

FILM AND PUBLICATION BOARD 2010 PROJECT OFFICE STRATEGY


16 MARCH 2010


*Presentation to Portfolio Committee on Home
Affairs*




Film and Publication Board

We inform. You choose.

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- The FPB 2010 Project Office Strategy seeks to leverage on the 2010 FIFA World Cup through partnerships and mass media campaigns aimed at promoting the mandate of the FPB
 - The Strategy is also aimed at educating young South Africans and society in general on the dangers associated with *Cyber Networks, Unclassified Films and Publications* and the *meaning of the classification tools utilized by the FPB* (eg. 18 SNLV)

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- It is a key objective of the Strategy to create awareness on the dangers of Child-Pornography and the increased exposure of children in the *creation, distribution* and *possession* of Child-Pornography and any other unclassified pornographic materials
 - The Strategy seeks to increase knowledge on these matters amongst Children, Youth, Parents, Civil-Society and Law Enforcement Agencies



The 2010 Project Office Strategy seeks to enhance collaboration amongst the various units within the FPB and provide strategic support to ensure maximum participation and benefit for all unit programs, within the 2010 Project Office


The Strategy also identifies risks that would be cause for deviation in the execution and implementation of programs allocated and coordinated by the Project Office


BACKGROUND

The **Vision** of the FPB is a “*credible* and *visible* content-classification authority”

Our **Mission** is “We regulate the media environment through the classification of content, by:

- Maintaining relevance to the values and norms of South African society through scientific research; and
- Balancing the right to freedom of expression with an obligation to protect children from exposure to potentially disturbing, harmful and inappropriate materials; and
- Protect children from sexual exploitation in media content, in order to educate the broader South African society to make informed choices.”

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- The FPB is putting in place a variety of programs aimed at ensuring that the mandate is stretched in 2010 to allow for increased visibility, awareness and efficiency
 - The 2010 FIFA World Cup taking place in South Africa poses a variety of threats to the efforts aimed at preventing the creation, possession and distribution of Child-Pornography and Unclassified Material in General

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- New Regulations will soon come into effect and these will enhance the mandate of the FPB and will require increased publicity and information dissemination on their application
 - The need to increase information and awareness on the issues of Child-Pornography, Trafficking, Abuse and the responsible use of Cyber Networks by children



STRATEGIC OBJECTIVES


- To educate and increase the knowledge of Children and Parents on the Classification of Films and Publications
- To Raise Awareness around Child-Pornography and the legal consequences of the Creation, Possession and Distribution of such Material
- To promote responsible usage of technology and cyber-networks by children

- To promote responsible behavior and awareness amongst visitors to the 2010 FIFA World Cup on Classification and Anti-Child Pornography
- To use the platform presented by 2010 to reach out to SADC countries on matters of child trafficking and sexual exploitation of children
- To promote internal 2010 participation programs in line with our national efforts to support Bafana Bafana



KEY FOCUS AREAS

- Interactive Outreach and Awareness Programs,
- Outreach and awareness within the SADC region, targeting countries sharing border with SA and those who are hosting some 2010 world cup related activities (training camps etc)
- Mass Media Communication of identified campaign messages

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- Identification of Stakeholders and Entities with a strategic link to our 2010 objectives with whom partnerships may forged
 - Identification of Anti-Child Pornography Campaign Ambassadors for the FPB
 - Identification of potential risk areas where campaigns ought to focus (Host Cities, Entry Points, Public Transport and PVA)



DELIVERABLES

- **Mass Media Campaign inclusive of;**
 - Community Media (Print and Electronic)
 - Public Transport Advertising
 - SABC TV & Radio Creative Partnerships
 - Promotional Material
 - Public Space Advertisements
 - New Media Space (Internet and SMS Lines)
 - Leaflet Development and Distribution
 - Media Briefs by Principals on FPB and Campaigns
- ❖ **FPB Prochild Website to be the key platform for the Launch of the 2010 Campaigns**



- **OUTREACH PROGRAMS;**

- Community engagements and awareness creation in identified areas
- Schools program including institutions of Higher Learning
- Public Campaigns in key public spaces utilizing identified ambassadors
- Traditional Leaders Program targeting rural and outlying areas with vulnerable children
- Civil-Society Engagements



- **Partnerships;**

- Initiation of Partnership Proposals and conclusion of agreements
- FPB value identification in partnerships formed and implemented
- Partnership Charter and Value Proposition



- **Community Empowerment Programs;**

- Community Workshops on Cyber Safety and anti-child pornography
- Establishment of Community Based awareness groups/volunteers
- Educator orientation for Schools Program
- Short Theatrical Productions on Anti-Child Pornography with Students



- **FPB 2010 CAMPAIGN PROGRAMME;**

- Employee based and focused 2010 program as part of building internal support for the FIFA WC and the National Team



PROJECT TEAM

- Project Manager
- Project Assistant
- Project Task-Team:
 - CPU
 - COMMS
 - CPT/DBN OFFICES
 - SCM



BUDGETARY IMPLICATIONS

- The 2010 Project office requires a **minimum** of **R18m** to implement the programs highlighted within the presentation successfully and with mileage to the FPB.
- ❖ Marketing and Advertising – R9m
- ❖ Partnership Facilitation and Endorsements – R1m
- ❖ Outreach and Community Programs – R6m
- ❖ SADC Outreach and Awareness – R2m
- ❖ FPB internal 2010 Campaign – R100k



ADMINISTRATIVE REQUIREMENTS

- The Project Office would need to employ the services of interns over a 12-month period
- Volunteers will also be recruited with the aim of assisting on an ad-hoc basis with Campaigns
- The Interns Required would be deployed as follows:
 - ❖ Campaigns Officer x 2
 - ❖ Media and Public Relations Assistant
 - ❖ Office Administrator



RISKS

- Time – The 2010 FIFA WC begins in June and the Financial Year in April
- Financial Resources – Confirmation of allocated budget
- Administrative Capacity – The Project office will need to leverage on existing employees and where necessary volunteers and interns must be commissioned
- Media space and airtime is highly contested for the duration of the 2010 FIFA WC and must be secured speedily
- Stakeholder readiness and capacity to execute programs
- Bureaucratic delays in finalizing partnerships



KEY TIME CONSIDERATIONS

- Strategy and Operational Plan Concluded and approved – end February
- Development and Launch of Campaign Messages and Material – end March
- Identification of potential partners and initiation of discussions and proposals in this regard – end February
- Publication, Adjudication and Awarding of 2010 Anti-Child Pornography Campaign tenders – end March 2010
- Launch of the Campaign – April/ May 2010



Thank you