

# BOM 2008/9



## Something old and something new!

### Introduction

BOM 2008 will take the form of a retrospective – a return to the clubs, children and situations we encountered during the last two series to get feedback on the situations we have filmed before.

*Have adults kept their promises? Have the clubs managed to resolve difficult situations? Has their hard work made a difference to their lives or the lives of others? What about some of the children in trouble we encountered? How are they doing and can we even find them?*

BOM 2008/9 will find out!

### Wrapped in a competition

In order to make the series more interactive and relevant to contemporary challenges as well as to make it appealing to young audiences – the series will be driven by a competition. We visit the clubs – not only to get updates and feedback, but to film the clubs' own – PUBLIC SERVICE ANNOUNCEMENT (PSA/Short Advert). In the PSA/Short Advert the clubs will identify the most common form of discrimination in their community, conceptualise a message to deal with it, and execute the PSA that seeks to address the identified problem.

It is important to note that the judging of the PSA will be done by Soul City, Curious Pictures, and the SABC staff members who are intricately involved in the production of BOM. Before the clubs could do their short adverts they will be prepared by Soul City and Curious Pictures crew who will visit every club featured in the series. During the research phase, each club will be given the task to write, design and present a one minute television advert which we will film for them on the subject of **tolerating difference and reducing prejudice and discrimination**.

Each episode will therefore be driven by the narrative of visiting clubs to see their advert. While we are there – we will flash back to their past episode and get an update on what has happened since then.

## **26 public service announcements – made for kids by kids**

A wonderful by-product of the **Buddyz on the Move** 2008/2009 series will be 23 stand-alone public service announcements on **tolerating difference** – made for kids, by kids. Of these 23 short adverts we will choose the best two, with one to be announced during episode 13, and the second one during episode 25. The winning two clubs will get an opportunity to come to Johannesburg and visit Soul City, Curious Pictures, and the SABC. Both winning clubs will have a once in a lifetime opportunity to film a professional PSA (all expenses paid). In episode 26 (final episode) we will capture the clubs's visits as well as the making of their professional PSAs (behind the scenes). From the two PSAs to be produced there will a grand winner to be announced at the end of the episode.

The two professional adverts can be used in a number of different forms, places within and between other programmes on the schedules. In addition, they can be placed on facebook, myspace and youtube as a necessary intervention into the debate on prejudice and discrimination. Children's programmes such as Yo TV will be targeted as well to make use of the PSAs and engaging young people in dealing with prejudice and discrimination.

## **Viewer's competition**

The viewers at home will be given an opportunity to win prizes by answering a question that will come after each episode.

## **Breaking the episodes into 2 x 13 series**

The competition will be run twice over 13 episodes. This is because a 26 week competition is too long to deal with and the pay off too long for viewers at home.

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