Quarterly Brief

For the period 1st January 2012 - 31st March 2012

Released on 8th April 2012.

Contents:

Foreword & next quarter goals:

Happy Easter!

Vijana FM is almost 3 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 collaborative learning.

We continue to monitor and evaluate our work. This is the first of four briefings for 2012. The purpose of this briefing is twofold:

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

Based on the data herein, the following goals have been suggested. Your feedback here 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   5th April 2012
admin(at)vijana(dot)fm

Definitions:

General definitions:

(~):	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 31st March 2012):

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 19 %. b. Pageviews **increased** by 9 %. c. Average pages visited remained the same (0% change). d. Bounce rate **increased** by 3 %.
	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 **increased** by 2 %. c. Average time on site **decreased** by 23 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 5 %. Currently at **757** 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 **increased** by 16 %. Currently at **505** 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. Number of members **increased** by 16 %. Current **29** members. b. Number of projects remained the same (at 6 live projects).
	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 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).
(D) Encourage entrepreneurship amongst public audience	(TBA, pending reporting of newly-established sub-projects: TZhiphop, TZelect, Elimushare, Swahili Labs, 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.

# Appendix 1- Web analytics (1st January - 31st March 2012):

Summary:

Total visits:	14,623 visits
Absolute unique visits:	11,458 visits
Pageviews:	23,262 views
Avg. pages visited:	2 pages/visit
Bounce rate:	78 %
Avg. time on site:	1:43 mins/visit
% of New visits:	76 %

Mobile data:

Total visits →	1,172	
Device (top 5)	Visits	Avg. time on site:
Apple iPhone	301	0:42 mins/visit
(Not set)	277	0:51 mins/visit
Apple iPad	176	1:22 mins/visit
HTC Desire X0H6T	104	2:48 mins/visit
HTC Desire X0H6T	39	0:51 mins/visit

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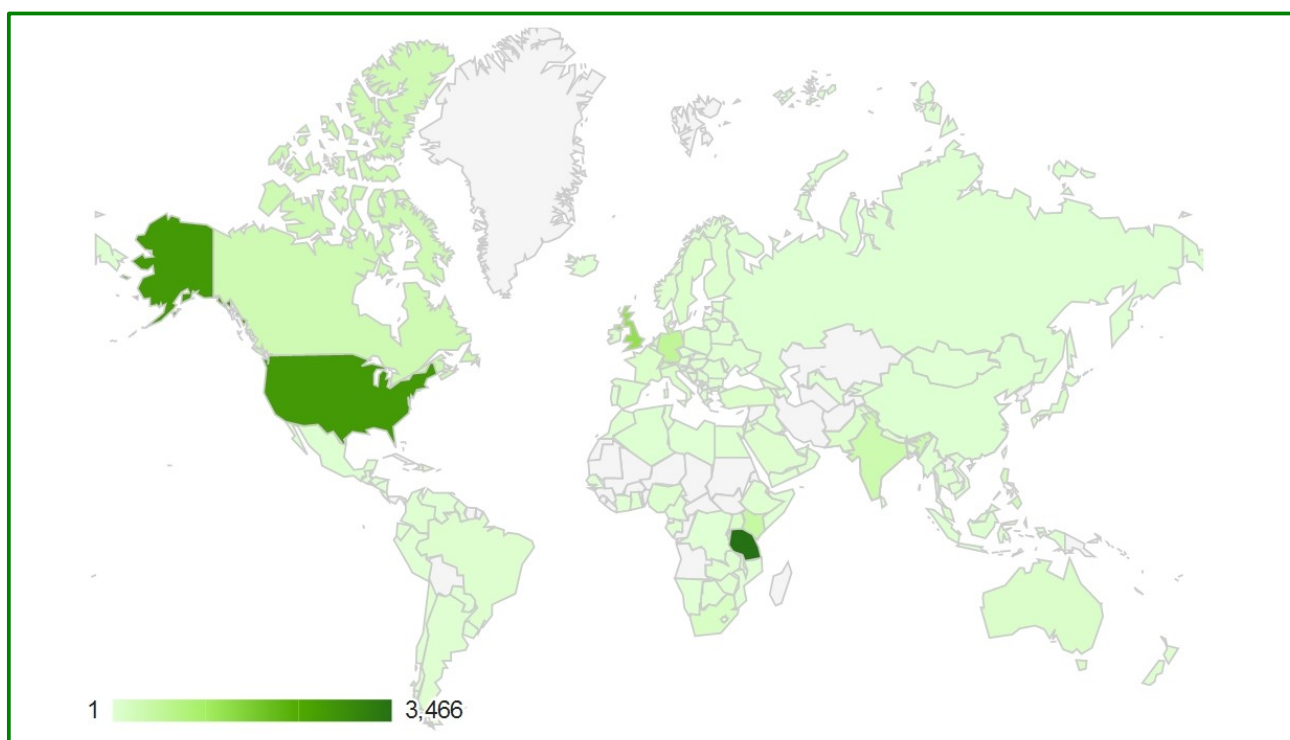
Top five countries visiting, ranked in order of number of visits:

Country	# of Visits	Avg. Pages Visited	Avg. Time on Site	% of New Visits (~)	Bounce Rate (~)
Tanzania	3,466	1	00:01:44	78 %	78 %
United States	3,644	1	00:01:18	80 %	80 %
(Not set)	1,625	1	00:01:10	85 %	79 %
United Kingdom	1,387	2	00:2:15	61%	72 %
Germany	621	3	00:07:37	27 %	56 %

Top five pages visited:

Pages	Pageviews	% of Total Pageviews (~)
Homepage (vijana.fm)	3,626	16 %
Ze Utamu arudi kuwapangusa! (http://vijana.fm/2010/07/27/ze-utamu-arudi-kuwapangusa/)	937	4 %
Watanzania Tunaomboleza (http://http://vijana.fm/2010/07/14/watanzania-tunaomboleza/)	627	3 %
The role of energy in economic growth (http://vijana.fm/2011/02/24/the-tragedy-of-africa/)	435	2 %
Justinian F. Rweyemamu – A Wealth of Knowledge (http://vijana.fm/2012/03/29/justinian-f-rweyemamu-a-wealth-of-knowledge/)	421	2 %

Top five traffic sources:

Sources	Visits	% of Total Visits (~)
Google (Organic) (google.com)	8,535	58 %
Direct (vijana.fm)	1,946	13 %
Facebook (facebook.com)	1,656	11 %
Twitter link service (http://t.co/)	377	3 %
Google (Referral)	228	2 %

Top five keywords searched before clicking to Vijana FM:

Keywords	Visits	% of Total Visits (~)
ze utamu	515	4 %
black background	268	2 %
lebron james	102	1 %
vijana fm	100	1 %
Kilimo kwanza	91	1 %

Top five browsers accessing www.vijana.fm:

Keywords	Visits	% of Total Visits (~)
Firefox	4,054	28 %
Chrome	3,507	24 %
Internet Explorer	3,039	21 %
Opera Mini	1,545	11 %
Safari	1,508	10 %

Appendix 2 - Blog analytics (as of 31st December 2011):

Summary:

Total posts	770
Total comments	2,136
Avg. comments per post (~)	2.77 comments/post
Total tags	176
Total categorized by language	736
Total categorized by medium	806

Category breakdown:

Category	# of Posts	% of Total Posts (~)
English	479	62 %
Swahili	257	33 %
Audio	112	15 %
Print	412	54 %
Visual	282	37 %

Top five tags:

Tag name	# of Posts	% of Total Posts (~)
Tanzania	344	45 %
Education	140	18 %
Global	128	17 %
Youth	118	15 %
Entrepreneurship	103	13 %

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	One the Incredible (http://vijana.fm/2010/11/08/one-the-incredible/)	24	Swahili, Audio, Visual	Music, Tanzania, Youth
	Justinian F. Rweyemamu – A Wealth of Knowledge (http://vijana.fm/2012/03/29/justinian-f-rweyemamu-a-wealth-of-knowledge/)	24	English, Print	Development, Economy, Education, History, Tanzania
4	Elimu ya sekondari Tanzania: Maafa (http://vijana.fm/2011/01/28/elimu-ya-sekondari/)	23	English, Swahili, Print, Visual	Education, Measuring value, Policies, Tanzania
	Things fell apart (http://vijana.fm/2011/10/25/things-fell-apart/)	23	English, Print	Africa, East Africa, Leadership, Politics, Tanzania
	Vazi la Taifa kwa kamati, imla iso tamati (http://vijana.fm/2012/01/25/vazi-la-taifa/)	23	Swahili, Print	Culture, Politics, Tanzania
5	Uchambuzi: Fid Q – Propaganda (III) (http://vijana.fm/2011/02/06/uchambuzi-fid-q-propaganda-iii/)	21	Swahili, Audio, Print	Art, Education, Music, Politics

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