



**Janssen-NBCI**

**National Clinical Trials Strategy  
Plan Monthly Results**



**SEPTEMBER**

September 2022		
Number of Lectures Hosted	2	
Average Number of Attendees per Lecture Hosted	150	
Number of Educational Sessions Per City	2	
Average Number of Educational Sessions	6	
Attendees Per City	245	
Number of Surveys Distributed at Educational Sessions	678	
Statistical Breakdown at Educational Sessions		
Number of Completed Surveys at Educational Sessions	528	

**Social Media Numbers**

**YouTube**

**September 1 - September 30**

**In September, people watched your videos 363 times**

159% more than Aug 2 – 31, 2022

**Subscribers +3**

50% more than Aug 2 – 31, 2022

**Watch time (hours) - 9.2**

About the same as Aug 2 – 31, 2022

**Average view duration**

2:16

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

**Understanding Clinical Trials and Sickle Cell Disease**

**Published** - Sep 24, 2022

**Views** - 120

**Watch time (hours)** - 1.4139

**Average view duration** - 0:42

**Impressions** - 5153

**Impressions click-through rate** - 0.45%

**Mother and Daughter Talk About the Importance of African American Participation in Clinical Trials**

**Published** - Jun 2, 2022

**Views** - 42

**Watch time (hours)** - 0.476

**Average view duration** - 0:40

**Impressions** - 2895

**Impressions click-through rate** - 0.41%

**African Americans Talk About Clinical Trials in Charlotte, NC - Charles**

**Published** - Jun 24, 2022

**Views** - 20

**Watch time (hours)** - 0.0373

**Average view duration** - 0:06

**Impressions** - 12

**Impressions click-through rate** - 0

<p><b>Impressions</b> - 11.0K 91.1% from YouTube recommending your content</p> <p><b>Views from impressions</b> - 78</p> <p><b>Watch time from impressions (hours)</b> - 2.97</p> <p><b>Impressions click-through rate</b> - 0.7%</p> <p><b>Direct or unknown</b> - 62.0% <b>Suggested videos</b> - 11.3%</p> <p><b>Browse features</b> - 5.5% <b>YouTube search</b> - 5.5%</p> <p><b>External</b> - 6.6% <b>Others</b> - 9.1%</p>		<p><b>African Americans Talk About Clinical Trials in Atlanta, GA - Shenika</b> <b>Published</b> - Jul 15, 2022 <b>Views</b> - 19 <b>Watch time (hours)</b> - 0.0485 <b>Average view duration</b> - 0:09 <b>Impressions</b> - 9 <b>Impressions click-through rate</b> - 0</p> <p><b>African Americans Talk About Clinical Trials in Charlotte, NC - Albert</b> <b>Published</b> - Jun 24, 2022 <b>Views</b> - 19 <b>Watch time (hours)</b> - 0.0389 <b>Average view duration</b> - 0:07 <b>Impressions</b> - 41 <b>Impressions click-through rate</b> - 0</p> <p><b>African Americans Talk About Clinical Trials in Atlanta, GA - Ruby</b> <b>Published</b> - Jul 15, 2022 <b>Views</b> - 5 <b>Watch time (hours)</b> - 0.1583 <b>Average view duration</b> - 1:54 <b>Impressions</b> - 11 <b>Impressions click-through rate</b> - 9.09</p> <p><b>African Americans Talk About the Importance of Clinical Trials Participation - Victor</b> <b>Published</b> - Jun 8, 2022 <b>Views</b> - 4 <b>Watch time (hours)</b> - 0.0681 <b>Average view duration</b> - 1:01 <b>Impressions</b> - 5 <b>Impressions click-through rate</b> - 20</p>
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**African Americans Talk About Clinical Trials in Charlotte, NC - Tony**

**Published** - Jun 24, 2022

**Views** - 3

**Watch time (hours)** - 0.0051

**Average view duration** - 0:06

**Impressions** - 6

**Impressions click-through rate** - 0

**NBCI Presents the Clinical Trials Educational Pavilion in Charlotte, NC**

**Published** - Jun 17, 2022

**Views** - 3

**Watch time (hours)** - 0.0041

**Average view duration** - 0:04

**Impressions** - 37

**Impressions click-through rate** - 0

**The Role of African American Physicians to Enroll African Americans in Clinical Trials**

**Published** - May 26, 2022

**Views** - 3

**Watch time (hours)** - 1.4767

**Average view duration** - 0:29:31

**Impressions** - 9

**Impressions click-through rate** - 0

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

**Published** - Mar 31, 2021

**Views** - 2

**Watch time (hours)** - 0.005

**Average view duration** - 0:00:08

**Impressions** - 3

**Impressions click-through rate** - 0

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

**Published - Jul 15, 2022**

**Views - 2**

**Watch time (hours) - 0.0284**

**Average view duration - 0:00:51**

**Impressions - 40**

**Impressions click-through rate - 0**

**The Role of African American Physicians to Enroll African Americans in Clinical Trials**

**Published - May 26, 2022**

**Views - 3**

**Watch time (hours) - 1.4767**

**Average view duration - 0:29:31**

**Impressions - 9**

**Impressions click-through rate - 0**

**African Americans Talk About the Importance of Clinical Trials**

**Participation - Henry**

**Published - Jun 8, 2022**

**Views - 1**

**Watch time (hours) - 0.0716**

**Average view duration - 0:04:1**

**Impressions - 6**

**African Americans Talk About Clinical Trials in Atlanta, GA - June**

**Published - Jul 15, 2022**

**Views - 1**

**Watch time (hours) - 0**

**Average view duration - 0:00:00**

**Impressions - 11**

**Impressions click-through rate - 0**

**African Americans Talk About Clinical Trials in Atlanta, GA - Shemika**

**Published** - Jul 15, 2022

**Views** - 1

**Watch time (hours)** - 0.0015

**Average view duration** - 0:05

**Impressions** - 34

**Impressions click-through rate** - 0

**NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA**

**Published** - Mar 25, 2022

**Views** - 1

**Watch time (hours)** - 0.0019

**Average view duration** - 0:06

**Impressions** - 398

**Impressions click-through rate** - 0

**African Americans Talk About the Importance of Clinical Trials Participation - Deshaun and Vera**

**Published** - Jun 8, 2022

**Views** - 1

**Watch time (hours)** - 0.2175

**Average view duration** - 0:13:03

**Impressions** - 6

**Impressions click-through rate** - 16.67

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

**Published** - Jun 8, 2021

**Views** - 1

**Watch time (hours)** - 0.0368

**Average view duration** - 2:12

**Impressions** - 22

**Impressions click-through rate** - 0



## Facebook

### National Black Church Initiative - NBCI (new) September 1 - September 30

208 Minutes viewed

Up 28.8% from previous 30 days

20 1-minute video views

Up 42.9% from previous 30 days

162 3-second video views

Down 28.3% from previous 30 days

10 Video engagement

Down 28.6% from previous 30 days

4 Net followers

Up 33.3% from previous 30 days

See how your different types of posts are performing

Organic 100%

Paid 0%

Posted 91.8%

Crossposted 1.92%

Shared 6.24%

Followers 40.8%

Non followers 59.2%

Live 12.8%

Video 87.2%

### The Role of African American Physicians to Enroll African Americans in Clinical Trials

Published - Thu May 26, 11:40am

Minutes viewed - 73

1-Minute video views - 1

3-second video views - 1

Average minutes viewed - 1:59

Reactions, comments and shares - 0

### Understanding Clinical Trials and Sickle Cell Disease

Published - Fri Sep 23, 12:07pm (3 Peak Live Viewers, Minutes viewed 26:39)

Minutes viewed - 70

1-Minute video views - 8

3-second video views - 49

Average minutes viewed - 1:06

Reactions, comments and share - 4

### Rev. Evans' Greater Exodus Baptist Church, Philadelphia CTEAPP Distribution Event

Published - Fri Jan 28, 4:14pm

Minutes viewed - 2

1-Minute video views - 1

3-second video views - 2

Average minutes viewed - 0:23

Reactions, comments and shares - 0

### Register Today for the 7th NBCI Clinical Trials Tour live cast with Dr.

Martha A. Dawson, DNP, RN, FACHE, Associate Professor at the University of Alabama at Birmingham School of Nursing! (In advance of this live cast NBCI rebroadcasts "NBCI Introduces Its New Clinical Trials Educational Pavilion" NBCI President Rev. Anthony Evans gives a brief tour to Israel Baptist Church member Christy Wilson-Stanley of the Clinical Trials Educational Pavilion in Baltimore, MD.)

Published - Tue Jul 26, 4:40pm

Minutes viewed - 1

1-Minute video views - 1

3-second video views - 2

Average minutes viewed - 0:06

Reactions, comments and shares - 0

**Facebook**  
**National Black Church Initiative (Old)**  
**September 1 - September 30**

**3** Minutes viewed  
**Down** 37.5% from previous 30 days

**0** 1-minute video views  
0% from previous 30 days

**11** 3-second video views  
**Down** 59.3% from previous 30 days

**0** Video engagement  
0% from previous 30 days

**1** Net followers  
**Down** 75% from previous 30 days

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

**Posted** 98.9%  
**Crossposted** 0%

**Shared** 1.09%  
**Followers** 50.6%  
**Non followers** 49.4%

**Live** 12.1%  
**Video** 87.8%

**Understanding Clinical Trials and Sickle Cell Disease**  
**Fri Sep 23, 12:07pm**  
**Minutes viewed: 2**  
**1-Minute video views: 0**  
**3-second video views: 8**  
**Reactions, comments and shares: 0**

**Octoberfest Clinical Trials Fun Day**  
**Oct 24, 2021**  
**Minutes viewed: 0**  
**1-Minute video views: 0**  
**3-second video views: 1**  
**Reactions, comments and shares: 0**

Number of Three-Question Surveys Distributed per City	2,876	
Number of Three-Question Surveys Completed	1,876	
Number of Email Blasts Sent	13,987	
Number of Emails Collected	456	
Number of Emails Collected from Promotional Giveaways Campaign	0	
Number of Clinical Trials Sent Per City	345	

	September 2022	Actual Data
Number of Lectures Hosted	0	
Average Number of Attendees per Lecture Hosted		
Number of Educational Sessions Per City	0	
Average Number of Educational Sessions Attendees Per City	0	
Number of Surveys Distributed at Educational Sessions		
Statistical Breakdown at Educational Sessions		
Number of Completed Surveys at Educational Sessions		
<b>Social Media Numbers</b>		

## **YouTube**

**September 1 - September 30**

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**External - 6.6%**

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**Published - Sep 24, 2022**

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**Impressions - 5153**

**Impressions click-through rate - 0.45%**

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**Average view duration - 0:09**

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**Impressions click-through rate - 0**

## **African Americans Talk About Clinical Trials in Charlotte, NC - Albert**

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**Average view duration - 0:07**

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**Impressions click-through rate - 0**

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NO FACEBOOK DATA AV

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**Published** - Fri Sep 23, 12:07pm

**Minutes viewed** - 2

**1-Minute video views** - 0

**3-second video views** - 8

**Reactions, comments and shares** - 0

**Octoberfest Clinical Trials Fun Day**

**Published** - Oct 24, 2021

**Minutes viewed** - 0

**1-Minute video views** - 0

**3-second video views** - 1

**Reactions, comments and shares** - 0

Number of Three-Question Surveys

Distributed per City

Number of Three-Question Surveys Completed		
Number of Email Blasts Sent	2	
Number of Emails Collected		
Number of Emails Collected from Promotional Giveaways Campaign		
Number of Clinical Trials Sent Per City		



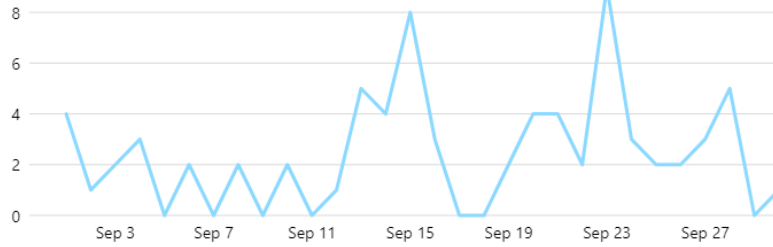


### Page and profile visits

Export

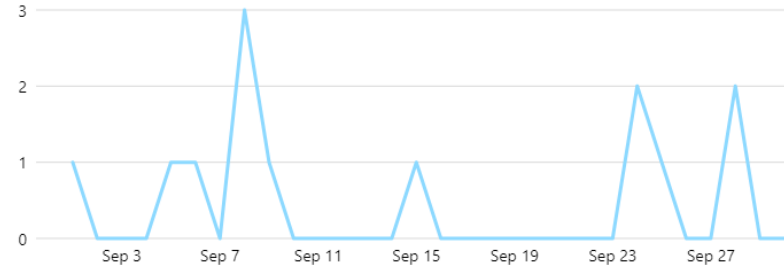
Facebook Page visits

74 ↓ 24.5%



Instagram profile visits

13 ↓ 65.8%

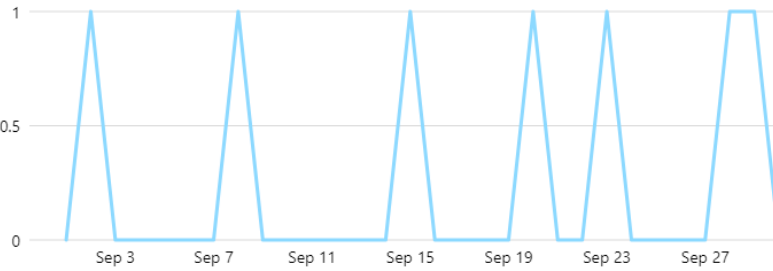


### New likes and follows

Export

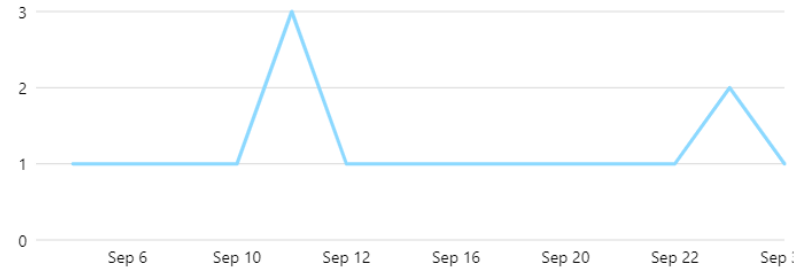
Facebook Page new likes

7 ↑ 16.7%



New Instagram followers

17 ↑ 54.5%

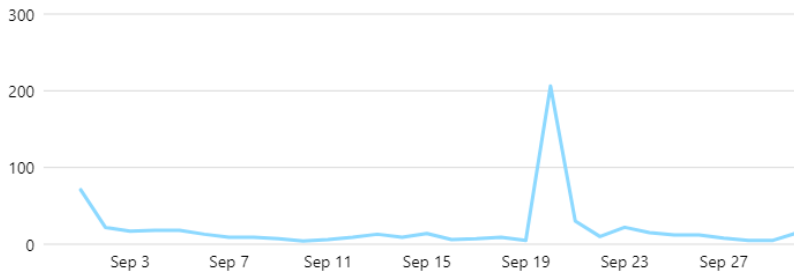


### Reach

Export

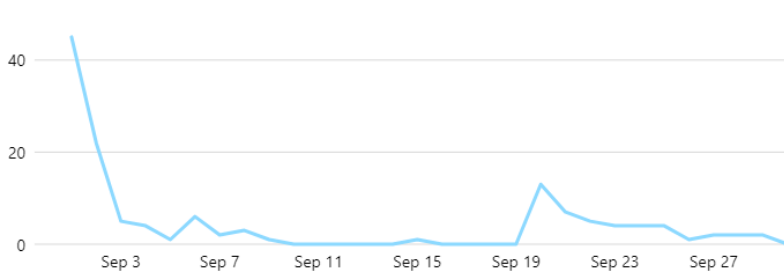
Facebook Page reach

513 ↓ 50%



Instagram reach

115 ↓ 20.7%



# Insights

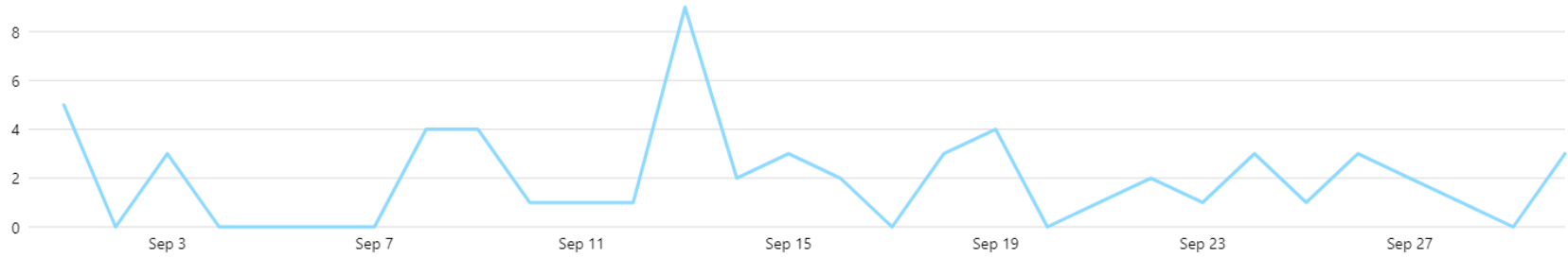
Review performance results and more.

National Black Church Initiative

Sep 1, 2022 – Sep 30, 2022

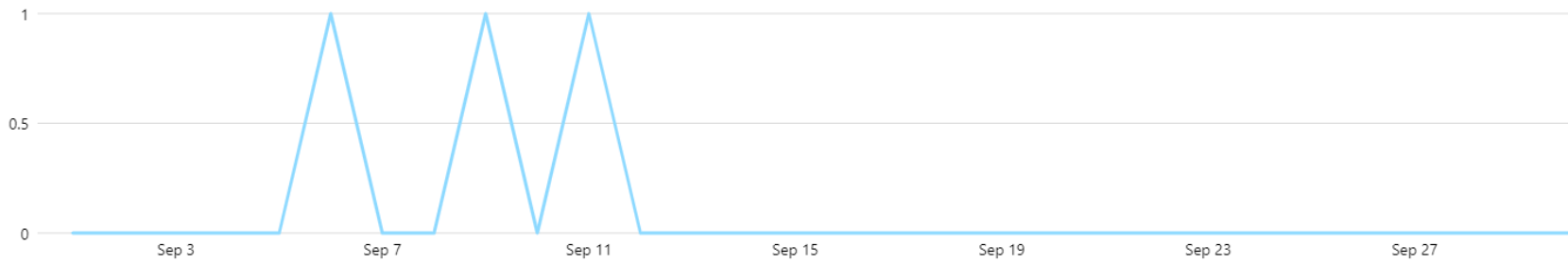
## Facebook Page visits

59 ↓ 13.2%



## Facebook Page new likes

3 ↓ 25%

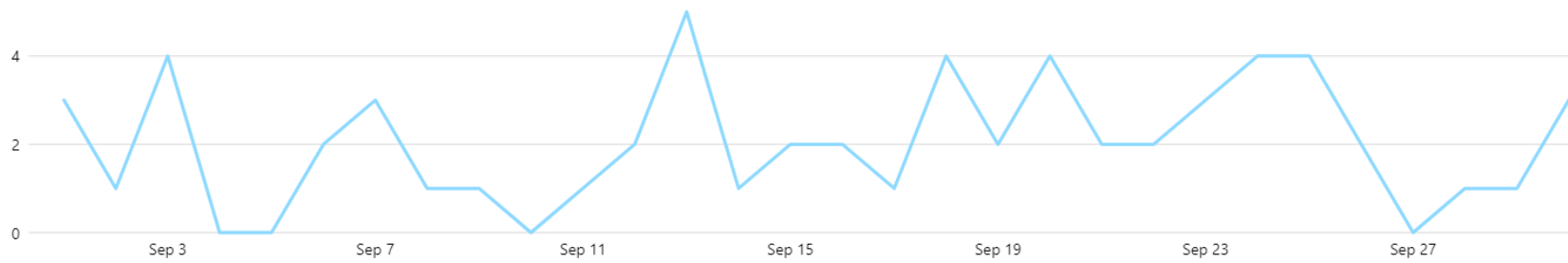


## Results

Export

## Facebook Page reach

49 ↓ 34.7%

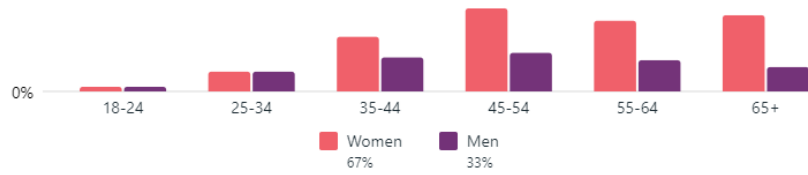


**Audience** ⓘ

Facebook Page likes ⓘ

9,297

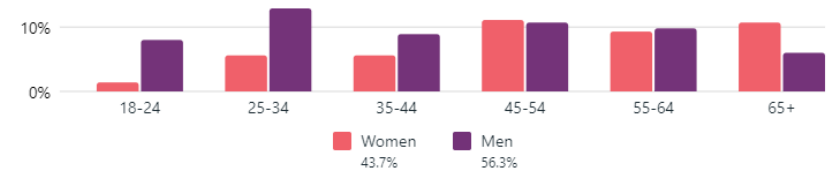
Age & gender ⓘ



Instagram followers ⓘ

365

Age & gender ⓘ



**Reach out to new people**

The more people like your Page, the easier it is for others to discover your brand. Send invites to people who reacted to your Facebook posts to like your Page. [Learn more](#)

Send invites

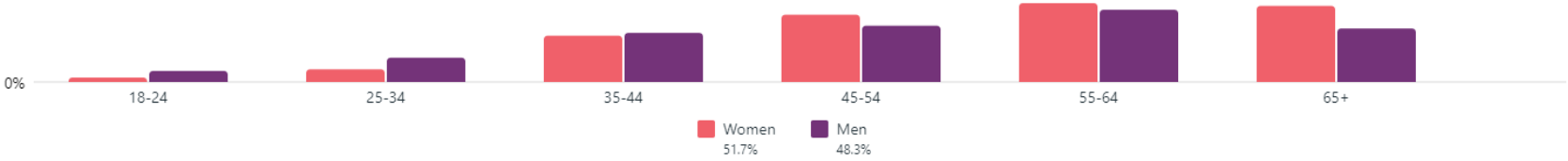
See audience report

**Audience** ⓘ

Facebook Page likes ⓘ

1,074

Age & gender ⓘ

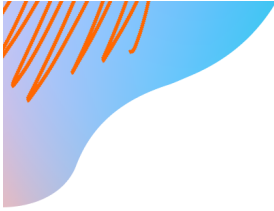


National Black Church Initiative TV, your October Creator Monthly Newsletter is here!

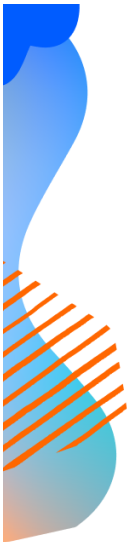
1 message

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

Thu, Oct 6, 2022 at 6:32 AM



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



3

NEW SUBSCRIBERS

363

TOTAL VIEWS

552

MINUTES WATCHED

