

Media alert

23 June 2020

Please cascade to all media staff

Reminder for safe reporting on the death of Steve Bing

Mindframe offers the following guidance for safe reporting on the recent passing of writer and film producer, Steve Bing.

While we understand that this is an incident of public interest, *Mindframe* urges media to refrain from speculating on the cause or events leading to Bing's death, or simplifying the cause to a single factor. Coverage of suspected suicide by a celebrity can glamourise and normalise suicide, with research showing it can prompt imitation by vulnerable people.

Mindframe reminds Australian media professionals to avoid reporting explicit detail about method and location, including use of detailed and dramatic photographs or videos, as this can also lead to imitation by people who are vulnerable to self-harm and suicide.

Mindframe recommends being cautious when sharing or posting overseas content online, and to ensure articles are in line with Australian reporting standards and editorial codes.

Finally, any coverage of this recent incident should include details of [help-seeking](#) as listed below.

As more details emerge about the incident, we ask the Australian media to consider the *Mindframe* [guidelines](#).

Handle a celebrity death with care

Repeated coverage of a celebrity suicide can glamourise and normalise suicide. Minimise details about method and location, consider focusing on the wastefulness of the death, and add information about risk factors for suicide and always include help-seeking services for people who may be vulnerable.

 Learn more at mindframe.org.au

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Help-seeking information

Individuals are more likely to seek help and support when appropriate services are included in stories. Adding help-seeking information to stories (online, print and broadcast) can provide somewhere for people who may be adversely impacted by the coverage to find professional support.

Support services

Adult

Lifeline: 13 11 14

lifeline.org.au

Suicide Call Back Service: 1300 659 467

suicidecallbackservice.org.au

Beyond Blue: 1300 224 636

beyondblue.org.au/forums

MensLine Australia: 1300 789 978

mensline.org.au

Youth

Kids Helpline: 1800 551 800

kidshelpline.com.au

headspace: 1800 650 890

headspace.org.au

ReachOut: ReachOut.com

Other resources

Head to Health: mental health portal

headtohealth.gov.au

Life in Mind: suicide prevention portal

lifeinmindaustralia.com.au

SANE: online forums saneforums.org

Aboriginal and Torres Strait Islander: healthinonet.ecu.edu.au

Lesbian, gay, bisexual, trans, and/or intersex: 1800 184 527 qlife.org.au

Culturally and linguistically diverse: mhima.org.au



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Other key national resources

Head to Health: mental health portal: www.headtohealth.gov.au

Life in Mind: suicide prevention portal: www.lifeinmindaustralia.com.au

Media self-care

Reporting suicide and mental illness can also impact to the welfare of journalists. To support media professionals *Mindframe*, in consultation with the [DART Centre Asia Pacific](#), has developed journalism self-care resources for media professionals reporting suicide and mental illness. These resources can be found [here](#).

Mindframe project team

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