



Quarterly Brief

For the period 1st April 2012 - 25th June 2012

Prepared by the Operations team, released on 7th July 2012.

Contents:

Foreword & next quarter goals	Pg	3
Definitions		4
Logical Framework		5
Appendix:		
(1) Web analytics		6
(2) Blog analytics		8
Endnote		9

Foreword & next quarter goals:

Happy summer!

This brief is dated until June 25 because on that day, we moved our website to a new host. Moving implied that we had to reset many aspects of the site - including user accounts and measuring analytics. These aspects will resume with the circulation of this report.

This is the second of four briefings for 2012. The purpose of this briefing is twofold:

- a) To track cumulative and quarterly progress with respect to activity on Vijana FM's website;
- b) To formulate goals based on current results in order to improve our overall performance.

The following goals sustain from the last report:

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.

Your feedback is important to the formulation of these goals, so please do pitch in where you see fit. Thank you for your continued enthusiasm and support so far!

Operations team

7th July 2012

[vijana\(dot\)fm\(at\)gmail\(dot\)com](mailto:vijana(dot)fm(at)gmail(dot)com)

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.
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 click to go elsewhere.
Average time on site: Total time 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 that point to our website.
Keywords: Words used to generate search results that lead visitors to our website.
Browser: Software used to access Internet web pages, such as Internet Explorer, Mozilla Firefox, etc.
(Organic): Visits resulting from a search on a particular search engine, such as Google, Yahoo!, etc.
(Referral): Visits from search engine-affiliated websites, such as Blogger for Google or Yahoo! Finance.

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 (such as Swahili) and medium (such as Audio).
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 25th 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 searches continue to be the main source of website traffic (@ 63% of total visits as of this report).
	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 13%. b. Pageviews decreased by 30%. c. Average pages visited decreased by 1 page. 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 2%. b. Average comments per post increased by 4%. c. Average time on site decreased by 25 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 fans increased by 3%. @ 780 fans as of this report. 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 24%. @ 624 followers as of this report. 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 29 crew members as of last report. b. Number of projects remained the same (@ 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 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.

Appendix 1- Web analytics (1st April - 25th June 2012):

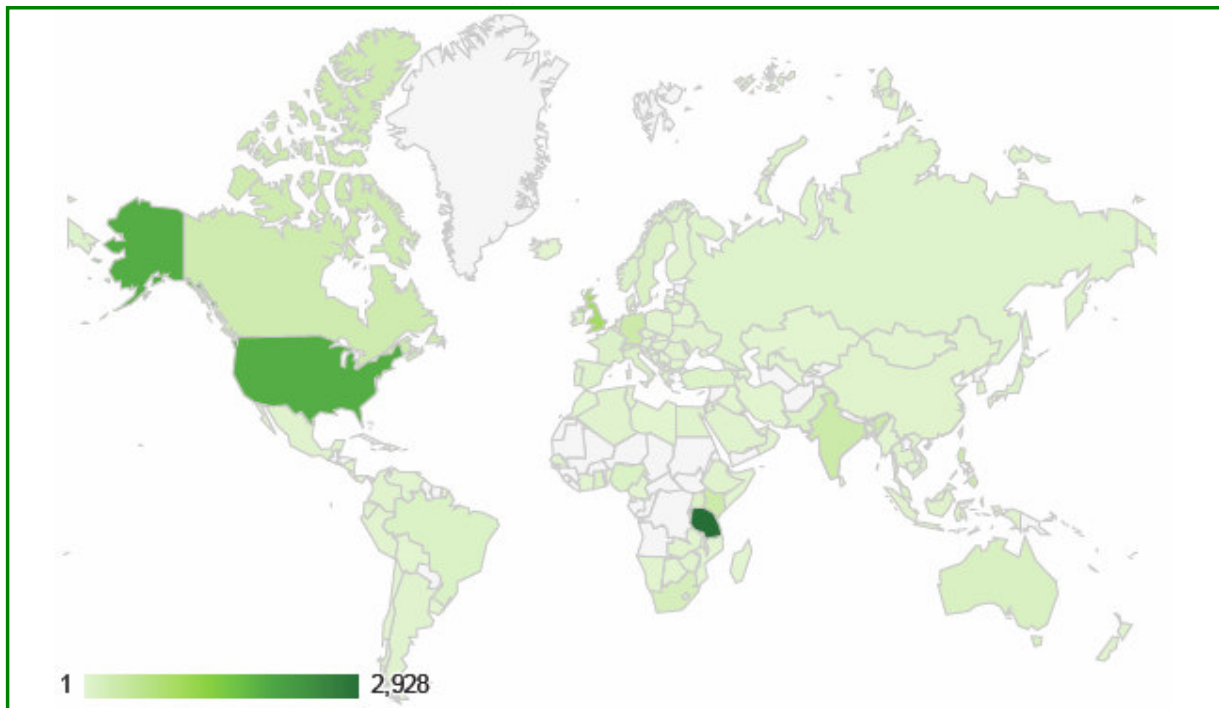
Summary:

Total visits:	12,129 visits
Absolute unique visits:	10,112 visits
Pageviews:	17,857 views
Avg. pages visited:	1 page/visit
Bounce rate:	80 %
Avg. time on site:	1:18 mins/visit
% of New visits:	81 %

Mobile devices:

Total visits	943	
Device (top 5)	Visits	Avg. time on site:
(Not set)	201	0:46 mins/visit
Apple iPad	175	0:59 mins/visit
Apple iPhone	161	0:18 mins/visit
HTC Desire HD	80	1:21 mins/visit
Blackberry 9300	22	1:38 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	2,928	1	00:01:37	80 %	79 %
United States	1,916	1	00:00:47	88 %	82 %
(Not set)	1,678	1	00:01:35	85 %	78 %
United Kingdom	994	2	00:1:42	66 %	74 %
India	352	1	00:00:55	94 %	86 %

Top five pages visited:

Pages	Pageviews	% of Total Pageviews (-)
Homepage (vijana.fm)	2,013	11 %
The Role of Energy in Economic Growth (http://www.vijana.fm/2010/12/26/the-role-of-energy-in-economic-growth-2/)	776	4 %
Ze Utamu arudi kuwapangusa! (http://www.vijana.fm/2010/07/27/ze-utamu-arudi-kuwapangusa/)	620	3 %
Madenge, Lodi loaf et al (http://www.vijana.fm/2010/05/27/madenge-lodi-lofa-et-al/)	466	2 %
Education for self-reliance (http://www.vijana.fm/2010/08/02/education-for-self-reliance/)	440	2 %

Top five traffic sources:

Sources	Visits	% of Total Visits (-)
Google (Organic) (google.com)	7,594	63 %
Direct (vijana.fm)	1,787	15 %
Facebook (facebook.com)	757	6 %
Google (Referral)	208	2 %
Yahoo! (Organic) (yahoo.com)	141	1 %

Top five keywords searched before clicking to Vijana FM:

Keywords (as they were typed)	Visits	% of Total Visits (-)
ze utamu	315	3 %
vijana fm	163	1 %
kilimo kwanza	127	1 %
gazeti la sani	91	> 1 %
zeutamu	89	> 1 %

Top five browsers accessing Vijana FM:

Keywords	Visits	% of Total Visits (-)
Firefox	3,216	27 %
Chrome	2,876	24 %
Internet Explorer	2,427	20 %
Opera Mini	1,523	13 %
Safari	1,265	10 %

Appendix 2 - Blog analytics (as of 25th June 2012):

Summary:

Total posts	784
Total comments	2,212
Avg. comments per post (-)	2.82 comments/post
Total tags	186
Total categorized by language	856
Total categorized by medium	951

Category breakdown:

Category	# of Posts	% of Total Posts (-)
English	590	75 %
Swahili	266	34 %
Audio	116	15 %
Print	518	66 %
Visual	281	36 %

Top five tags:

Tag name	# of Posts	% of Total Posts (-)
Tanzania	370	47 %
Education	151	19 %
Global	137	17 %
Youth	123	16 %
Entrepreneurship	112	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	One the Incredible (http://vijana.fm/2010/11/08/one-the-incredible/)	27	Swahili, Audio, Visual	Music, Tanzania, Youth
4	Justinian F. Rweyemamu - A Wealth of Knowledge (http://vijana.fm/2012/03/29/justinian-f-rweyemamu-a-wealth-of-knowledge/)	25	English, Print	Development, Economy, Education, History, Tanzania
5	Education for self-reliance (http://www.vijana.fm/2010/08/02/education-for-self-reliance/)	23	English, Swahili, Print	Africa, Education, Politics, Tanzania
	Elimu ya sekondari Tanzania: Maafa (http://vijana.fm/2011/01/28/elimu-ya-sekondari/)	23	English, Swahili, Print, Visual	Education, Measuring value, Policies, Tanzania
	Vazi la Taifa kwa kamati, imla iso tamati (http://vijana.fm/2012/01/25/vazi-la-taifa/)	23	Swahili, Print	Culture, Politics, Tanzania
	Things fell apart (http://vijana.fm/2011/10/25/things-fell-apart/)	23	English, Print	Africa, East Africa, Leadership, Politics, Tanzania

Endnote:

To view previous reports and the latest styleguide, please refer to the following web pages (you will need to log in to view the pages):

- <http://www.vijana.fm/about/reports/>
- <http://www.vijana.fm/about/styleguides/>

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

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