2022 (10:41)

3-second video views: 6

1-minute video views: 0

15-second video views : 0

Average Minutes viewed: 0:03 (August 10)

Engagement: 0

Minutes viewed: 0

People reached: 2

Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community"

Published - Jul 23 (3:01pm)

Average Minutes viewed: 0:06 (August 8)

Total Minutes viewed: 18

1-minute video views: 0

3-second video views: 0

Engagement: 3

People reached: 287

Post Actions

Clicks to play: 162

Link clicks: 0

Other clicks: 0

Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval

(In advance of the Thursday, August 25th livecast)

Published - 07/23/2022 8:00 PM

3-second video views: 1

15-second video views : 0

Average Minutes viewed: 0:05 (August 8)

Engagement: 1

Minutes viewed: 0

People reached: 5

		<p>Register today at tinyurl.com/329hw2uu for the seventh NCI Clinical Trials Tour webinar with Dr. Martha A. Dawson Published - July 13, 2022 3-second video views: 33 15-second video views : 7 1-minute video views: 1 Average Minutes viewed: 0:45 (August 7) Engagement: 0 Minutes viewed: 11</p> <p>The Role of African American Physicians to Enroll African Americans in Clinical Trials - Dr. Patricia Whitley-Williams Published - Jul 11 2022, (12:42pm) 3-second video views: 1 15-second video views : 4 1-minute video views: 0 Average Minutes viewed: 0:26 (August 31) Engagement: 2 Minutes viewed: 3</p> <p>NCI Presents the Clinical Trials Educational Pavilion in Charlotte, NC Published - 06/20/2022 3:25 PM Total Minutes viewed: 2 1-minute video views: 1 3-second video views: 12 Engagement: 1 15-second video views : 1 People reached: 44</p>
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Facebook
National Black Church Initiative (Old)
August 1 - August 31

5 Minutes viewed
Down 0.991% from previous 30 days

0 1-minute video views
Down 100% from previous 30 days

27 3-second video views
Up 28.6% from previous 30 days

0 Video Engagement
Up 0% from previous 30 days

4 Net followers
Up 500% from previous 30 days

See how your different types of posts are performing
Organic 100%
Paid 0%

Posted 76.3%
Crossposted 0%

Shared 23.7%
Followers 16.8%
Non Followers 83.2%

Live 0%
Video 100%

Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI (Register today at tinyurl.com/329hw2uu in advance of webinar with Dr. Martha A. Dawson)
Published - Jul 27, 2022
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1-minute video views: 0
Average Minutes viewed: 0.11 (August 18)
Engagement: 0
People reached: 13

African Americans Talk About the Importance of Clinical Trials Participation - Deshaun and Vera (Register today at tinyurl.com/329hw2uu in advance of webinar with Dr. Martha A. Dawson)
3-second video views: 1
1-minute video views: 0
Average Minutes viewed: 0.11 (August 16)
Engagement: 0
People reached: 10

African Americans Talk About Clinical Trials in Charlotte, NC - Albert (Register today at tinyurl.com/329hw2uu) **Published** - 07/26/2022 5:30 PM
3-second video views: 1
1-minute video views: 0
Average Minutes viewed: 0:12 (August 31)
Engagement: 0
People reached: 9

		<p>NBCI Introduces Its New Clinical Trials Educational Pavilion (Register today at tinyurl.com/329hw2uu) Published - Jul 26, 2022 3-second video views: 1 1-minute video views: 1 15-second video views: 1 Average Minutes viewed: 0:15 (August 15) Engagement: 0 People reached: 10</p> <p>Mother and Daughter Talk About the Importance of African American Participation in Clinical Trials Published - 07/25/2022 3-second video views: 0 1-minute video views: 1 15-second video views : 0 Average Minutes viewed: 0:13 (August 18) Engagement: 3 Minutes viewed : 1 People reached: 10 Post Actions Clicks to play: 140 Link clicks: 1 Other clicks: 0</p> <p>Rev. Anthony Evans Co-hosts Lecture: WhyHealth Disparities Are Everyone's Problem" Published - JJul 25, 2022 (11:02) 3-second video views: 2 1-minute video views: 0 Average Minutes viewed: 0:05 Engagement: 0 Minutes viewed: 0 People reached: 10</p>
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Why Health Disparities Are Everyone's Problem

(Register today at tinyurl.com/329hw2uu. Shared to African American Authors)

Published - Jul 25, 2022 (10:01)

3-second video views: 6

1-minute video views: 0

15-second video views : 0

Average Minutes viewed: 0:03 (August 10)

Engagement: 0

Minutes viewed: 0

People reached: 2

Rev Evans Hosts "Getting Control of Colorectal Cancer in the Black Community"y"

Published - Jul 23 (3:01pm)

Average Minutes viewed: 0:06 (August 8)

Total Minutes viewed: 18

1-minute video views: 0

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Link clicks: 0

Other clicks: 0

Rev.Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval

(In advance of the Thursday, August 25th livecast)

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3-second video views: 1

15-second video views : 0

Average Minutes viewed: 0:05 (August 8)

Engagement: 1

Minutes viewed: 0

People reached: 5

		<p>Register today for the seventh NBCI Clinical Trials Tour Webinar with Dr.Martha A.. Dawson Published - JJuly 13, 2022 3-second video views: 33 15-second video views : 7 1-minute video views: 1 Average Minutes viewed: 0:45 (August 7) Engagement 0 Minutes viewed: 11</p> <p>The Role off African American Physicians to Enroll African Americans in Clinical Trials - Dr. Patricia Whitley-Williams Published - Jul 11 2022, (12:42pm) 3-second video views: 18 15-second video views : 4 1-minute video views: 0 Average Minutes viewed: 0:26 (August 31) Engagement: 2 Minutes viewed: 3</p> <p>The Role off African American Physicians to Enroll African Americans in Clinical Trials - Dr. Patricia Whitley-Williams Published - Jul 11, 12:13pm 3-second video views: 5 1-minute video views: 0 Average Minutes viewed: 0:03 (August 5) Engagement: 3 Minutes viewed: 0 People reached: 5</p>
Number of Three-Question Surveys Distributed per City	679	
Number of Three-Question Surveys Completed	76	
Number of Email Blasts Sent	16,000	
Number of Emails Collected	4356	
Number of Emails Collected from Promotional Giveaways Campaign	0	
Number of Clinical Trials Sent Per City	695	

Results from Aug 9, 2022 - Sep 5, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page i

August 9 - September 5

1

Total Actions on Page ▼ 75%



Page Views i

August 9 - September 5

85

Total Page Views ▼ 46%



Page Likes i

August 9 - September 5

6

Page Likes ▼ 60%



Post Reach i

August 9 - September 5

837

People Reached ▼ 96%



Story Reach i

August 9 - September 5

Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn more](#)

Recommendations i

August 9 - September 5



We have insufficient data to show for the selected time period.

Post Engagement i

August 9 - September 5

194

Post engagement ▼ 60%



Videos i

August 9 - September 5

194

3-Second Video Views ▼ 98%



Page Followers i

August 9 - September 5

7

Page Followers ▼ 68%



Results from Aug 10, 2022 - Sep 6, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

August 10 - September 6



We have insufficient data to show for the selected time period.

Page Views

August 10 - September 6

57

Total Page Views ▲ 0%



Page Likes

August 10 - September 6

3

Page Likes ▲ 0%



Post Reach

August 10 - September 6

53

People Reached ▼ 13%



Story Reach

August 10 - September 6

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn more

Recommendations

August 10 - September 6



We have insufficient data to show for the selected time period.

Post Engagement

August 10 - September 6

18

Post engagement ▲ 28%



Videos

August 10 - September 6

25

3-Second Video Views ▼ 66%



Page Followers

August 10 - September 6

3

Page Followers ▲ 0%



Overview

- Results
- Audience
- Feedback
- Benchmarking
- Content
- Overview
- Content
- Video
- Performance

Summary

Page	Reactions/Likes, comments...	Likes and reactions	Comments	Shares	Link clicks	New followers	Unfollowers
National Black Church Initiative Religious organization	70	46	5	19	10	11	8

Results

Paid reach **0** ↓ 100%

Facebook Page reach **1,034** ↓ 96.7%

Instagram reach **146** ↓ 44.5%



See results report

Content

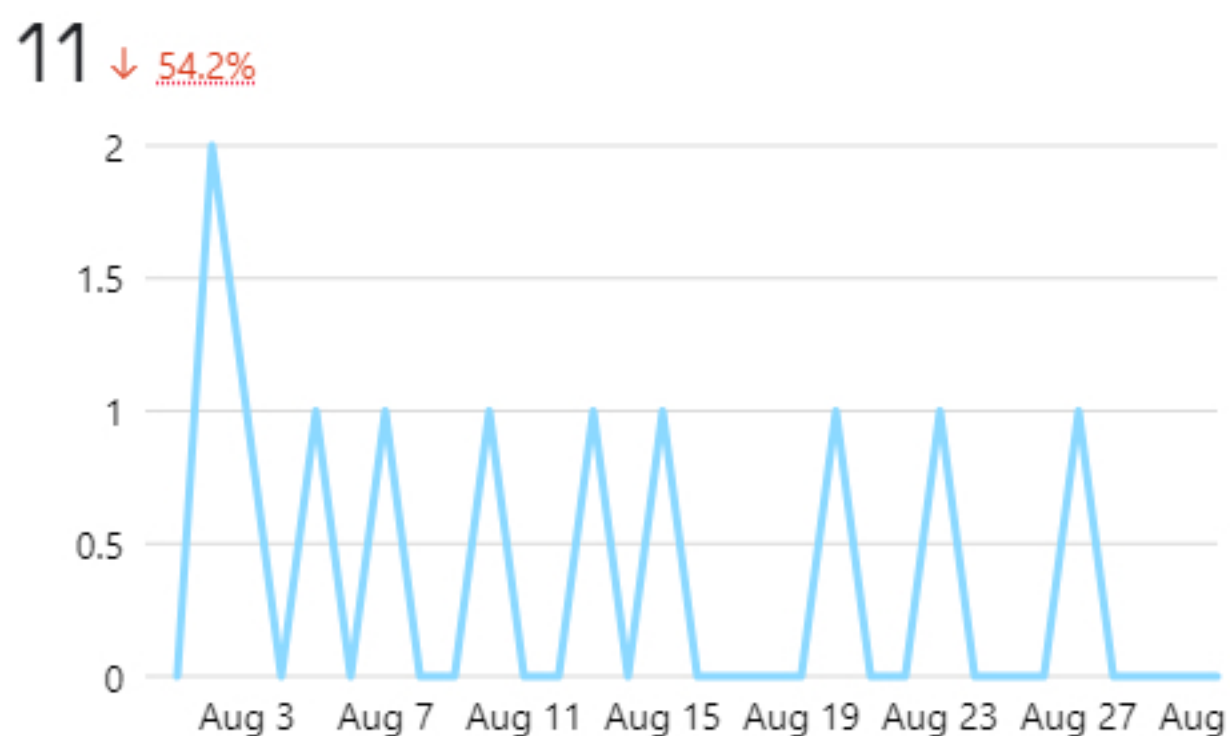
Sort by: Reach

Tue Aug 9, 5:03pm The Stellar Awards Hono... Post Reach 172	Tue Aug 2, 3:16pm The Black Church salutes... Post Reach 150	Mon Aug 8, 5:00am Here is The Good News ... Post Reach 110
Fri Aug 5, 6:45am Here is The Good News ... Post Reach 82	Thu Aug 4, 5:59am Here is The Good News ... Post Reach 82	Sat Aug 6, 6:02am Here is The Good News ... Post Reach 73

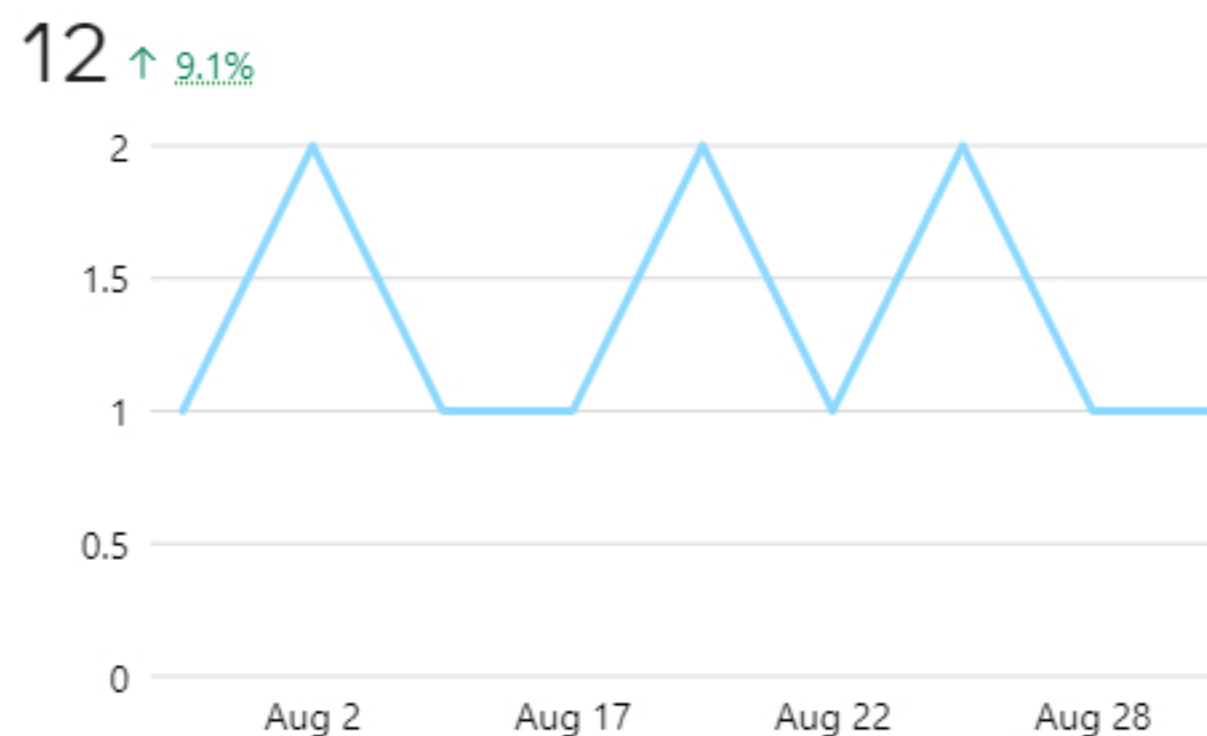
See content report

Audience

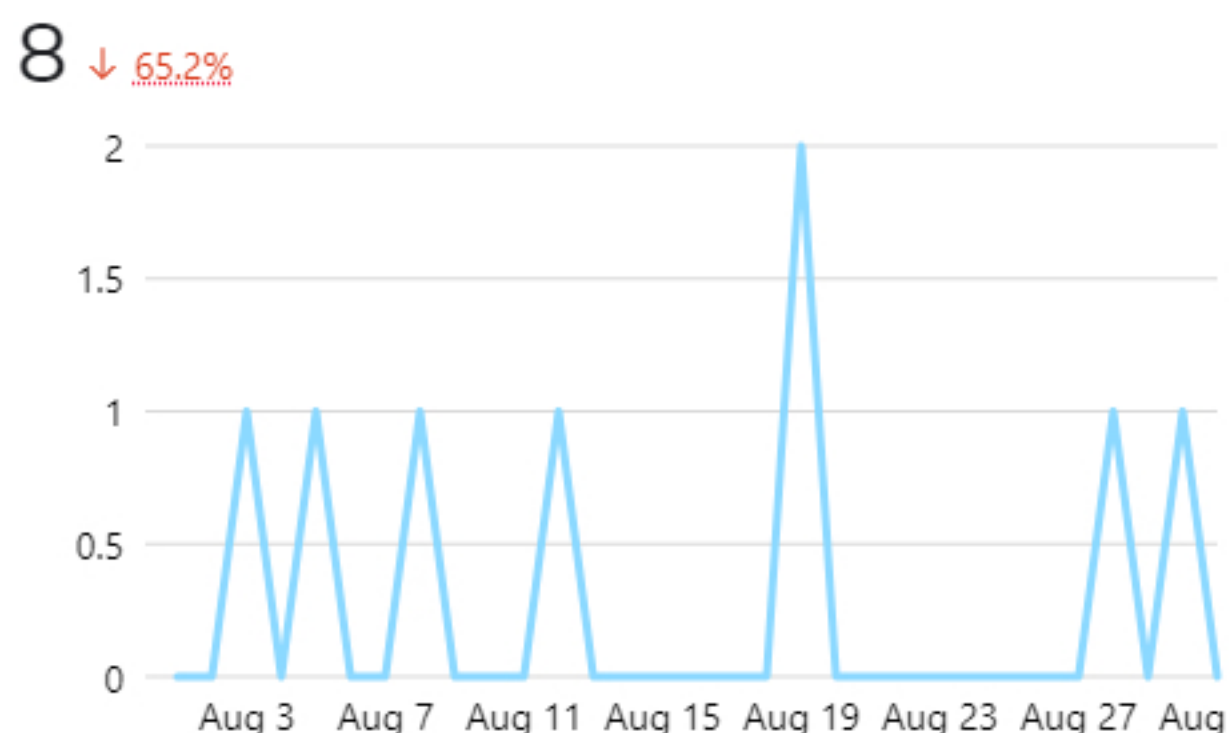
Facebook Page new followers **11** ↓ 54.2%



Instagram new followers **12** ↑ 9.1%



Facebook Page unfollowers **8** ↓ 65.2%



Overview

- Results
- Audience
- Feedback
- Benchmarking
- Content
- Overview
- Content
- Video
- Performance

Summary

Page	Reactions/Likes, comments...	Likes and reactions	Comments	Shares	Link clicks	New followers	Unfollowers
National Black Ch... Nonprofit organization	0	0	0	0	6	4	0

Results

Facebook Page reach ⓘ

75 ↑ 4.2%



See results report

Content ⓘ

Sort by: Reach ▾

Tue Aug 9, 5:11pm
The Stellar Awards Hono...
Post
Reach 46

Wed Aug 17, 9:02pm
Untitled
Post
Reach 16

Wed Aug 21, 9:00am
Untitled
Post
Reach 8

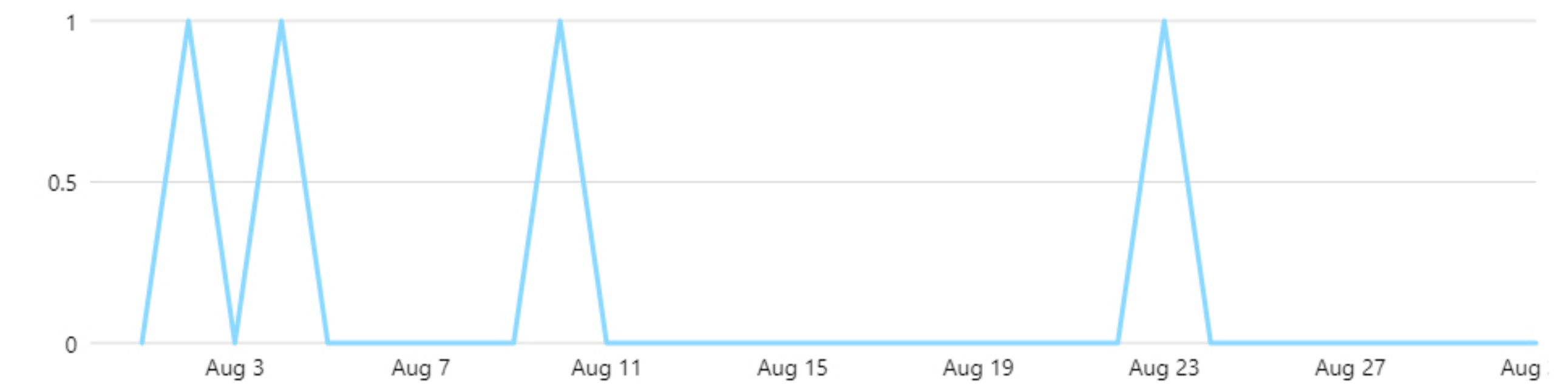
Wed Aug 31, 8:28am
NBCI is promoting #resp...
Post
Reach 6

See content report

Audience ⓘ

Facebook Page new followers ⓘ

4 ↑ 33.3%



Facebook Page unfollowers ⓘ

0 ↓ 100%

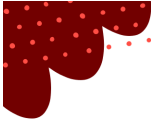


National Black Church Initiative TV, your September Creator Monthly Newsletter is here!

1 message

YouTube Creators <no-reply@youtube.com>
Reply-To: YouTube Creators <no-reply@youtube.com>
To: thenbci-2465@pages.plusgoogle.com

Thu, Sep 8, 2022 at 7:06 PM



National Black Church Initiative TV, see how your channel did last month

2

NEW SUBSCRIBERS

143

TOTAL VIEWS

564

MINUTES WATCHED

