



## **Quarterly Brief**

For the period 1<sup>st</sup> October 2011 - 31<sup>st</sup> December 2011

Released on 3<sup>rd</sup> January 2012.

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## Foreword & next quarter goals:

Happy new year!

Vijana FM is just over 2 years old now, and continues to try and 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.

We continue to monitor and evaluate our work. This is the final of four briefings for our second year of operation, 2011. The purpose of this briefing is twofold:

- a) To track cumulative and quarterly progress with respect to activity on [www.vijana.fm](http://www.vijana.fm);
- b) To formulate goals based on current results in order to improve our overall performance.

The Logical Framework approach seems to be an easy-to-read and comprehensive way of laying these evaluations out. However, we are not completely sure if this approach works for you, so do let us know what you think. Can you understand and discuss the data about Vijana FM's activities? What more information is needed? Where should we change our activities to better suit our objectives?

In the meantime, there is work to do in 2012. Based on the data herein, the following goals have been suggested. Your feedback here, once again, counts for a lot so let us know if these need adjustment:

1. Explore co-authoring posts across topics (eg: Politics) as well as blogs (eg: VOTU Radio).
2. Explore the use of other East African languages (eg: French) on blog posts.
3. Explore how to record posts into audio podcasts that could support a radio stream.
4. Encourage visitors to stay on the site by creating conversation below posts.
5. Consolidate the ways in which progress is measured for individual projects.
6. Provide room for constant feedback, from studio crew to audience.

Thank you for your continued enthusiasm and support towards the Vijana FM project. We look forward to taking the project to new levels with you in 2012.

Operations team  
admin(at)vijana(dot)fm

3<sup>rd</sup> January 2012

## Contributing staff and roles (as of 31<sup>st</sup> December 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:

### General definition:

(-): Rounded figures.  
(not set): Unit of data was either not set by the original visitor or Google Analytics could not define the unit.

### 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.  
**Other search (Organic):** Visits from other search engines, eg: Yahoo!.

### 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 31<sup>st</sup> December 2011):

Objectives	Activities	Purpose	Indicators used	Source of data	Change since last report
<b>(A) Create a multi-media dissemination and feedback platform</b>	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 <b>increased</b> by 27.6 %. b. Pageviews <b>increased</b> by 22.1 %. c. Average pages visited remained the same (0% change). d. Bounce rate <b>increased</b> by 2.7 %.
	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 <b>increased</b> by 2 %. b. Average comments per post <b>increased</b> by 6.8 %. c. Average time on site <b>decreased</b> by 9 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 <b>increased</b> by 3.1 %. Currently at 721 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. Number of followers <b>increased</b> by 17.6 %. Currently at 435 followers. b. Not measured (TBA).
<b>(B) Create a network of contributors</b>	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 <b>increased</b> by 2.
	2. Networking (using Google Group)	Facilitate drafts and/or discussions about future published media.	a. Interactions	a. TBA	a. Google groups was <b>not successful</b> (TBA).
<b>(C) Encourage collaboration between contributors and public audience</b>	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 the same as of the last report.
	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).
<b>(D) Encourage entrepreneurship amongst public audience</b>	(TBA, pending reporting of newly-established sub-projects: TZhiphop, TZelect, Elimushare*, Swahili Labs*, Entrepreneurship Curriculum, Science Camp, and Art Portal.) * Established 1 <sup>st</sup> January 2011.				
<b>(E) Ensuring sustainability</b>	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 <b>increased</b> 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.

## Appendix 1- Web analytics (1<sup>st</sup> October - 31<sup>st</sup> December 2011):

### Summary:

Total visits:	12,508 visits
Absolute unique visits:	9,646 visits
Pageviews:	21,324 views
Avg. pages visited:	2 pages/visit
Bounce rate:	76 %
Avg. time on site:	2:07 mins/visit
% of New visits:	75.24 %

### New! Mobile data:

Total visits →	721	
Device (top 5)	Visits	Avg. time on site:
(not set)	174	0:44 mins/visit
Apple iPhone	140	0:33 mins/visit
Apple iPad	94	0:57 mins/visit
HTC Desire HD	75	0:38 mins/visit
HTC Desire X0H6T	70	1:46 mins/visit

### 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	3,086	2	00:01:43	74 %	77 %
United States	1,920	1	00:01:08	80 %	79 %
United Kingdom	1,160	3	00:02:55	61 %	67 %
Germany	782	4	00:10:13	24%	54 %
India	426	1	00:00:	95 %	86 %

### Top five pages visited:

Pages	Pageviews	% of Total Pageviews (-)
Homepage ( <a href="http://vijana.fm">vijana.fm</a> )	3,815	18 %
Ze Utamu arudi kuwapangusa! ( <a href="http://vijana.fm/2010/07/27/ze-utamu-arudi-kuwapangusa/">http://vijana.fm/2010/07/27/ze-utamu-arudi-kuwapangusa/</a> )	706	3 %
Education for Self-Reliance ( <a href="http://www.vijana.fm/2010/08/02/education-for-self-reliance/">http://www.vijana.fm/2010/08/02/education-for-self-reliance/</a> )	609	3 %
The Tragedy of Africa ( <a href="http://vijana.fm/2011/02/24/the-tragedy-of-africa/">http://vijana.fm/2011/02/24/the-tragedy-of-africa/</a> )	487	2 %
In Pictures ( <a href="http://vijana.fm/in-pictures/">http://vijana.fm/in-pictures/</a> )	353	2 %
Ni Hamsini, Ni Hamsini: Tanzania at 50 what do we have to show for it? ( <a href="http://vijana.fm/2011/12/07/ni-hamsini-ni-hamsini-tanzania-at-50-what-do-we-have-to-show-for-it/">http://vijana.fm/2011/12/07/ni-hamsini-ni-hamsini-tanzania-at-50-what-do-we-have-to-show-for-it/</a> )	341	2 %

### Top five traffic sources:

Sources	Visits	% of Total Visits (-)
Google (Organic) ( <a href="http://google.com">google.com</a> )	7,488	60 %
Direct ( <a href="http://vijana.fm">vijana.fm</a> )	1,713	14 %
Facebook ( <a href="http://facebook.com">facebook.com</a> )	1,345	11 %
Other search (Organic)	377	3 %
Twitter link service ( <a href="http://t.co/">http://t.co/</a> )	248	2 %

### Top five keywords:

Keywords	Visits	% of Total Visits (-)
ze utamu	396	3 %
who is gaddafi	191	2 %
vijana fm	155	1 %
Education for self reliance	93	< 1 %
young gaddafi	86	< 1 %

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

Keywords	Visits	% of Total Visits (-)
Firefox	3,855	31 %
Chrome	2,988	24 %
Internet Explorer	2,839	23 %
Opera Mini	1,282	10 %
Safari	889	7 %



## Appendix 2 - Blog analytics (as of 31<sup>st</sup> December 2011):

### Summary:

Total posts	732
Total comments	1,986
Avg. comments per post	2.71 comments/post
Total tags	159
Total categorized by language	697
Total categorized by medium	762

### Category breakdown:

Category	# of Posts	% of Total Posts (-)
English	445	61 %
Swahili	252	34 %
Audio	109	15 %
Print	377	52 %
Visual	276	38 %

### Top five tags:

Tag name	# of Posts	% of Total Posts (-)
Tanzania	325	44 %
Education	132	18 %
Global	120	16 %
Youth	114	16 %
Entrepreneurship	99	14 %

### Top five commented-on posts:

	Post title (Author)	# of Comments	Categories	Tags
1	Vijana wa Tanzania tuamke! ( <a href="http://vijana.fm/2010/07/21/vijana-wa-tanzania-tuamke/">http://vijana.fm/2010/07/21/vijana-wa-tanzania-tuamke/</a> )	32	Swahili, Print	Politics, Tanzania, Youth
2	Osama is dead; but... ( <a href="http://vijana.fm/2011/05/05/osama-is-dead/">http://vijana.fm/2011/05/05/osama-is-dead/</a> )	28	English, Print	Global, Politics, Religion
3	Things fell apart ( <a href="http://vijana.fm/2011/10/25/things-fell-apart/">http://vijana.fm/2011/10/25/things-fell-apart/</a> )	23	English, Print	Africa, East Africa, Leadership, Politics, Tanzania
4	Uchambuzi: Fid Q - Propaganda (III) ( <a href="http://vijana.fm/2011/02/06/uchambuzi-fid-q-propaganda-iii/">http://vijana.fm/2011/02/06/uchambuzi-fid-q-propaganda-iii/</a> )	21	Swahili, Audio, Print	Art, Education, Music, Politics
	Elimu ya sekondari Tanzania: Maafa ( <a href="http://vijana.fm/2011/01/28/elimu-ya-sekondari/">http://vijana.fm/2011/01/28/elimu-ya-sekondari/</a> )	21	English, Swahili, Print, Visual	Education, Measuring value, Policies, Tanzania
5	Education for self-reliance ( <a href="http://vijana.fm/2010/08/02/education-for-self-reliance/">http://vijana.fm/2010/08/02/education-for-self-reliance/</a> )	19	English, Swahili, Print	Africa, Education, Politics, Tanzania
	The Deafening Silence ( <a href="http://vijana.fm/2011/08/01/the-deafening-silence/">http://vijana.fm/2011/08/01/the-deafening-silence/</a> )	19	English, Print	Energy, Politics, Tanzania
	Uchambuzi: Fid Q - Propaganda (I) ( <a href="http://vijana.fm/2011/01/22/uchambuzi-fid-q-propaganda-i/">http://vijana.fm/2011/01/22/uchambuzi-fid-q-propaganda-i/</a> )	19	Swahili, Audio, Print	Art, Education, Music, Politics, Youth

**Endnote:**

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:

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