



Janssen-NBCI

National Clinical Trials Strategy

Plan Monthly Results

October 2022

October 2022		
Number of Lectures Hosted		0
Average Number of Attendees per Lecture Hosted		328
Number of Educational Sessions Per City		2
Average Number of Educational Sessions		7
Attendees Per City		11,802
Number of Surveys Distributed at Educational Sessions		8,923
Statistical Breakdown at Educational Sessions		1
Number of Completed Surveys at Educational Sessions		2,543
Social Media Numbers		
<p>YouTube</p> <p>October 1 - October 31</p> <p>In October, your videos received 7.3K views About the same as usual</p> <p>Subscribers +7 75% more than Aug 31 - Sep 30, 2022</p> <p>Watch time (hours) - 224.5 About the same as usual</p> <p>Average view duration 1:50</p> <p>Traffic source (Impressions - How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.)</p> <p>Impressions - 27.9K 95.4% from YouTube recommending your content</p> <p>Views from impressions - 130</p> <p>Watch time from impressions (hours) - 22.11</p> <p>Impressions click-through rate - 0.5%</p>		<p>Mother and Daughter Talk About the Importance of African American Participation in Clinical Trials Published - Jun 2, 2022 Views - 647 Watch time (hours) - 2.9965 Average view duration - 0:16 Impressions - 17,838 Impressions click-through rate - 0.14</p> <p>A Historic Analysis of Medical Abuses and Promises of the Future Published - Oct 8, 2022 Views - 102 Watch time (hours) - 20.0733 Average view duration - 11:48 Impressions - 1032 Impressions click-through rate - 2.33</p> <p>Understanding Clinical Trials and Sickle Cell Disease Published - Oct 14, 2022 Views - 42 Watch time (hours) - 0.0497 Average view duration - 0:04 Impressions - 115 Impressions click-through rate - 0.87</p>

Understanding Clinical Trials and Sickle Cell Disease

Published - Sep 24, 2022

Views - 25

Watch time (hours) - 0.2305

Average view duration - 0:33

Impressions - 64

Impressions click-through rate - 1.56

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

Published - Jul 15, 2022

Views - 22

Watch time (hours) - 0.0807

Average view duration - 0:13

Impressions - 1073

Impressions click-through rate - 0

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

Published - Jul 15, 2022

Views - 19

Watch time (hours) - 0.0739

Average view duration - 0:14

Impressions - 26

Impressions click-through rate - 0

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

Published - Jul 15, 2022

Views - 13

Watch time (hours) - 0.098

Average view duration - 0:27

Impressions - 47

Impressions click-through rate - 0

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

Published - Jul 15, 2022

Views - 10

Watch time (hours) - 0.0657

Average view duration - 0:23

Impressions - 35

Impressions click-through rate - 0

African Americans Talk About Clinical Trials in Charlotte, , NC - Tony

Published - Jun 24, 2022

Views - 5

Watch time (hours) - 0.0081

Average view duration - 0:05

Impressions - 42

Impressions click-through rate - 0

The State of COVID 19 in the African American Community

Published - Dec 17, 2020

Views - 4

Watch time (hours) - 0.0213

Average view duration - 0:19

Impressions - 2

Impressions click-through rate - 0

Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials

Published - May 11, 2021

Views - 3

Watch time (hours) - 0.0157

Average view duration - 0:18

Impressions - 13

Impressions click-through rate - 0

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

Published - un 24, 2022

Views - 2

Watch time (hours) - 0.001

Average view duration - 0:03

Impressions - 1

Impressions click-through rate - 0

NBCI Presents the Clinical Trials Educational Pavilion in Atlanta, GA

Published - Mar 25, 2022

Views - 2

Watch time (hours) - 0.0049

Average view duration - 0:0

Impressions - 21

Impressions click-through rate - 9.52

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

Published - Jun 8, 2021

Views - 2

Watch time (hours) - 0.7609

Average view duration - 22:49

Impressions - 54

Impressions click-through rate - 1.85

African Americans Talk About the Importance of Clinical Trials Participation - Henry

Published - Jun 8, 2022

Views - 1

Watch time (hours) - 0

Average view duration - 0:00:00

Impressions - 6

Impressions click-through rate - 0

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

Published - May 26, 2022

Views - 1

Watch time (hours) - 0.0213

Average view duration - 01:16

Impressions - 6

Impressions click-through rate - 0

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

Published - Jun 24, 2022

Views - 1

Watch time (hours) - 0.0013

Average view duration - 0:04

Impressions - 11

Impressions click-through rate - 0

Facebook

**National Black Church Initiative - NBCI
(new) October 1 - October 31**

451 Minutes viewed

Up 101% from previous 31 days

47 1-minute video views

Up 124% from previous 31 days

471 3-second video views

Up 175% from previous 31 days

37 Video engagement

Up 208% from previous 31 days

11 Net followers

Up 175% from previous 31 days

See how your different types of posts are performing

Organic 100%

Paid 0%

Posted 96%

Crossposted 1.1%

Shared 2.86%

A Historic Analysis of Medical Abuses and Promises of the Future Published - Fri Oct 7, 1:31pm

Total minutes viewed - 74

1-Minute video views - 7

3-second video views - 77

Average minutes viewed - 0:27

Reactions, comments and shares - 8

Understanding Clinical Trials and Sickle Cell Disease

Published - Fri Sep 23, 12:07pm

Total minutes viewed - 10

1-Minute video views - 4

3-second video views - 14

Average minutes viewed - 0:45

Reactions, comments and shares - 3

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

Published - Fri Jan 28, 4:14pm

Total minutes viewed - 1

1-Minute video views - 1

3-second video views - 4

Average minutes viewed - 0:45

Reactions, comments and shares - 0

NBCI Introduces Its New Clinical Trials Educational Pavilion

Published - Wed Feb 23, 7:32pm

Total minutes viewed - 1

1-Minute video views - 1

3-second video views - 1

Average minutes viewed - 0:21

Reactions, comments and shares - 0

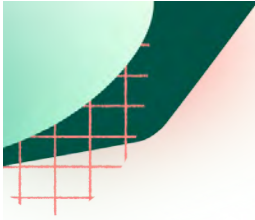
<p>Facebook National Black Church Initiative (Old) October 1 - October 31</p> <p>24 minutes viewed Up 641% from previous 31 days</p> <p>4 1-minute video views Up 100% from previous 31 days</p> <p>48 3-second video views Up 336% from previous 31 days</p> <p>3 Video engagement Up 100% from previous 31 days</p> <p>0 Net followers Down 100% from previous 31 days</p> <p>See how your different types of posts are performing Organic 100% Paid 0%</p> <p>Posted 93.6% Crossposted 0%</p> <p>Shared 16.1%</p>		<p>A Historic Analysis of Medical Abuses and Promises of the Future Published - Fri Oct 7, 1:31pm Minutes viewed - 1 1-Minute video views - 0 3-second video views - 4 Average Minutes viewed - 0:16 Reactions, comments and shares - 0</p> <p>Understanding Clinical Trials and Sickle Cell Disease Published - Fri Sep 23, 12:07pm Minutes viewed - 0 1-Minute video views - 0 3-second video views - 2 Average minutes viewed - 0:08 Reactions, comments and shares - 0</p>
Number of Three-Question Surveys Distributed per City	4,532	
Number of Three-Question Surveys Completed	467	
Number of Email Blasts Sent	21,456	
Number of Emails Collected	0	
Number of Emails Collected from Promotional Giveaways Campaign	0	
Number of Clinical Trials Sent Per City	454	

National Black Church Initiative TV, your November 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

Wed, Nov 9, 2022 at 6:29 AM



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

7

NEW SUBSCRIBERS

7,343

TOTAL VIEWS

13.6K

MINUTES WATCHED

Compare your results to other months and track how fans are engaging!

EXPLORE YOUR STATS

See what's new this month



How does YouTube choose what videos to promote?

Believe it or not, our Search & Discovery system doesn't have an opinion. Instead, it focuses on what viewers like! [Learn more about the algorithm](#) to boost your chances of getting discovered.



Your guide to handling Content ID claims

If your video uses copyright-protected content, it could get tracked, blocked, or monetized by the owner. [Find out what to do if your video has a claim.](#)



Join in on the holiday shopping fun!

You can now tag products in your videos or feature items from your own store so fans can shop directly from you this holiday season. [Check your eligibility](#) and join in on our holiday fun by tagging #FromYouTubeToYou.



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