



Quarterly Performance Report
(April 1 - June 20, 2010)

Released on July 3, 2010

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Definitions:

Website data definitions:

Total visits: Total number of times the website recorded a visit, either by a human or a searchbot.

Searchbot: Software created by search engines like Google that “crawl” the Internet for new websites.

Absolute unique visits: Total number of non-repeated, new visits to the website.

Pageviews: Total number of pages visited.

Average pages visited: Pageviews divided by total visits.

Bounce rate: Out of total visits, those visitors who visit one page only, and then bounce off elsewhere.

Average time on site: Total spent on the website divided by total visits to the website.

Percentage of new visits: Out of total visits, those visitors who were new and not returning.

Referring sites: Other websites with links to our website.

Keywords: Words used to generate search results that lead visitors to our website.

Browser: Software used to access Internet webpages, eg: Internet Explorer, Mozilla Firefox, etc.

Blog data definitions:

Total posts: Total number of published articles on the blog.

Total comments: Total number of published comments to posts. Includes later-deleted comments.

Tag: A word that is attached to a post and can be clicked on later to browse posts with the same tag.

Category: A higher-level tag, such as language and medium.

Average comments per post: Total number of comments divided by total posts.

Total tagged by language: Total number of posts with one or more language tags (ie: Swahili, English)

Total tagged by medium: Total number of posts with one or more medium tags (ie: Audio, Print, Visual)

Percentage of total posts: Proportion of total posts across the blog.

Percentage of total comments: Proportion of total comments across the blog.

Location tags: Tags which refer to a geographical area.

Facebook data definitions:

Total fans: Total number of people on Facebook who like our Facebook Fanpage.

Pageviews: Total number of times the Fanpage was visited.

Unique pageviews: Total number of non-repeated, new visits to the Fanpage.

Post: A status or link posted onto the Fanpage wall by Fanpage admins.

Like/Likes: Facebook terminology for expressing affiliation.

Posts with interactions: Total number of posts that were posted, commented on, or liked by fans.

Location: The geographical location of fans based on their profile information.

Interaction: Can be a wall post, a comment, or a like.

Executive summary:

Vijana FM seeks to be a media-based platform that the youth can use to share, exchange, and develop ideas for sustainable development in East Africa. The content for this platform is meant to be by the youth from their own perspectives, and for the youth. This vision incorporates two fields: Media and education.

Media houses compete fiercely in East Africa, and different factors govern their success and proliferation from urban to rural spaces. Some of these factors consist of: Investment in production resources, quality of content, regional location and reach, cost of products, marketing strategies, as well as advertising opportunities for local businesses.

At the same time, there is an urgent need across East Africa to improve on secondary and higher education systems. Youth, in Tanzania for example, have almost universal access to primary education, but the climb to secondary and higher qualification is steep, due to access and cost of the education. An alarmingly low number of students enrolling into secondary and higher education systems results in a growing informal employment industry, which is not recognized by the state and international actors. Thus, when youth attempt to move from the informal to the formal sectors, they are marginalized even though they have gained skills that can be used for their benefit.

Vijana FM attempts to intervene in this situation by using media for educative purposes. Specifically, it seeks to use the production of media as a prompt for collaborative learning. By creating a platform in which youth can produce print, visual, or audio media in their own time and space, it aims to facilitate a sustainable, peer-to-peer learning framework. In doing so, it attempts to eliminate the formal/informal employment capacity dilemma, and instead provide tools for forward-movement, regardless of youths' previous qualifications.

None of this is possible without an evaluative and introspective system. There have been no youth-lead and -targeted platforms so far in East Africa. For this reason, Vijana FM also seeks to assess its own work in order to identify its strengths, weaknesses, opportunities, and threats relative to conventional research on educative media. This report is the second of its kind in an attempt to build a mechanism for this process, ultimately leading up to a comprehensive annual report.

This being said, there are several parts of this report which may need to be expanded on. At the same time, there may be other parts that are not necessary. Yet, by keeping its crew members in tune with the progress they help create, Vijana FM is working towards a monitoring and evaluation framework that will feed back into the production process, thereby creating a sustainable and self-sufficient project.

Purpose of this report:

1. To track the last three months' progress with respect to visitation to www.vijana.fm*;
2. To formulate goals based on current results in order to improve our overall performance.

* www.vijana.fm is our new webpage address, which incorporates both the blog and the website. For this report, data has been used from our previous website (www.shack518.com/hosted/vijanafm) and blogspot (www.vijanafm.blogspot.com). Future reports will contain data directly from www.vijana.fm, where we host our Wordpress platform.

Please e-mail Al-Amin on admin@vijana.fm if you have any questions, comments, or suggestions about this report.

We are working on putting together a Monitoring and Evaluation team that will consistently be in charge of measuring our growth and value over time. In the meantime, please use this document as an indicator of our progress.

Unless otherwise indicated, all data on this report is for the period, April 1 - June 20, 2010. Cumulative data is supplied where appropriate, and a full cumulative report will be provided at the end of the first year (by January 2011).

Goals based on data for April - June 2010:

1. Website goals:
 - (a) Decrease bounce rate [make content actionable with images, questions, etc.]; and
 - (b) Increase average time on site [investigate feasibility of installing webradio on site].
2. Blog goals:
 - (a) Tag by category (language and medium) to every post;
 - (b) Aim at building regular posts consistently over time rather than short bursts; and
 - (c) Develop a location-category protocol, similar to language and medium.
3. Facebook goals:
 - (a) Increase number of fans [suggest fanpage to more friends within our network]; and
 - (b) Increase average interactions per post [post more frequently, use actionable content].
4. General goals:
 - (a) Devise a consistent and user-friendly reporting style.

Contributing staff and roles (as of June 20, 2010):

#	Name	E-mail	Position / Team	Focus
1	Khairon Abbas	khairon@vijana.fm	Managing editor	Public health, education, environment
2	Steven Nyabero	steven@vijana.fm	Managing editor	Various, including human rights and sports
3	Neechi Mocha	neechi@vijana.fm	Content author	Design, technology
4	Taha Jiwaji	taha@vijana.fm	Content author	Technology, social media, mobile devices
5	Stephanie Morillo	stephanie@vijana.fm	Content author	Arts, media, education
6	Bahati Mabala	bahati@vijana.fm	Content author	Music, bongo flava in Tanzania
7	Ahmed Salim	ahmed@vijana.fm	Content author	Politics, Tanzanian 2010 elections
8	Nicholas Stacey	nick@vijana.fm	Content author	South Africa, entrepreneurship
9	Gillsant Mlaseko	gillsant@vijana.fm	Content author	Entrepreneurship, technology, social media
10	Rehema Chachage	rehema@vijana.fm	Content author	Arts, photography
11	George Rugarabamu	joji@vijana.fm	Content author	Education, Research & Development (R&D)
12	DJ AkudaEli	akundaeli@vijana.fm	Content author	Music
13	Jean Marie Habarugira	jmv@vijana.fm	Content author	Youth activism, refugee crisis resolution
14	Nafis Hasan	nafis@vijana.fm	Operations	Social media, advertising
15	Aliya Mamodaly	aliya@vijana.fm	Operations	Research, qualitative assessments
16	Asif Hussain	asif@vijana.fm	Operations	Human resources
17	Inayat Ullah Farghani	inayat@vijana.fm	Operations	Monitoring and Evaluation (M&E)
18	Al-Amin Kheraj	alamin@vijana.fm	Operations	General operations and logistics

A note about human resources:

We are currently trying to establish a professional, tailored human resource protocol for all crew members that will outline the length, depth and type of commitment to the Vijana FM project.

While this protocol is being developed, Vijana FM will assume that your interest in contributing to the project will continue past the agreed 3 months outlined in the original agreement sent to you.

If you would like to opt out of the project, please let us know by e-mailing admin (at) vijana (dot) fm.

Otherwise, thank you for your hard work and enthusiasm towards our collective platform.

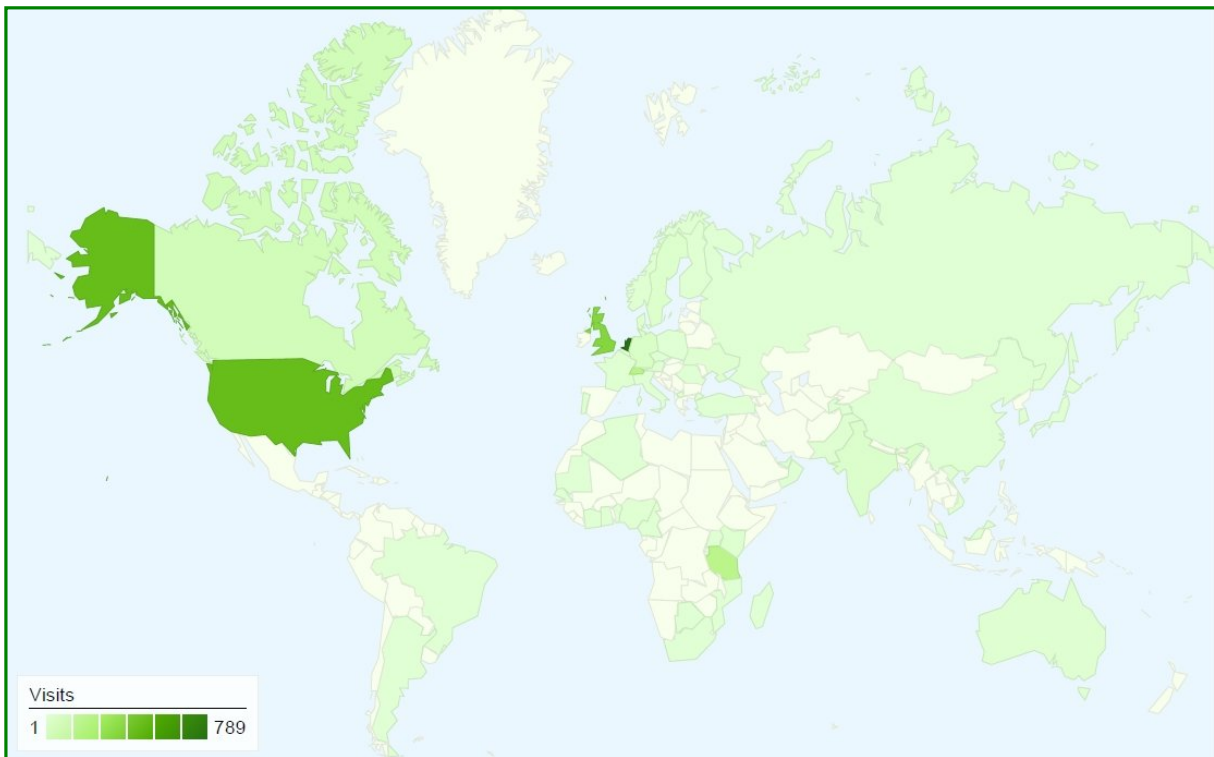
Website data (April 1 - June 20, 2010):

The following data - courtesy of Google Analytics - is for our website (www.vijanafm.com), not our blog (vijanafm.blogspot.com).

Summary:

Total visits:	2215
Absolute unique visits:	692
Pageviews:	7687
Avg. pages visited:	3.47
Bounce rate:	50.93%
Avg. time on site:	00:09:39
% of New visits:	28.71%

Site visit map:



Top five countries visiting, ranked in order of number of visits:

Country	# of Visits	Avg. Pages Visited	Avg. Time on Site	% of New Visits	Bounce Rate*
Netherlands	789	3.75	00:19:59	10.01%	44.74%
United States	458	2.84	00:03:17	26.20%	61.35%
United Kingdom	362	4.54	00:05:48	38.67%	36.46%
Switzerland	178	2.13	00:05:12	3.93%	66.29%
Tanzania	169	3.12	00:03:00	67.46%	58.58%

Top five pages visited:

Sources	Pageviews	% of Total Pageviews
Homepage (index.html)	4,445	57.82%
Studio crew (crew.html)	680	8.85%
About (about.html)	583	7.58%
Partners (partners.html)	369	4.80%
Resources (resources.html)	280	3.64%

Top five referring sites:

Sources	Visits	% of Total Visits
Vijana FM blog*	895	40.41%
Direct (none)	737	33.27%
Google search	192	8.67%
Wavuti blog	171	7.72%
Facebook	43	1.94%

*This is www.vijanafm.blogspot.com, which we replaced with www.vijana.fm as of June 20, 2010.

Top five keywords:

Keywords	Visits	% of Total Visits
vijana fm	74	38.54%
bahati mabala	39	20.31%
http://www.vijanafm.com	25	13.02%
vijanafm	23	11.98%
www.vijanafm.com	8	4.17%

Top five browsers accessing www.vijanafm.com:

Keywords	Visits	% of Total Visits
Firefox	1,432	65.65%
Internet Explorer	331	14.94%
Google Chrome	324	14.63%
Safari	103	4.65%
Opera Mini	14	0.63%

Blog data (April 1 – June 20, 2010):

Summary:

Total posts	136
Total comments	368
Avg. comments per post	2.71
Total tags	656
Total tagged by language	122
Total tagged by medium	117

Monthly breakdown:

Month	# of Posts (% of Total Posts)	# of Comments (% of Total Comments)
April	28 (20.59%)	101 (27.45%)
May	48 (35.29%)	138 (37.5%)
June	60 (44.12%)	129 (35.05%)

Category breakdown:

Category	# of Posts Tagged with Category	% of Total Category-Tagged Posts (% of Total Posts)
English	69	56.56% (50.74%)
Swahili	53	43.45% (38.97%)
Audio	13	11.11% (9.56%)
Print	49	41.88% (36.03%)
Visual	55	47.01% (40.44%)

Top five tags (does not include category-tags in previous table):

Tag name	# of Posts	% of Total Posts
Tanzania	60	44.12%
Global	31	22.79%
Africa	29	21.32%
Education	22	16.18%
Music	21	15.44%

Top five locations tagged:

Location	Number of Tags	% of Total Location Tags	% of Total Posts
Tanzania	60	36.58%	44.12%
Global	31	18.90%	22.79%
Africa	29	17.68%	21.32%
East Africa	12	7.32%	8.82%
Ghana	10	6.10%	7.35%

Top five commented-on posts:

	Post title (Author)	# of Comments	% of Total Comments
1	When Africa calls, how will we respond? (Khairoon)	34	9.24%
2	Mimi na blogs na facebook (SN)	9	2.45%
	Africa's Leaders of Tomorrow School (ALTS) (Joji)	9	2.45%
3	Wamechangia, wewe je? (SN)	8	2.17%
	Brazil wanakuja kukiputa na Taifa Stars! (SN)	8	2.17%
	Unakumbuka enzi zile? (SN)	8	2.17%
	Lakers secure 16th NBA championship (SN)	8	2.17%
4	The Question of Foreign Aid (AK)	7	1.90%
	Uchawi na Ushirikina (SN)	7	1.90%
	Mungu, nimekukosea nini? (SN)	7	1.90%
	Utoaji mimba (SN)	7	1.90%
	TANZANIA (SN)	7	1.90%
	Kama chenga tu, tumewala (SN)	7	1.90%
	Did you guys see this?	7	1.90%
5	Can we predict the future? (Ahmed)	6	1.63%
	Mic MOJA tu (SN)	6	1.63%
	Watanzania Tunaogopa Sayansi? Sehemu ya Pili (Joji)	6	1.63%

Facebook data (assessment period varies):

The following data - courtesy of Facebook Page Analytics - is for our Facebook fanpage.

Summary:

Total fans (cumulative):	309
Pageviews:	1,222
Unique pageviews:	487
Posts with interactions:	13.28%

Top five age groups of fans (cumulative from January 1 - June 20, 2010):

Keywords	Number of Fans	% of Total Fans
Male 18-24	96	31.07%
Male 25-34	92	29.77%
Female 18-24	56	18.12%
Female 25-34	38	12.30%
Male 35-44	4	1.29%

Top five locations of fans (cumulative from January 1 - June 20, 2010):

Nationality or country of location	Number of Fans	% of Total Fans
Tanzania	118	38.19%
United States	60	19.42%
United Kingdom	31	10.03%
Canada	21	6.80%
Netherlands	11	3.56%

Interaction breakdown (for the period April 1 - June 20, 2010):

Interaction mode	# (unit varies)
Total interactions (wall posts, comments, likes)	41 interactions (14 comments; 26 likes; 1 wallposts)
Posts with interactions	13.28% of posts (including comments, likes, or wallposts)
Page views	1,222 pageviews
Unique page views	487 unique pageviews