



Quarterly Brief

For the period 5th July 2012 - 30th September 2012

Prepared by the Operations team, released on 9th October 2012.

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Foreword & next quarter goals:

Hello!

This brief is dated from July 5th and not July 1st because we activated the analytics monitor for our website from July 5th onwards after moving to a new host (ie: there is no data from July 1st to 4th).

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

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

There is not much to report on the advancement of the goals we set forth as of June 2012, so they are sustained below:

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; please do pitch in where you see fit. We have built a "cafe" for the studio to interact in an easier way - if you think this is actually more work for you, we'd love to know!

The saga continues.

With best wishes,

Operations team
admin@vijana.fm

9th October 2012

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 30th September 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 (@ 52% 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 15%. b. Pageviews decreased by 2%. c. Average pages visited increased by 1 page. d. Bounce rate increased by 8 %. |
| | 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 4%. b. Average comments per post increased by 1%. c. Average time on site increased by 43 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 4%. @ 819 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 11%. @ 692 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. 32 crew members as of this report. b. Number of projects increased by 1 projects. @ 7 live projects as of this report. |
| | 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 (5th July - 30th September 2012):

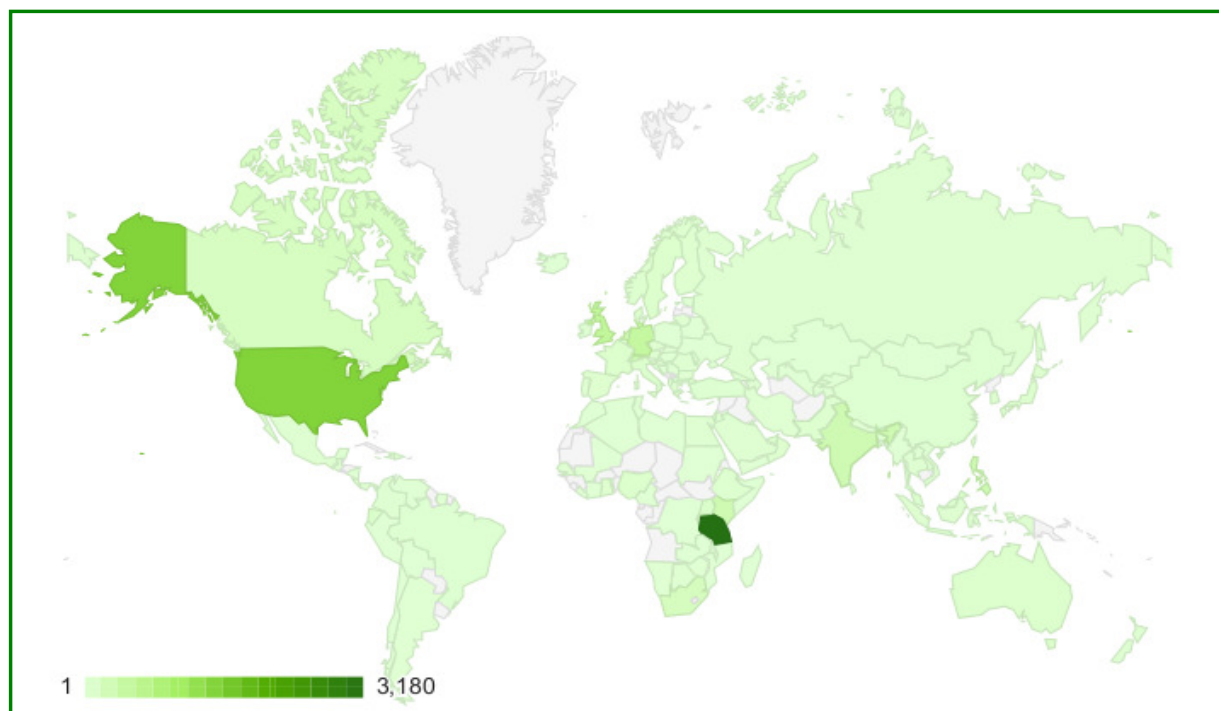
Summary:

| | |
|-------------------------|-----------------|
| Total visits: | 10,504 visits |
| Absolute unique visits: | 8,215 visits |
| Pageviews: | 17,579 views |
| Avg. pages visited: | 2 pages/visit |
| Bounce rate: | 86 % |
| Avg. time on site: | 2:01 mins/visit |
| % of New visits: | 76.13 % |

Mobile devices:

| | | |
|-----------------------|---------------|---------------------------|
| Total visits | 10,504 | |
| Device (top 5) | Visits | Avg. time on site: |
| Apple iPad | 191 | 0:52 mins/visit |
| (Not set) | 63 | 0:57 mins/visit |
| BB 9300 Curve | 26 | 1:48 mins/visit |
| BB 990 Bold | 19 | 2:13 mins/visit |
| BB 9780 | 16 | 2:00 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 | 3,180 | 2 | 00:02:27 | 72 % | 74 % |
| United States | 1,484 | 1 | 00:01:03 | 83 % | 80 % |
| (Not set) | 1,274 | 1 | 00:01:25 | 88 % | 81 % |
| United Kingdom | 540 | 2 | 00:1:08 | 79 % | 79 % |
| Germany | 470 | 2 | 00:06:35 | 32 % | 60 % |

Top five pages visited:

| Pages | Page-views | % of Total Pageviews (-) |
|--|------------|--------------------------|
| Homepage (vijana.fm) | 3,323 | 19 % |
| The Role of Energy in Economic Growth (http://www.vijana.fm/2010/12/26/the-role-of-energy-in-economic-growth-2/) | 540 | 3 % |
| Who to blame when a ship sinks (http://www.vijana.fm/2012/07/19/who-to-blame-when-a-ship-sinks/) | 504 | 3 |
| Ze Utamu arudi kuwapangusa! (http://www.vijana.fm/2010/07/27/ze-utamu-arudi-kuwapangusa/) | 492 | 3 % |
| The death of a prime minister: Can Africans have it all? (http://www.vijana.fm/2012/09/04/the-death-of-a-prime-minister-can-africans-have-it-all/) | 364 | 2 % |

Top five traffic sources:

| Sources | Visits | % of Total Visits (-) |
|--|--------|-----------------------|
| Google (Organic) (google.com) | 5,450 | 52 % |
| Direct (vijana.fm) | 1,612 | 15 % |
| Facebook (facebook.com) | 1,409 | 13 % |
| Google (Referral) | 203 | 2 % |
| t.co (Referral) (twitter.com) | 150 | 1 % |

Top five keywords searched before clicking to Vijana FM:

| Keywords (as they were typed) | Visits | % of Total Visits (-) |
|-------------------------------|--------|-----------------------|
| ze utamu | 276 | 3 % |
| vijana fm | 189 | 2 % |
| black background | 155 | 1 % |
| kilimo kwanza | 82 | 1 % |
| education for self reliance | 54 | 1 % |

Top five browsers accessing Vijana FM:

| Keywords | Visits | % of Total Visits (-) |
|-------------------|--------|-----------------------|
| Firefox | 3,299 | 31 % |
| Chrome | 2,619 | 25 % |
| Internet Explorer | 1,852 | 18 % |
| Safari | 1,203 | 11 % |
| Opera Mini | 1,038 | 10 % |

Appendix 2 - Blog analytics (as of 30th September 2012):

Summary:

| | |
|-------------------------------|--------------------|
| Total posts | 814 |
| Total comments | 2,324 |
| Avg. comments per post (-) | 2.86 comments/post |
| Total tags | 204 |
| Total categorized by language | 887 |
| Total categorized by medium | 946 |

Category breakdown:

| Category | # of Posts | % of Total Posts (-) |
|----------|------------|----------------------|
| English | 616 | 75 % |
| Swahili | 271 | 34 % |
| Audio | 118 | 15 % |
| Print | 544 | 66 % |
| Visual | 284 | 36 % |

Top five tags:

| Tag name | # of Posts | % of Total Posts (-) |
|------------------|------------|----------------------|
| Tanzania | 388 | 4 % |
| Education | 160 | 2 % |
| Global | 143 | 1 % |
| Youth | 126 | 1 % |
| Entrepreneurship | 117 | 1 % |

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 |
| | One the Incredible (http://vijana.fm/2010/11/08/one-the-incredible/) | 28 | Swahili, Audio, Visual | Music, Tanzania, Youth |
| 3 | Justinian F. Rweyamamu - A Wealth of Knowledge (http://vijana.fm/2012/03/29/justinian-f-rweyamamu-a-wealth-of-knowledge/) | 26 | English, Print | Development, Economy, Education, History, Tanzania |
| 4 | Vazi la Taifa kwa kamati, imla iso tamati (http://vijana.fm/2012/01/25/vazi-la-taifa/) | 25 | Swahili, Print | Culture, Politics, Tanzania |
| 5 | Elimu ya sekondari Tanzania: Maafa (http://vijana.fm/2011/01/28/elimu-ya-sekondari/) | 24 | English, Swahili, Print, Visual | Education, Measuring value, Policies, Tanzania |

Endnote:

The following resources are available on the website:

Previous reports: <http://www.vijana.fm/about/reports/>

Styleguide: <http://www.vijana.fm/about/studio-crew/styleguides/>

Internal discussion forum: <http://www.vijana.fm/about/studio-crew/cafe/>

Crew terms: <http://www.vijana.fm/about/studio-crew/crew-terms/>

Crew sign-up: <http://www.vijana.fm/about/studio-crew/join-the-crew/>

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@vijana.fm):

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