



Quarterly Brief (1st Jan - 31st Mar 2013)

Prepared by the Operations team, released on 14th April 2013.

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1. Foreword + next quarter goals

This is the first Vijana FM quarterly briefing for 2013. 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.

The current working goals set in the last briefing are as follows:

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.

Your questions, comments and suggestions are welcome. Here are some prompts that would make for useful feedback to the Vijana FM project:

- Do the above goals fit with your vision of Vijana FM? How so?
- Are these quarterly briefings helpful to you? Why or why not?
- Is help available when you want it?
- Have you found it easy to communicate with other people at Vijana FM?
- What would you change about Vijana FM?

With appreciation,

Operations team
admin(at)vijana(dot)fm

14th April 2013

2. Logical Framework (as of 31st March 2013):

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 @ 42% of total visits.
	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. Down 2% (10,451 unique visits). b. Down 4% (15,143 pageviews). c. No change (1 page/visit). d. Up 3% (82%) .
	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. Up 2% (864 posts). b. Down 1% (2.81 comments per post). c. Down 3 seconds (1:27 mins per visit).
	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. Up 4% (929 fans). 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. Up 11% (968 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. Up 6% (34 crew members). b. No change.
	2. Networking (using Google Group)	Facilitate drafts and/or discussions about future published media.	a. Interactions	a. TBA	a. Beta testing private forum (www.vijana.fm/cafe).
(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. No change. b. No change (6 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. No change (www.vijana.fm/contact). b. Moved form online (www.vijana.fm/join-the-crew).
	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. No change (Styleguide version 7).
(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. Up by 1 report. b. No change (1 human resource survey conducted).
	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. No change (3 proposals submitted since 2009). b. No change (no funds granted to date).

3. Appendix A - Web analytics (1st Jan - 31st Mar 2013)

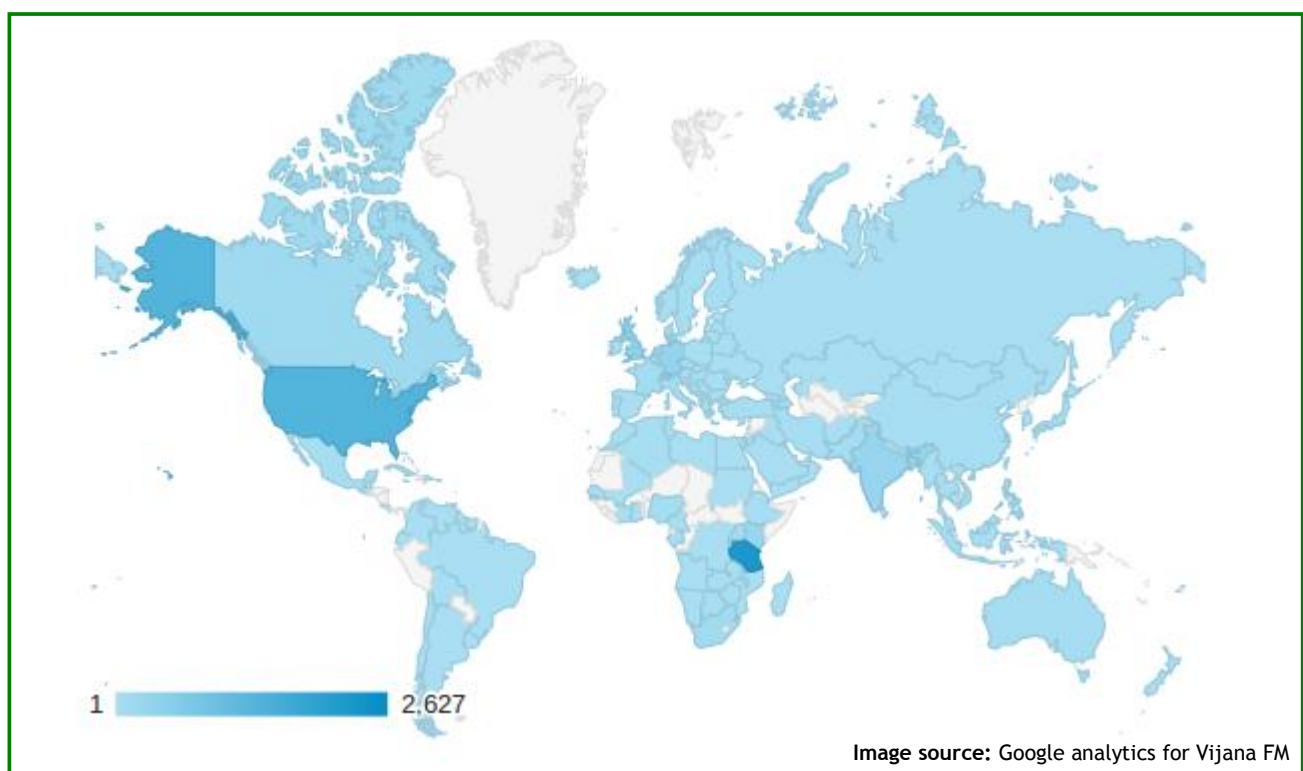
Summary:

Total visits:	10,451 visits
Absolute unique visits:	8,378 visits
Pageviews:	15,143 views
Avg. pages visited:	1 pages/visit
Bounce rate:	82 %
Avg. time on site:	1:27 mins/visit
% of New visits:	78 %

Mobile devices:

Total visits	472	
Device (top 5)	Visits	Avg. time on site:
Apple iPad	179	1:15 mins/visit
(Not set)	116	1:39 mins/visit
BB 9300 Curve	19	3:00 mins/visit
Nokia C3-00	15	4:00 mins/visit
Nokia X2-01	14	0:14 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 (-)
(Not set)	2,627	1	00:01:13	83 %	81 %
Tanzania	2,268	2	00:02:12	77 %	79 %
United States	1,392	1	00:00:48	93 %	85 %
Switzerland	644	1	00:01:36	4 %	88 %
United Kingdom	432	1	00:00:49	92 %	85 %

Top five pages visited:

Pages	Page-views	% of Total Pageviews (-)
Homepage (http://www.vijana.fm)	2,129	14 %
Education for self-reliance (http://www.vijana.fm/2010/08/02/education-for-self-reliance/)	967	6 %
The Role of Energy in Economic Growth (http://www.vijana.fm/2010/12/26/the-role-of-energy-in-economic-growth-2/)	432	3 %
Watanzania tunaomboleza (http://www.vijana.fm/2010/07/14/watanzania-tunaomboleza/)	346	2 %
One the Incredible (http://www.vijana.fm/2010/11/08/one-the-incredible/)	250	2 %

Top five traffic sources:

Sources	Visits	% of Total Visits (-)
Google (Organic) (google.com)	6,328	42 %
Direct (vijana.fm)	1,865	12 %
Facebook (facebook.com)	799	5 %
Google (Referral)	161	1 %
MyWebSearch (Referral) (search.mywebsearch.com)	133	1 %

Top five keywords searched before clicking to Vijana FM:

Keywords (as they were typed)	Visits	% of Total Visits (-)
black background	152	1 %
education for self reliance	128	1 %
ze utamu	68	<1 %
vijana fm	54	<1 %
kilimo kwanza	42	<1 %

Top five browsers accessing Vijana FM:

Keywords	Visits	% of Total Visits (-)
Firefox	2,778	18 %
Chrome	2,328	15 %
Opera Mini	1,700	11 %
Internet Explorer	1,617	11 %
Safari	1,340	9 %

Appendix B - Blog analytics (as of 31st Mar 2013)

Summary:

Total posts	864
Total comments	2,426
Avg. comments per post (-)	2.81 comments/post
Total tags	229
Total categorized by language	938
Total categorized by medium	1,003

Category breakdown:

Category	# of Posts	% of Total Posts (-)
English	662	77 %
Swahili	275	32 %
French	1	<1 %
Audio	122	14 %
Print	593	69 %
Visual	288	33 %

Top five tags:

Tag name	# of Posts	% of Total Posts (-)
Tanzania	407	47 %
Education	164	19 %
Global	147	17 %
Youth	132	15 %
Entrepreneurship	122	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	One the Incredible (http://vijana.fm/2010/11/08/one-the-incredible/)	29	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/)	29	English, Print	Development, Economy, Education, History, Tanzania
3	Osama is dead; but... (http://vijana.fm/2011/05/05/osama-is-dead/)	28	English, Print	Global, Politics, Religion
	Education for self-reliance (www.vijana.fm/2010/08/02/education-for-self-reliance/)	28	English, Swahili, Print	Africa, Education, Politics, Tanzania
4	Vazi la Taifa kwa kamati, imla iso tamati (http://vijana.fm/2012/01/25/vazi-la-taifa/)	26	Swahili, Print	Culture, Politics, Tanzania
5	Elimu ya sekondari Tanzania: Maafa (http://www.vijana.fm/2011/01/28/elimu-ya-sekondari/)	24	English, Swahili, Print, Visual	Education, Measuring value, Policies, Tanzania

4. 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.

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