

Xmas Film in Top 10



Newsletter No.10 Feb 2014

Statistics from our *YouTube* account show that our Christmas film, released in December still made it into the top 10 films on our channel for the whole of 2013. In total we had over 18,000 views with more than 42,000 minutes of viewing time and created 59 new films during the year. Since the creation of the channel 144 films have been produced with about 70,000 views. The top 10 tells the crew that a higher number of views is obtained when a good quality film gets good exposure. Number 8 on the list - The Peter Owen-Jones talk, can be put down to celebrity power, but it is interesting to note that the 8 minute film has an average viewing time of just 3 minutes. This could be because the film was created some time ago on a single low quality camera. The statistics do not include the viewing figures from Vimeo and those watching on the webcast-tv channel direct on the www.ukunitarian.tv website.

Data like this is very useful feedback for the *UKunitarianTV* crew, allowing them to work out what is working and where we are succeeding in getting the message across.

2013 <i>YouTube</i> stats		
Title	Views	Minutes
Unitarianism - Welcome	2,207	3,248
Unitarianism Explained - Unitarian Belief	1,863	3,338
A Unitarian View by Rev. Stephen Lingwood	798	744
Unitarianism - Are Unitarians Christians?	655	885
Unitarianism - Belief	472	551
A Unitarian Service from Altrincham	472	2,461
Why I am a Unitarian by James Barry	433	1,178
1 of 3 Peter Owen-Jones - 'The present and future of faith'	415	1,363
Sevenoaks Unitarians	357	1,231
Unitarian Christmas Message	355	1,919

'Action Group' to tie-up Web Activity

A new 'Action Group' within the Visibility section of the volunteer structure has been charged with the task of tying together all Unitarian online activity. The group, which includes Bronwyn Lowe, an active member of *UKunitarianTV*, will try and encourage best practice and also provide advice to congregations and other Unitarian groups about websites, social media and blogs. Another aim is to try and improve the communication between the many groups working to increase our profile through the internet. *UKunitarianTV* welcomes this new group and will do all it can to support its work.

Do contact James Barry at jbarry@kyla.co.uk who is helping to co-ordinate the new group if you have any input.

Glastonbury Films

Glastonbury Unitarian Fellowship held its first meeting in December and *UKunitarianTV* was there to film the event. Two videos have been created, one with interviews of those involved, at www.ukunitarian.tv/?glastonbury and the second short film is one of the readings, can be found at www.ukunitarian.tv/?darkness We will be back down in the west country to film the next event on the 22nd March.



www.ukunitarian.tv support@ukunitarians.org.uk

New Website for UKunitarianTV

We now have an improved website, which fully integrates the films held on *YouTube*. It provides anyone wishing to see what films have been made, a much easier way of watching them. The site will automatically start playing a film that has not been watched before and display all the other films, which can be selected with a single click. New easy to remember short addresses are also created to make it easy to type in the name of a film in a browser. For example to see the film about the Senior Youth Programme the direct address is now: www.ukunitariantv/?seniors - much easier to remember and type in than the *YouTube* code of: <http://youtu.be/JNRbO4quZTE>

Guardian Witness Films

Two of our short films have been entered into a film competition run by the Guardian newspaper. We hope this will help increase the visibility of Unitarianism. If you feel so inclined, please go on a recommend the film to increase its ranking.



They can be found at <https://witness.theguardian.com/search?q=unitarian>

Filming Schedule

21st	Feb	FUSE (London District Conference)
22nd	Mar	Glastonbury
13th	Apr	GA
8th	Jun	Oxford
29th	Jun	Evesham
5th	Oct	Belper
10th	Oct	Uni-com (UCCN)

We will also be working on the Knutsford Project through Spring and Summer

NUF Films

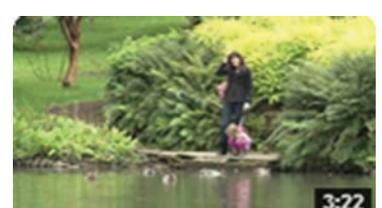
Three new films are available from the National Unitarian Fellowship.



www.ukunitarian.tv/?NUF-Jan14



www.ukunitarian.tv/?NUF-Nov13



www.ukunitarian.tv/?vision