



Quarterly Briefing

(1st April 2011 - 30st June, 2011,
including blog analytics upto 13th August 2011)

Released 18th August 2011.

Contents:

Foreword	Pg	3
Contributing staff and roles		4
Definitions		5
Logical Framework		6
Goals		7
Appendix:		
(1) Web analytics		8
(2) Blog analytics		10

NOTE:

To view a copy of the following documents as listed on the Logical Framework on page 6, please contact the administrator - [admin\(at\)vijana\(dot\)fm](mailto:admin(at)vijana(dot)fm):

- Partner agreement
- Volunteer agreement
- Styleguide
- Human resource survey results
- Previous grant applications

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 third of four briefings for second 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
admin(at)vijana(dot)fm

18th August 2011

Contributing staff and roles (as of 30th June 2011):

#	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 Moshia	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	Catherine Munyua	catherine@vijana.fm	Content author	Youth entrepreneurship, activism
15	Constantine Manda	constantine@vijana.fm	Content author	African political economies
16	Glory Minja	glory@vijana.fm	Content author	Youth experiences
17	Bihemo Kimasa	bihemo@vijana.fm	Content author	Solar energy, rural development, computer science
18	Albert Mkony	albert@vijana.fm	Content author	Global politics, intelligence, security
19	Steven Lwendo	slwendo@vijana.fm	Content author	Science, technology, education, entrepreneurship
20	Naeem Mawji	naeem@vijana.fm	Content author	Rural dev., renewable energy, mobile tech.
21	Nafis Hasan	nafis@vijana.fm	Operations	Social media, advertising
22	Aliya Mamodaly	aliya@vijana.fm	Operations	Research, qualitative assessments
23	Asif Hussain	asif@vijana.fm	Operations	Human resources
24	Inayat Ullah Farghani	inayat@vijana.fm	Operations	Monitoring and Evaluation (M&E)
25	Al-Amin Kheraj	alamin@vijana.fm	Operations	General operations and logistics

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 June 30th 2011 with some blog analytics as of 13th August 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. Organic 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 decreased by 48%. b. Pageviews decreased by 57%. c. Average pages visited decreased by 7 %. d. Bounce rate increased by 6 %.
	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 6%. c. Average time on site decreased by 31 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. Not measured (TBA), currently at 673 group members. b. Not measured (TBA).
	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. Not measured (TBA), currently at 318 followers. b. Not 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 1.
	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: TZhiphop, TZelect, Elimu Share, Entrepreneurship Curriculum, Science Camp, and Art Portal.)				
(E) Ensuring sustainability	1. Monitoring and Evaluating	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 (1st July 2011 - 30th September 2011)

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

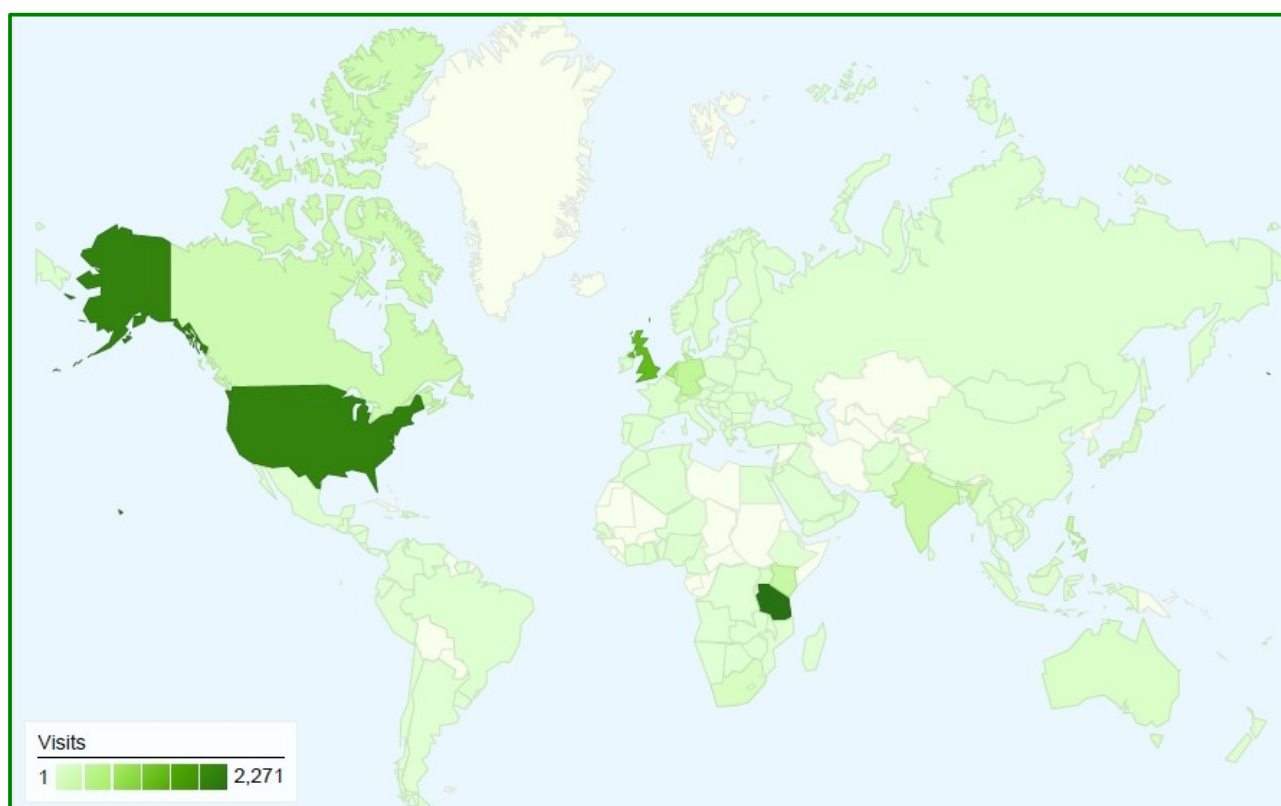
1. Include more feedback from youth in Uganda, Kenya, Rwanda and Burundi. Potentially begin using French as a medium on the blog to assist this process.
2. Begin recording blog posts as voice conversations with guests; these can be used on an audio platform we are aiming to establish in the next one year.
3. Attach at least one image with posts so as to make syndicated posts (via Facebook and RSS feeds) look more attractive.
4. Encourage readers to stay on the website by discussing topics through comments.
5. Consolidate reporting style for Facebook and Twitter social networks.
6. Seek ways to track progress on individual projects.

Appendix 1- Web analytics (1st April - 30th June, 2011):

Summary:

Total visits:	10,102 visits
Absolute unique visits:	6,600 visits
Pageviews:	19,334 views
Avg. pages visited:	1.92 pages/visit
Bounce rate:	73 %
Avg. time on site:	2:46 mins/visit
% of New visits:	62.35 %

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*
Tanzania	2,271	2	00:01:55	72 %	77 %
United States	2,055	2	00:02:22	57 %	73 %
United Kingdom	1,328	3	00:03:49	41 %	63 %
Netherlands	715	4	00:11:35	15 %	47 %
Germany	399	2	00:01:45	36 %	64 %

Top five pages visited:

Pages	Pageviews	% of Total Pageviews
Homepage (vijana.fm)	5,092	26 %
Ze Utamu arudi kuwapangusa! (http://vijana.fm/2010/07/27/ze-utamu-arudi-kuwapangusa/)	400	2 %
Watanzania tunaomboleza (http://vijana.fm/2010/07/14/watanzania-tunaomboleza/)	385	2 %
Osama is dead; but... (http://vijana.fm/2011/05/05/osama-is-dead/)	370	2 %
In Pictures (http://vijana.fm/in-pictures/)	332	2 %

Top five traffic sources:

Sources	Visits	% of Total Visits
Google (Organic) (google.com)	4,576	45 %
Direct (vijana.fm)	1,517	15 %
Facebook (facebook.com)	1,510	15 %
Google (Referral)	285	3 %
TZhiphop (http://tzhiphop.com/)	334	3 %

Top five keywords:

Keywords	Visits	% of Total Visits
ze utamu	299	6 %
who is gaddafi	138	3%
one the incredible	131	3 %
Vijana fm	105	2 %
black background	85	2 %

Top five browsers accessing [www.vijana.fm](#):

Keywords	Visits	% of Total Visits
Firefox	4,141	41 %
Chrome	2,633	26 %
Internet Explorer	2,620	26 %
Safari	549	5 %
Opera	103	1 %

Appendix 2 - Blog analytics (as of 13th August 2011):

Summary:

Total posts	684
Total comments	1796
Avg. comments per post	2.63 comments/post
Total tags	140
Total categorized by language	645
Total categorized by medium	708

Category breakdown:

Category	# of Posts	% of Total Posts
English	402	59 %
Swahili	243	36 %
Audio	105	15 %
Print	337	49 %
Visual	266	39 %

Top five tags:

Tag name	# of Posts	% of Total Posts
Tanzania	299	44 %
Education	124	18 %
Global	116	17 %
Youth	107	16 %
Entrepreneurship	95	14 %

Top five commented-on posts:

	Post title (Author)	# of Comments	Categories	Tags
1	Vijana wa Tanzania tuamke! (http://vijana.fm/2010/07/21/vijana-wa-tanzania-tuamke/)	32	Swahili, Print	Politics, Tanzania, Youth
2	Osama is dead; but... (http://vijana.fm/2011/05/05/osama-is-dead/)	28	English, Print	Global, Politics, Religion
3	Uchambuzi: Fid Q - Propaganda (III) (http://vijana.fm/2011/02/06/uchambuzi-fid-q-propaganda-iii/)	21	Swahili, Audio, Print	Art, Education, Music, Politics
	Elimu ya sekondari Tanzania: Maafa (http://vijana.fm/2011/01/28/elimu-ya-sekondari/)	21	English, Swahili, Print, Visual	Education, Measuring value, Policies, Tanzania
4	Uchambuzi: Fid Q - Propaganda (I) (http://vijana.fm/2011/01/22/uchambuzi-fid-q-propaganda-i/)	19	Swahili, Audio, Print	Art, Education, Music, Politics, Youth
5	Education for self-reliance (http://vijana.fm/2010/08/02/education-for-self-reliance/)	18	English, Swahili, Print	Africa, Education, Politics, Tanzania