vijanaFM

Soma. Sikiliza. Angalia. Changia.

Quarterly Briefing
(1st January 2011 - 31st March, 2011)

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Contents:

Foreword:

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 perspectives, and for the youth. As a result, this platform incorporates two fields: Media and education.

This incorporation is not possible without an evaluative and introspective system. Vijana FM seeks to assess its work in order to identify its strengths, weaknesses, opportunities, and risks relative to conventional research on educative media.

This is the first of four briefings planned for our second first year of operation, 2011. The purpose of this briefing is twofold:

1. To track cumulative and quarterly progress with respect to activity on www.vijana.fm;

2. To formulate goals based on current results in order to improve our overall performance.

While the current version of this report may significantly lack indicators used by similar but much more formal organizations to measure progress, with your feedback we look forward to continuing the task of developing new ways to account for youth activity, formal or informal. As you will notice from the introduction of a Logical Framework Analysis (LFA) approach, the development of such new ways to account for behaviour is likely to be a dynamic and ever-changing endeavour.

Thank you for your continued enthusiasm and support towards the Vijana FM project. Comments, questions, and suggestions are always welcome.

Administrator / Head of Operations   15th April 2011
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Definitions:

Web analytics 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.
Percent, new visits:	Out of total visits, those visitors who were new and not returning.
Traffic sources:	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 web pages, e.g.: Internet Explorer, Mozilla Firefox, etc.
Google (Organic):	Visits from a Google search.
Google (Referral):	Visits from Google-affiliated websites, such as blogger and Google Groups.

Blog analytics 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, attached to a post, that can be clicked on later to browse posts with the same tag.
Category:	A higher-level tag, such as language and medium.
Average comments/post:	Total number of comments divided by total posts.
Total tagged by language:	Total number of posts with one or more language tags (i.e.: Swahili, English)
Total tagged by medium:	Total number of posts with one or more medium tags (i.e.: Audio, Print, Visual)
Percent, total posts:	Proportion of total posts across the blog.
Percent, total comments:	Proportion of total comments across the blog.
Location tags:	Tags which refer to a geographical area.

Logical Framework (as of March 31st December 2011):

Objectives	Activities	Purpose	Indicators used	Source of data	Change since last report
(A) Create a multi-media dissemination and feedback platform	1. Branding	Build an identity that appeals to East African youth.	a. Primary traffic source	a. Website analytics	a. Organaniz google searches continue to be the main source of website traffic.
	2. Hosting a website	Create a space on the Internet for a media platform.	a. Unique website visits b. Pageviews c. Average pages visited per visit d. Bounce rate	a. Website analytics b. Website analytics c. Website analytics d. Website analytics	a. Unique website visits **increased** by 42%. b. Pageviews **decreased** by 5%. c. Average pages visited **decreased** by 28%. d. Bounce rate **increased** by 13%.
	3. Blogging	Host a discussion forum that can help produce and syndicate information, while taking in feedback from the public.	a. Total posts b. Average comment per post c. Average time on site	a. Blog analytics b. Blog analytics c. Website analytics	a. Total posts **increased** by 12%. b. Average comments per post **increased** by 15%. c. Average time on site **decreased** by 1 minute, 57 seconds.
	4. Syndicating: Via Facebook	Promote the brand and updates from the blog on a social network that is heavily engaged with universities.	a. Group members b. Interactions	a. Facebook insights b. Facebook insights	a. Number of group members **increased** by 11%. b. Number of interactions **increased** by 41%.
	5. Syndicating: Via Twitter	Promote the brand and updates from the blog on a social network that works over SMS.	a. Followers b. Mentions and direct messages	a. Twitter b. Twitter	a. Number of followers **increased** by 23%. b. Not currently being measured (TBA).
(B) Create a network of contributors	1. Recruiting (studio crew)	Forge a common platform of collaboration between young, driven and creative constituents of East African development.	a. Studio crew members b. Focus group projects	a. Website b. Website	a. Remains at 25 personnel as of last report. b. Number of projects **increased** by 2.
	2. Networking (using Google Group)	Facilitate drafts and/or discussions about future published media.	a. Interactions	a. TBA	a. Google groups was **not successful** (TBA).
(C) Encourage collaboration between contributors and public audience	1. Partnering	Encourage collaboration with and amongst similar-interest groups.	a. Partner agreement b. Number of partnerships	a. Administrator b. Website	a. Remains the same as of the last report. b. Remains at 4 partnerships.
	2. Facilitating contributions	Welcome submissions from the public, as well as longer-term commitments to volunteer.	a. Submit form b. Volunteer agreement	a. Website b. Administrator	a. Remains the same as of the last report. b. Remains the same as of the last report.
	3. Training (with styleguide)	Provide "value-added volunteering" opportunities, mainly through training on use of the Vijana FM platform.	a. Frequently asked questions	a. Administrator	a. The most recent styleguide issued was version 7 (v7).
(D) Encourage entrepreneurship amongst public audience	(TBA, pending reporting of newly-established sub-projects: Tzelect, Elimu Share, Entrepreneurship Curriculum, Science Camp, and Art Portal.)				
(E) Ensuring sustainability	1. Monitoring and Evaluation	Consistently track outcomes with respect to the objectives.	a. Reports released b. Surveys conducted	a. Website (with login) b. Administrator	a. Number of reports released **increased** by 1 report. b. One human resource survey has been conducted to date.
	2. Grants-writing and business modelling	Take advantage of purpose-driven funding available to East African projects.	a. Proposal submitted b. Results (funding granted)	a. Administrator b. Administrator	a. 3 proposals have been submitted since 2009. b. No donor funding has been assigned to date.

Goals (April 1st 2011 – June 30th 2011)

Based on the logical framework above, a suggested list of goals is as follows:

Organization-wide goals:

- Seek ways to track progress on projects, such as TZelect, Bila Sanaa, etc. As this quarterly report develops into a formal reporting system, so to should individual projects as they find a niche and a critical mass of interest.

- Seek ways to integrate partnerships into projects, and vice versa. Partnerships, after all, should be constructive and have a focus.

Website/blog-specific goals:

- Develop a publication buffer system; whereby posts are drafted, and then touched up and scheduled according to discussion trends. If posts are scheduled such that like-topics could be better spread out, this could increase the number of pages people access across the whole site.

- Contingent on the above goal, develop a better collaboration system between crew members (other than e-mail). If Wordpress can be used to draft and discuss posts (much like a press room), then Wordpress itself may be better mobilized as a collaboration tool.

- Reach out to networks in other East African countries; through articles as well as social media links, when Vijana FM links to other websites, their readers connect with ours. This could boost the number of visitors from other East African countries (not only Tanzania, although Tanzania remains a priority).

Appendix 1 - Web analytics:

Summary:

Total visits:	14,827 visits
Absolute unique visits:	9,815 visits
Pageviews:	30,391 views
Avg. pages visited:	2.05 pages/visit
Bounce rate:	69 %
Avg. time on site:	3:17 mins/visit
% of New visits:	64.23 %

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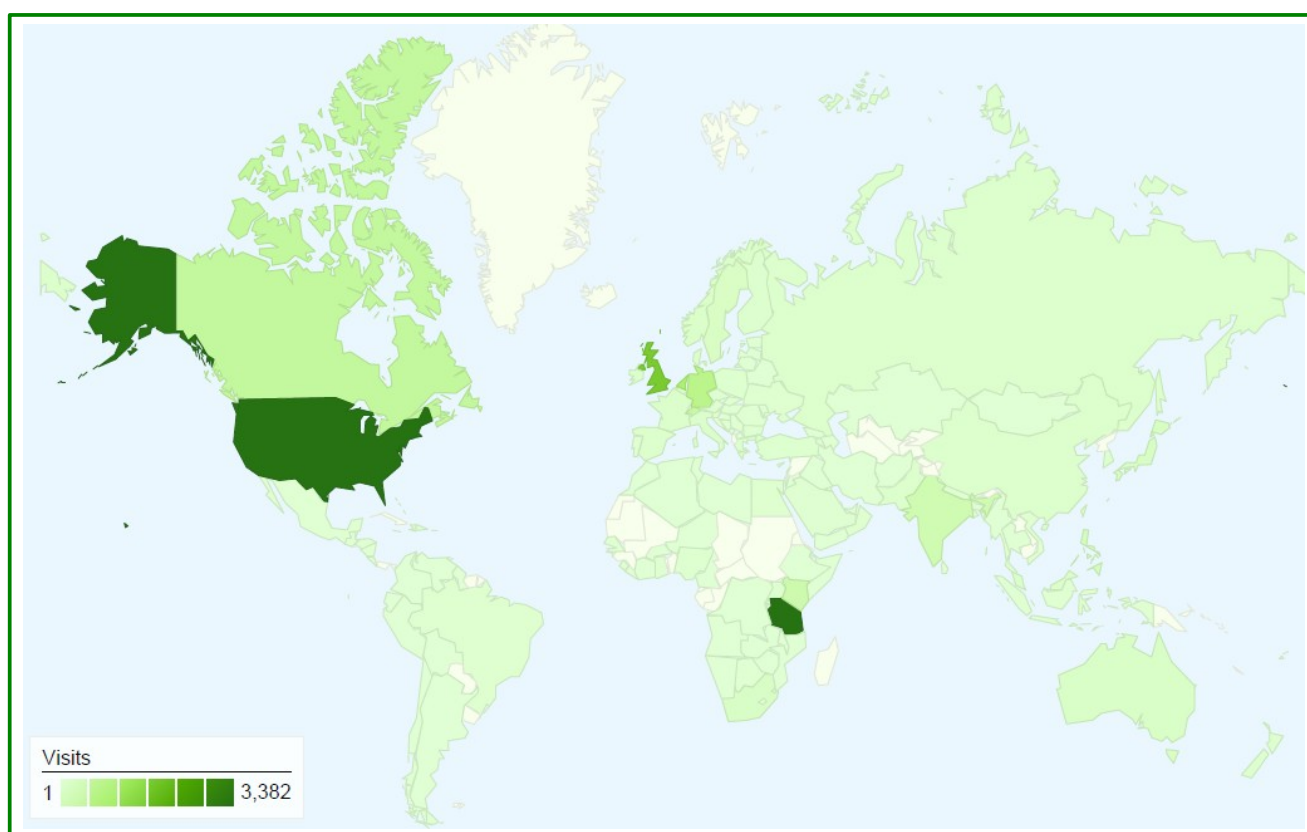
Top five countries visiting, ranked in order of number of visits:

Country	# of Visits	Avg. Pages Visited	Avg. Time on Site	% of New Visits	Bounce Rate*
United States	3,382	1.82	00:02:05	63 %	70 %
Tanzania	3,376	1.45	00:01:58	69 %	79 %
United Kingdom	1,711	2.67	00:03:18	62 %	65 %
Netherlands	969	5.98	00:18:56	19 %	31 %
Germany	720	2.66	00:05:18	30 %	53 %

Top five pages visited:

Sources	Pageviews	% of Total Pageviews
Homepage (vijana.fm)	6,624	22 %
Blog (vijana.fm/blog)	2,583	9 %
Five questions with Nestroy Kiraka (vijana.fm/2011/03/17/questions-with-nestory-kiraka/)	992	3 %
Bila Sanaa (vijana.fm/about/projects/bila-sanaa/)	937	3 %
Five questions with Fid Q (vijana.fm/2011/01/12/five-questions-with-fid-q/)	700	2 %

Top five traffic sources:

Sources	Visits	% of Total Visits
Google (Organic) (google.com)	5,505	37 %
Facbook (facebook.com)	3,112	21 %
Direct (vijana.fm)	2,212	15 %
Michuzi (issamichuzi.blogspot.com)	902	6 %
Google (referral)	548	4 %

Top five keywords:

Keywords	Visits	% of Total Visits
betelgeuse	257	4 %
vijana fm	209	4 %
ze utamu	207	4 %
who is gaddafi	157	3 %
black backround	84	1 %

Top five browsers accessing www.vijana.fm:

Keywords	Visits	% of Total Visits
Firefox	6,164	42 %
Internet Explorer	4,495	30 %
Google Chrome	2,866	19 %
Safari	912	6 %
Opera	195	1 %

Appendix 2 - Blog analytics:

Summary:

Total posts	611
Total comments	1511
Avg. comments per post	2.47 comments/post
Total tags	129
Total categorized by language	573
Total categorized by medium	631

Category breakdown:

Category	# of Posts	% of Total Posts
English	347	57 %
Swahili	226	37 %
Audio	98	16 %
Print	288	47 %
Visual	245	40 %

Top five tags:

Tag name	# of Posts	% of Total Posts
Tanzania	261	43 %
Global	113	19 %
Education	105	17 %
Entrepreneurship	89	15 %
Africa	77	13 %

Top five commented-on posts:

	Post title (Author)	# of Comments	Categories	Tags
1	Vijana wa Tanzania tuamke!	32	Swahili, Print	Politics, Tanzania, Youth
2	Elimu ya sekondari Tanzania: Maafa	21	English, Print, Swahili, Visual	Education, Measuring value, Policies, Tanzania
3	Uchambuzi: Fid Q - Propaganda (III)	20	Audio, Print, Swahili	Art, Education, Music, Politics
4	Uchambuzi: Fid Q – Propaganda (I)	19	Audio, Print, Swahili	Art, Education, Music, Politics, Youth
5	Education for self-reliance	17	Swahili, English, Print	Africa, Education, Politics, Tanzania