



Quarterly Briefing

For the period 1st July 2011 - 30th September 2011

Released on 17th October 2011.

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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 final of four briefings for our 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

17th October 2011

Contributing staff and roles (as of 30th September 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 30th September 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 search (same as previous)
	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 8 %. b. Pageviews decreased by 11 %. c. Average pages visited increased by 4 %. d. Bounce rate increased by 1 %.
	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 5 %. b. Average comments per post decreased by 2 %. c. Average time on site decreased by 30 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 699 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 370 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. Number of partnerships increased by 1 new partner.
	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 October - 31st December 2011)

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

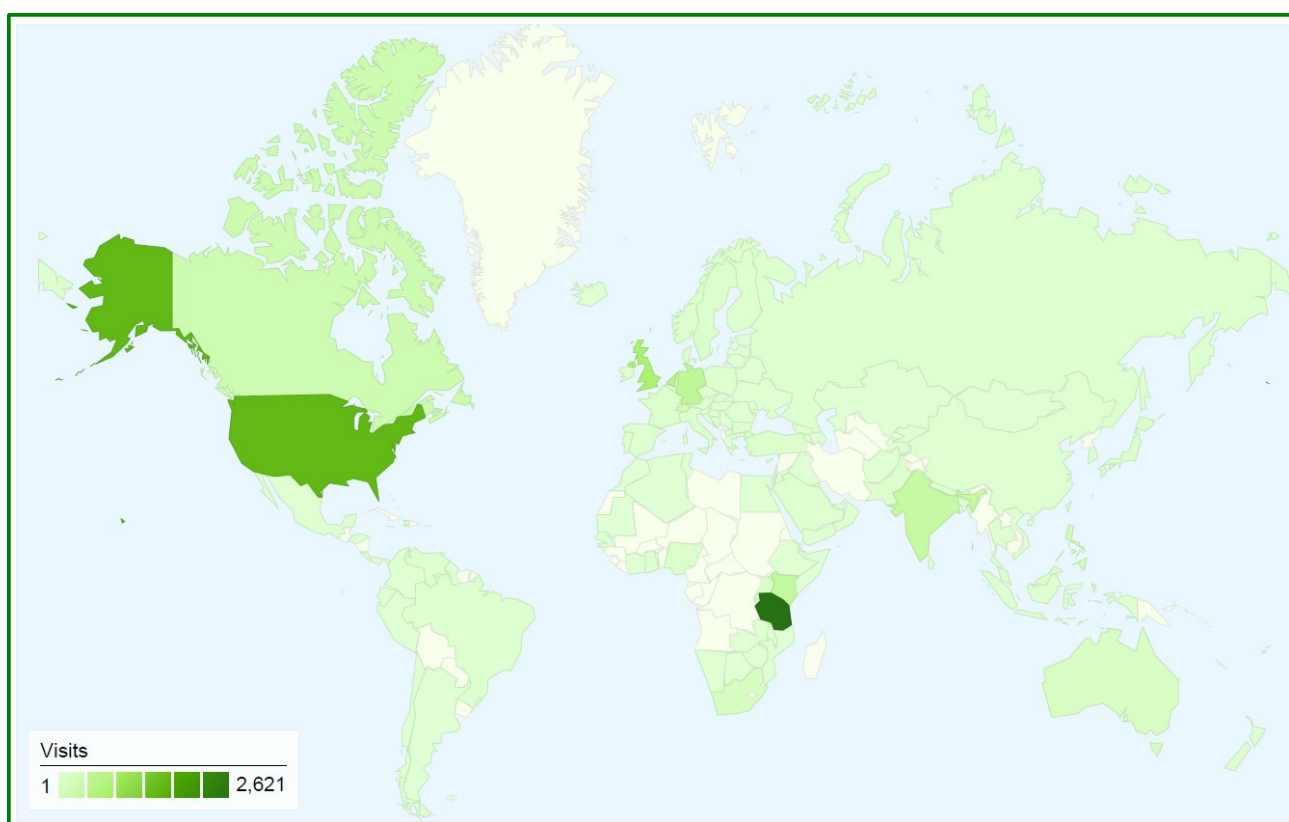
1. Look into using French as a medium on the blog to reach out to the greater East African region, most especially Burundi.
2. Look into ways to record posts into audio to prepare for radio transmission.
3. Use Facebook for referring people to our site.
4. Encourage visitors to stay on the site by asking constructive questions in the comments section.
5. Consolidate reporting style for Facebook and Twitter social networks.
6. Seek ways to track progress on individual projects.
7. Continue to find ways to make this report easy to read.

Appendix 1- Web analytics (1st July - 30th September 2011):

Summary:

Total visits:	9,802 visits
Absolute unique visits:	7,157 visits
Pageviews:	17,466 views
Avg. pages visited:	2 pages/visit
Bounce rate:	74 %
Avg. time on site:	2:16 mins/visit
% of New visits:	70.51 %

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	2,621	2	00:01:54	74 %	75 %
United States	1,568	2	00:01:35	75 %	77 %
United Kingdom	763	3	00:02:55	59 %	65 %
Netherlands	592	3	00:08:46	15 %	49 %
Germany	477	3	00:06:42	30 %	55 %

Top five pages visited:

Pages	Pageviews	% of Total Pageviews
Homepage (vijana.fm)	3,621	21 %
Ze Utamu arudi kuwapangusa! (http://vijana.fm/2010/07/27/ze-utamu-arudi-kuwapangusa/)	550	3 %
In Pictures (http://vijana.fm/in-pictures/)	378	2 %
The Tragedy of Africa (http://vijana.fm/2011/02/24/the-tragedy-of-africa/)	328	2 %
University spin-off companies (http://vijana.fm/2010/08/29/university-spin-off-companies/)	315	2 %

Top five traffic sources:

Sources	Visits	% of Total Visits
Google (Organic) (google.com)	5,368	55 %
Direct (vijana.fm)	1,307	13 %
Facebook (facebook.com)	1,233	13 %
TZhiphop (http://tzhiphop.com/)	298	3 %
Google (Referral)	182	2 %

Top five keywords:

Keywords	Visits	% of Total Visits
ze utamu	355	6 %
who is gaddafi	145	2 %
vijana fm	124	2 %
vijana	67	1 %
gaddafi young	50	1 %

Top five browsers accessing www.vijana.fm:

Keywords	Visits	% of Total Visits
Firefox	3,794	39 %
Internet Explorer	2,749	28 %
Chrome	2,431	25 %
Safari	418	4 %
Opera	210	2 %

Appendix 2 - Blog analytics (as of 30th September 2011):

Summary:

Total posts	718
Total comments	1860
Avg. comments per post	2.59 comments/post
Total tags	151
Total categorized by language	670
Total categorized by medium	736

Category breakdown:

Category	# of Posts	% of Total Posts
English	423	59 %
Swahili	247	34 %
Audio	109	15 %
Print	355	49 %
Visual	272	38 %

Top five tags:

Tag name	# of Posts	% of Total Posts
Tanzania	312	43 %
Education	127	18 %
Global	118	16 %
Youth	111	15 %
Entrepreneurship	98	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	The Deafening Silence (http://vijana.fm/2011/08/01/the-deafening-silence/)	19	English, Print	Energy, Politics, Tanzania
	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