



Head Office:
ECO Glade 2, 420 Witch Hazel Street, ECO Park, Centurion, 0169
Private Bag X31, Highveld Park, 0169
Tel: +27 12 661 0051 **Fax:** +27 12 661 0074
E-mail: information@fpb.org.za Website: www.fpb.org.za



PROVISION OF PUBLIC RELATIONS, COMMUNICATIONS AND MARKETING SERVICES: CAMPAIGN TO SUPPORT THE PUBLIC CONSULTATIONS AND MEDIA ENGAGEMENTS FOR THE ADOPTION OF AN ONLINE CONTENT REGULATION POLICY

This is an invitation which will require the successful tender to provide Public Relations, Media Relations, Marketing and Communication services to the Film and Publication Board (FPB), to support the public consultations and media engagements for the adoption of the draft Online Content Regulation Policy.

BACKGROUND AND LEGISLATIVE MANDATE

The FPB derives its mandate from the Films and Publications Act (Act65, 1996), amended in 2004 and 2009. The FPB is mandated to regulate the creation, production, possession and distribution of films, games and certain publications in order to:

- Provide consumer advice that will enable adults to make informed viewing, reading and gaming choices – both for themselves and the children in their care
- Protect children from exposure to disturbing and harmful materials and from premature exposure to adult experiences
- Make punishable the use of children in pornography or exposure thereto

Vision

A leading and credible content classification authority in South Africa



Mission

To ensure efficient and effective consumer protection by classifying media and entertainment content, while empowering the public, especially children through the education, information and stakeholder partnerships

Five key priorities for the next five years

- Leading edge in classification content
- Informing and educating society to empower adults and protect children against harmful content
- Legislative review
- Develop and maintain local and international partnerships
- Research, Compliance and Monitoring and Evaluation

SPECIFICATIONS:

Background to brief

Job Type : Public Relations, media relations, advertising, event and logistics management services, for media engagements and public consultations, that will take place nationally, to guide the FPB towards the adoption and implementation of the current draft Online Regulation Policy.

The Film and Publication Board wishes to appoint agency/ies to manage the PR, Marketing and Communications and logistical requirements. It would be expected that the successful agency/ies would develop a cost effective and impactful campaign, which will run for four (4) months and falls in line with the FPB strategic objectives and mandate.

FPB requires agency support for:

- Develop and execute a media relations and stakeholder engagement strategy for the campaign. The FPB would welcome traditional and online methodologies
- Manage media engagements nationally: media briefings, media invitations and RSVP's, field media calls, managing media requests and strategically advise the FPB accordingly, develop press kits, press releases and thought leadership pieces in relation to the campaign,
- We require the agency to develop PSA's to inform the public about the consultation process
- We require agency support for print and online advertising and placement, and to develop the creative concept for the campaign that will run nationally
- The agency/ies will have to provide event logistics support, working with the FPB team: secure venues for public engagement sessions, secure equipment and conduct transcription services for each public engagement, provide transcripts of each engagement session to the FPB, mobilize and invite targeted community representatives and stakeholders to attend the public engagements and conduct RSVP's
- Provide reports and updates on all activities executed and targets met

Key Requirements of the successful agency/ies

- An experienced senior team, to ensure delivery of all elements of the campaign, from the strategy development, to the creative and implementation
- Demonstrate experience handling public engagement campaigns
- Demonstrate experience managing media and media relations for public engagement campaigns
- Ensure key messages are delivered with the gravitas and clarity they require
- Ensure the FPB is represented well in the media and social platforms throughout the campaign

- Quotations should include costs for PR and media relations, design advertising and event management and logistics

Assessment

The initial tender should include the following:

1. Background information on the business
2. Background information on the team that will manage the campaign
3. Background information about public engagement campaigns conducted
4. Background information about media relations conducted in relations to public engagement campaigns
5. Initial thoughts on how you would you develop and execute the campaign over the four months: audiences, stakeholders, processes and the strategic approach

Quotations

Quotations should include the agency/ies ability to develop and implement a PR, media engagement and advertising campaign, working with the Film and Publication Board team, to manage and execute the campaign strategy.

Service Providers must have a proven track record of conducting public consultation campaigns. No compromises will be accepted.

Timing Path

The appointed service provider/s will be furnished with the critical timing path to meet the delivery time frames specified in the PFMA.



OTHER IMPORTANT INFORMATION:

The closing date for submission of proposals is the 27 March 2015, 11H00. A compulsory briefing session will be held on the 09 March 2015 at 11H00 at FPB offices.

Enquiries regarding tendering procedures can be directed to: Julius Ramatjie, tel. (012) 003 1400 or email: tenders@fpb.org.za

For technical enquiries can be directed to: Janine Raftopoulos, tel. (012) 003 1400 or email: tenders@fpb.org.za