

**Mindframe reminder for responsible reporting on the deaths of Canadian murder suspects****13 August 2019****Please cascade to all media staff**

*Mindframe* reminds Australian media of the need for responsible reporting of the ongoing actions regarding murder suspects Bryer Schmegelsky and Kam McLeod in Canada.

With sustained international and national media coverage of the murder of Australian Lucas Fowler and American Chynna Deese, a number of news stories generated from overseas sources in relation to the deaths of McLeod and Schmegelsky are being shared across Australian media that detail method and means.

*Mindframe* would like to remind Australian journalists that syndicated media is still required to be in line with Australian reporting standards and editorial codes.

*Mindframe* cautions Australian media outlets against utilising syndicated news stories that include explicit details of method and means, as this may be of harmful to vulnerable audiences, particularly individuals who are experiencing thoughts of suicide.

**When reporting on this story *Mindframe* strongly recommends the following:**

- **Avoid:** Reporting explicit detail about method, means or location, as this may lead to imitation by vulnerable individuals.
- **Avoid:** Sharing or posting overseas content such as syndicated articles or social media news feeds that contain details of method, means or locations, or are otherwise not in line with Australian reporting standards and editorial codes.
- **Avoid:** Speculating on mental state prior to, and leading up to their deaths.

*Mindframe* urges Australian media to be mindful and sensitive of the families and communities affected by this incident.

Any coverage of this incident should include details of [help-seeking](#) resources, listed below.

More information on reporting guidelines can be found on the [Mindframe](#) website.

**The *Mindframe* project team**

Tel: 02 4924 6900 or 0427 227 503

Email: [mindframe@health.nsw.gov.au](mailto:mindframe@health.nsw.gov.au)

Twitter: @MindframeMedia

### Help-seeking information

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.

### National 24/7 Crisis Services

**Lifeline:** 13 11 14 [www.lifeline.org.au](http://www.lifeline.org.au)

**Suicide Call Back Service:** 1300 659 467 [www.suicidecallbackservice.org.au](http://www.suicidecallbackservice.org.au)

**MensLine Australia:** 1300 78 99 79 [www.mensline.org.au](http://www.mensline.org.au)

**Beyond Blue:** 1300 22 4636 [www.beyondblue.org.au](http://www.beyondblue.org.au)



### Support services

#### Adult

**Lifeline:** 13 11 14

[lifeline.org.au](http://lifeline.org.au)

**Suicide Call Back Service:** 1300 659 467

[suicidecallbackservice.org.au](http://suicidecallbackservice.org.au)

**Beyond Blue:** 1300 224 636

[beyondblue.org.au/forums](http://beyondblue.org.au/forums)

**MensLine Australia:** 1300 789 978

[mensline.org.au](http://mensline.org.au)

#### Youth

**Kids Helpline:** 1800 551 800

[kidshelpline.com.au](http://kidshelpline.com.au)

**headspace:** 1800 650 890

[headspace.org.au](http://headspace.org.au)

**ReachOut:** [ReachOut.com](http://ReachOut.com)

#### Other resources

**Head to Health:** mental health portal

[headtohealth.gov.au](http://headtohealth.gov.au)

**Life in Mind:** suicide prevention portal

[lifeinmindaustralia.com.au](http://lifeinmindaustralia.com.au)

**SANE:** online forums [saneforums.org](http://saneforums.org)

[healthinonet.ecu.edu.au](http://healthinonet.ecu.edu.au) - Aboriginal and Torres Strait Islander

1800 184 527 [qlife.org.au](http://qlife.org.au) - Lesbian, gay, bisexual, trans, and/or intersex

[mhima.org.au](http://mhima.org.au) - Culturally and linguistically diverse



### Other key national resources

**Head to Health:** mental health portal: [www.headtohealth.gov.au](http://www.headtohealth.gov.au)

**Life in Mind:** suicide prevention portal: [www.lifeinmindaustralia.com.au](http://www.lifeinmindaustralia.com.au)

### Media self-care

Reporting suicide and mental illness can also impact on 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](#).