



**Janssen-NBCI**

**National Clinical Trials Strategy  
Plan Monthly Results**



**JUNE**  
**2022**

	June 2022	Actual Data
Number of Lectures Hosted	0	
Average Number of Attendees per Lecture Hosted		
Number of Educational Sessions Per City	1	
Average Number of Educational Sessions Attendees Per City	20	
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**

**June 1 - June 30**

**In May, people watched your videos 16,378 times**

186% more than May 2 – 31, 2022

**Subscribers +7**

17% more than May 2 – 31, 2022

**Watch time (hours) - 532.9**

200% more than May 2 – 31, 2022

**Average view duration**

1:57

**Impressions**

**29.5K** 82% less than May 2 – 31, 2022

**Impressions click-through rate - 0.9%**

**Traffic source**

**Browse features - 0.8%**

**External - 94.8%**

**Direct or unknown - 3.0%**

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

**Published - Jun 2, 2022**

**Views - 15,609** *(15.5K more than usual)*

**Watch time (hours) - 519.1** *(518.1 more than usual)*

**Average view duration - 1:59**

**Impressions - 8.6K** 96.8% from YouTube recommending your content

*(Total number of times your video thumbnail was shown to viewers since the video was published.)*

**Impressions click-through rate - 1.2%**

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

**Published - May 26, 2022**

**Views - 40** (0.2%)

**Watch time (hours) - 1.3**

**Average view duration - 1:57**

**Impressions - 261**

**Impressions click-through rate - 0.8%**

**African Americans Talk About the**

**Facebook**

**National Black Church Initiative - NBCI  
(new)**

**June 1 - June 30**

**143** Minutes viewed

**Down** 77% from previous 30 days

**13** 1-minute video views

**Down** 63.9% from previous 30 days

**232** 3-second video views

**Down** 80.9% from previous 30 days

**16** Video engagement

**Down** 30.4% from previous 30 days

**2** Net followers

**Down** 66.7% from previous 30 days

**See how your different types of posts are  
performing**

**Organic** 100%

**Paid** 0%

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

**Published - 06/20/2022 3:15 PM**

**Total Minutes Viewed: 11**

**1-Minute Video Views: 2**

**3-Second Video Views: 17**

**Engagement: 2**

**Octoberfest Clinical Trials Fun Day**

**Published - 10/25/2021 7:46 PM**

**Total Minutes Viewed: 7**

**1-Minute Video Views: 1**

**3-Second Video Views: 1**

**Engagement: 0**

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

**Published - 05/26/2022 11:40 AM**

**Total Minutes Viewed: 3**

**1-Minute Video Views: 1**

**3-Second Video Views: 13**

**Engagement: 0**

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

**Facebook**

**National Black Church Initiative (Old)**

**June 1 - June 30**

**13 Minutes viewed**

**Down 82.2%** from previous 30 days

**2 1-minute video views**

**Down 80%** from previous 30 days

**19 3-second video views**

**Down 92.7%** from previous 30 days

**1 Video engagement**

**Down 75%** from previous 30 days

**0 Net followers**

**Down 100%** from previous 30 days

**See how your different types of posts are performing**

**Organic 100%**

**Paid 0%**

**Posted 100%**

**Crossposted 0%**

Number of Three-Question Surveys Distributed per City

Number of Three-Question Surveys Completed

Number of Email Blasts Sent

**In advance of the Clinical Trials Pavilion**

**coming to Atlanta, Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval, CEO & Research Director.**

**Published - 02/24/2022 8:00 PM**

**Minutes viewed - 0**

**1-minute video views - 0**

**3-Second Video Views - 0**

**Engagement - 0**

**NBCI Clinical Trials Education, Awareness and Participation Program (CTEAPP) Educational Session**

**Published - 06/12/2021 12:11 PM**

**Minutes viewed - 0**

**1-minute video views - 0**

**3-Second Video Views - 2**

**Engagement - 0**

Number of Email Blasts Sent 0

Number of Emails Collected

Number of Emails Collected from Promotional Giveaways Campaign		
Number of Clinical Trials Sent Per City		

**National Black Church Initiative TV, your July 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

Fri, Jul 8, 2022 at 6:29 AM



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

**7**

NEW SUBSCRIBERS

**16.4K**







