



Quarterly Brief

For the period 1st October - 31st December 2012

Prepared by the Operations team, released on 3rd February 2013.

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1. Foreword + next quarter goals

Happy new year!

This is the final Vijana FM quarterly briefing for 2012. The **purpose** of this briefing is twofold:

- A. To track 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.

All the **data** shown in these reports is collected using Google Analytics, a tool that tracks our website visitation, and WordPress, our blog's content management system.

Keeping in mind the **goals** we set previously, we are adding these tasks to our to-do list:

- 1. Organize Vijana FM's registration with AIDIA Tanzania Limited;
- 2. Build an infomercial-based revenue model;
- 3. Invest in audio-recording resources;
- 4. Instigate focussed commissioned research projects.

Questions, comments and suggestions are always welcome. Here is to a productive and prosperous 2013!

With best wishes,

Operations team
admin@vijana.fm

3rd February 2013

2. 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 31st Dec 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 (@ 53% 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 increased by 2%. b. Pageviews decreased by 12%. c. Average pages visited decreased by 1 page. d. Bounce rate decreased by 9%.
	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 decreased by 1%. c. Average time on site decreased by 31 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 9%. @ 891 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 26%. @ 872 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. Remains the same as of the last 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. 6 partnerships as of this 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, 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 + 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.

4. Appendix A - Web analytics (1st Oct - 31st Dec 2012)

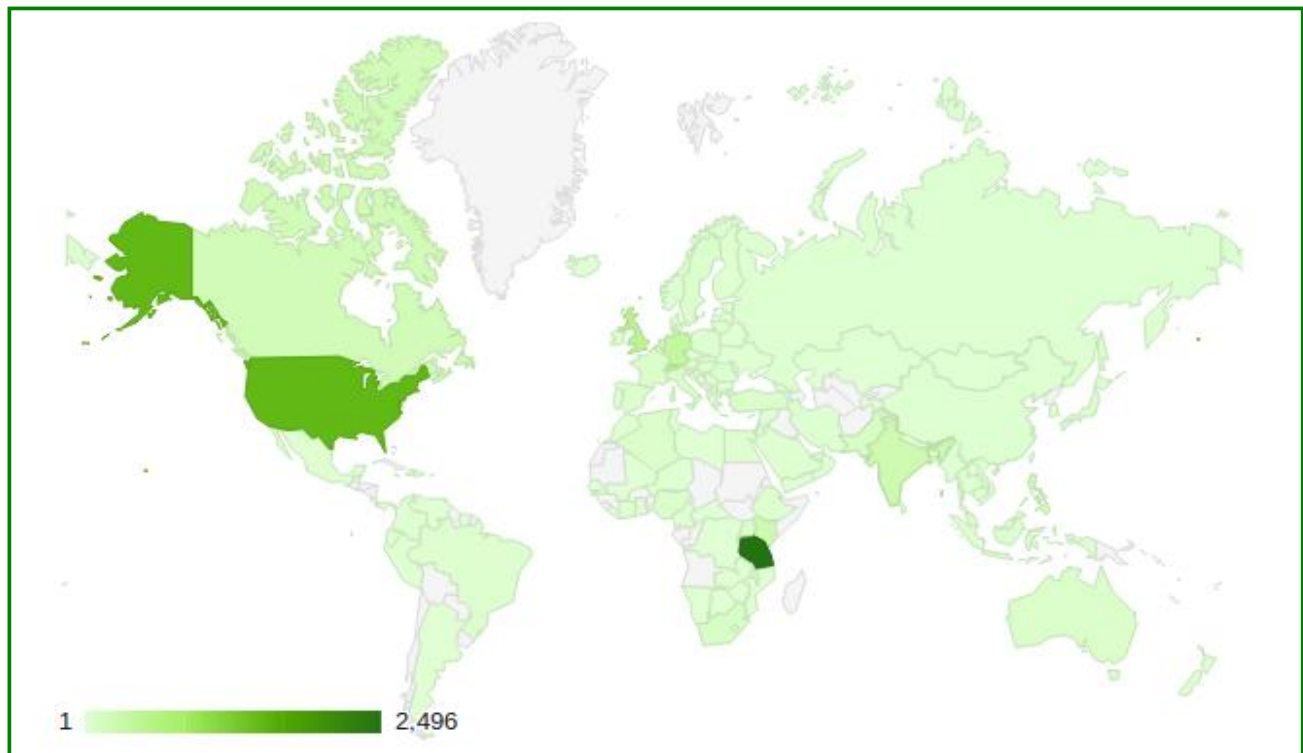
Summary:

Total visits:	10,617 visits
Absolute unique visits:	8,352 visits
Pageviews:	15,711 views
Avg. pages visited:	1 pages/visit
Bounce rate:	79 %
Avg. time on site:	1:30 mins/visit
% of New visits:	77 %

Mobile devices:

Total visits	412	
Device (top 5)	Visits	Avg. time on site:
Apple iPad	144	0:58 mins/visit
(Not set)	85	2:01 mins/visit
BB 9900 Dakota	20	2:22 mins/visit
Google Nexus 7	17	0:03 mins/visit
BB 9780	10	0:19 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	2,469	2	00:01:56	73 %	78 %
(Not set)	2,325	1	00:01:14	84 %	82 %
United States	1,490	1	00:00:56	89 %	80 %
Switzerland	561	1	00:03:00	5 %	79 %
United Kingdom	468	1	00:01:10	85 %	81 %

Top five pages visited:

Pages	Page-views	% of Total Pageviews (-)
Homepage (http://www.vijana.fm)	2,402	15 %
Education for self-reliance (http://www.vijana.fm/2010/08/02/education-for-self-reliance/)	661	4 %
Watanzania tunaomboleza (http://www.vijana.fm/2010/07/14/watanzania-tunaomboleza/)	509	3 %
The Role of Energy in Economic Growth (http://www.vijana.fm/2010/12/26/the-role-of-energy-in-economic-growth-2/)	484	3 %
Kilimo Kwanza 101 (http://www.vijana.fm/2011/08/06/kilimo-kwanza-101/)	274	2 %

Top five traffic sources:

Sources	Visits	% of Total Visits (-)
Google (Organic) (google.com)	5,655	53 %
Direct (vijana.fm)	1,710	16 %
Facebook (facebook.com)	1,234	12 %
Google (Referral)	291	3 %
t.co (Referral) (twitter.com)	208	2 %

Top five keywords searched before clicking to Vijana FM:

Keywords (as they were typed)	Visits	% of Total Visits (-)
black background	224	4 %
ze utamu	122	2 %
Kilimo kwanza	106	2 %
education for self reliance	92	1 %
uchawi	49	1 %

Top five browsers accessing Vijana FM:

Keywords	Visits	% of Total Visits (-)
Firefox	3,069	29 %
Chrome	2,683	25 %
Internet Explorer	1,638	15 %
Opera Mini	1,435	14 %
Safari	1,287	12 %

4. Appendix B - Blog analytics (as of 31st Dec 2012)

Summary:

Total posts	843
Total comments	2,394
Avg. comments per post (-)	2.83 comments/post
Total tags	215
Total categorized by language	916
Total categorized by medium	946

Category breakdown:

Category	# of Posts	% of Total Posts (-)
English	643	76 %
Swahili	273	32 %
French	0	0 %
Audio	119	14 %
Print	571	68 %
Visual	287	34 %

Top five tags:

Tag name	# of Posts	% of Total Posts (-)
Tanzania	398	47 %
Education	162	19 %
Global	145	17 %
Youth	130	15 %
Entrepreneurship	119	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
	One the Incredible (http://vijana.fm/2010/11/08/one-the-incredible/)	28	Swahili, Audio, Visual	Music, Tanzania, Youth
3	Justinian F. Rweyemamu - A Wealth of Knowledge (http://vijana.fm/2012/03/29/justinian-f-rweyemamu-a-wealth-of-knowledge/)	27	English, Print	Development, Economy, Education, History, Tanzania
4	Education for self-reliance (www.vijana.fm/2010/08/02/education-for-self-reliance/)	26	English, Swahili, Print	Africa, Education, Politics, Tanzania
5	Vazi la Taifa kwa kamati, imla iso tamati (http://vijana.fm/2012/01/25/vazi-la-taifa/)	25	Swahili, Print	Culture, Politics, Tanzania

5. 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(at)vijana(dot)fm):

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