

Combined Outcomes Report: Media Key Informant Interviews

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Introduction

The *Mindframe* National Media Initiative (*Mindframe*) currently provides a number of practical written and online resources for media professionals on the reporting of suicide and mental illness. The resources support media codes of practice, editorial policies and other internal guidelines.

The resources are based on up to date evidence about best practice reporting. While the resources have been updated yearly, a full content review including a review of style and layout, has not occurred since 2002 (when the last full scale consultation with the media occurred). It is possible that a new format and new content areas are needed to ensure the resources remain current, useful and continue to support the media in its coverage of mental illness and suicide.

Mindframe has developed a consultation plan to engage with media and other stakeholders to inform the possible review of the current media resources and associated strategies. The first phase of the consultation with media professionals involved an online survey completed by over 400 journalists in November 2011. That survey was designed to elicit broad input about the preferred style, format and content areas to be considered in the redevelopment of the media resource.

A second phase of the consultation plan included targeted key informant interviews. A first round of key informant interviews were conducted in January 2012 with editors and news directors, and a second round of interviews were conducted in March 2012 with journalists across metropolitan and rural areas. The interviews aimed to build on knowledge obtained through the online survey in 2011, asking more in-depth questions about content, style and layout of future *Mindframe* resources. A summary of results from Part 1 and Part 2 are provided below with a summary of recommendations.

Part 1: Key informant interviews with editors and news directors

1.1 Method

Target Group

Participants reported in this analysis include thirteen editors or news directors (M10; F3) from the Australian media. A total of 58 editors and news directors were invited to participate, indicating a response rate of 22.5%. Two respondents were television news directors, seven respondents were editors or editors-in-chief of newspapers and four respondents were editors or senior editorial staff that worked in a variety of roles within their organisation (including radio and online news) and were categorised as 'other'. Eleven respondents worked within a metropolitan location and two respondents worked in a rural or regional location.



Data Collection Measure

A semi structured interview proforma was developed for the key informant interviews. All respondents were asked questions related to: their experience with reporting suicide and mental illness; their use of guidelines or codes of practice; and specific content areas they would find most useful in a resource. A copy of the proforma is available upon request.

Procedure

Participants were recruited from a database of editors and news directors for Australian media and contacted directly by the *Mindframe* project team. Participants were provided with information about the study and consent was obtained. Key informant interviews were conducted via telephone by a senior staff member who was not known to the participant. Interviews were recorded, transcribed and analysed using thematic analysis techniques.

1.2 Results

Experiences and challenges reporting suicide and mental illness

All but one key informant had direct experience reporting suicide and mental illness within the Australian news media throughout their professional careers. Several respondents had additional experience as newsroom editors or producers of stories around suicide and/or mental illness.

Half of the respondents identified maintaining privacy and sensitivity as a major challenge when reporting on mental illness. When electing to publish a story, journalists first consider how to represent a situation without contributing to stereotypical representations or discrimination against people affected by mental illnesses.

[It is a] Subject that requires a great deal of caution and consideration and it's always been something that you do, you're aware of the possible repercussions.

Key informants also highlighted that the 'newsworthiness' of the event or story could pose challenges for reporters. If the matter is clearly a newsworthy event then decisions need to be made about whether to report and how much, if any, to include about mental illness or suicide.

Whether to report or not... There are still very divided opinions about whether we should report suicides or not and I think grappling with that is difficult for newspapers still today.

When covering suicide, the editor and journalist are faced with balancing the competing priorities of public interest versus maintaining the privacy of those involved. Discussion of wider social issues, which are often related to suicide and mental illness, may draw genuine public interest and be considered newsworthy but it is often unclear where journalists should draw the line.

Is this something we should be reporting? Does it have a wider public interest? How much do we protect their privacy? How much is it important that we discuss the issues that were attached to teenagers, bullying, depression that sort of thing?

Editors and news directors interviewed reported a perceived duty of care towards their audiences, which could often pose a challenge. Respondents reported an understanding of the 'copy cat' phenomenon and the risks associated with reporting details of a suicide death in too much detail. The potential impact of

their reports on vulnerable audiences is recognised by journalists and something they are mindful of when reporting suicide and mental illness.

Covering it in a way that is unlikely to encourage others to follow the example of whoever we are writing about... keeping in mind that it's a delicate sensitive issue and that there are some people out there in society who can get ideas or be inspired by such acts.

Some respondents commented that public interest and voyeurism may lead to the expectation that media organisations will cover mental illness or suicide when it involves significant public figures.

If the person who committed the suicide is well known, are they famous? Are they politicians? And clearly then there is a public interest in that person's life.

Other challenges faced by reporters surrounded their understanding of mental illness and suicide and the emotional nature of the subject matter.

Obviously our journalists are human beings as well so there is an emotional impact. . . An impact of the journalists covering it [mental illness and suicide] can be quite stressful and quite...it just obviously has an impact.

Usefulness of resources and support available to media

When asked what they found most helpful when reporting on suicide or mental illness, respondents most commonly indicated that having participated in some form of education was 'most helpful'. Education took the form of face-to-face training by a professional (e.g. *Mindframe* briefing sessions) and/or resources available for journalists to utilise of their own volition. These educational resources helped journalists obtain a clearer understanding of how to write stories about suicide and mental illness and how to minimise the potential impact on vulnerable media consumers.

The guidelines are very handy, the sheets that you do are really good, handing them out to staff, they're really handy.

We all have been across the advice that has been provided in terms of reporting on suicide and mental illness which comes to us in a written form and a couple of years ago now there was a sort of a one on one advice session or group sessions. I think these were valuable and worthwhile and if there were more of those and if they were occasionally part of a news room's existence, that wouldn't hurt - they would be welcomed in a news room.

Significantly, some workplace discussion around suicide and mental illness was also considered helpful. Media professionals addressing the issues amongst colleagues further contributed to a broad general understanding obtained from resources.

Nothing beats the one on one conversation in group form or that sort of thing I would have thought.

Personal experience with suicide or mental illness was perceived to be both relevant and helpful in addition to a cautious, factual approach taken by journalists that is reinforced at an editorial level when reporting on these issues.



Use of current *Mindframe* resources, guidelines and codes of practice

The majority of respondents indicated having used *Mindframe* resources on reporting suicide and mental illness in the past as a journalist or an editor. When asked about the usefulness of the *Mindframe* resources responses indicated that they were both useful as a guide to developing a story, and as a tool to shape attitudes and increase knowledge more generally.

In terms of the most helpful *current* resource format, respondents favoured the quick reference cards. Quick reference cards (QRCs) feature brief information and checklists in a condensed format for easy reference.

I found them [QRC's] more handy because you can quickly consult them and [have] all the numbers and information are just there. Breaking it down into simplified easy to digest; the journalist would only need five or ten minutes to quickly look at.

Feedback on the current media resource book, *Reporting Suicide and Mental Illness: A Mindframe Resource for Media Professionals*, was that within today's media environment it was "too long" and that journalists often did not have the time to digest a complete manual before writing a piece.

We found them useful if not a bit long... I have to add that it's not always followed, but at least it gave us a basis to make an informed judgment on a case by case basis.

When asked what would make *Mindframe* resources more useful as a tool for journalists reporting suicide and mental illness a common suggestion was examples of both good and bad media reporting featuring suicide and mental illness. These examples could be included on the *Mindframe* website or within the resources for journalists as practical guidance. In line with feedback on the current A4 resource being 'too long' feedback for an improved future resource indicated that a shorter format would increase usefulness.

One respondent had not used *Mindframe* resources, or referred to industry guidelines but did feel that ad hoc professional development with guidelines such as *Mindframe's* could assist with making decisions when reporting suicide and mental illness.

All but one respondent referred to industry codes of practice or editorial policies (for example the Australian Press Council) that referred to the reporting of suicide or mental illness. These policies and guidelines were considered useful as broad guidelines or recommendations by most respondents.

I find them very useful. They point you in a direction as to not only how you handle the story but whether you run the story, where you place it and who you go to for advice.

When asked to identify what would increase the usefulness of industry guidelines practical examples and real life contacts were popularly suggested by respondents. This was in line with previous recommendations regarding the *Mindframe* resources.

Appreciate that there has to be real life examples in reporting, I think anything you put on your website or manual with real life examples would be of benefit.

Speaking to people who are living with these things has far more power in getting the message across than just quoting facts and figures. So I think it would be important to be able to speak to people who have either lived or experienced suicide in some form.

Similarly, any industry guidelines should be condensed into key points for quick reference that are user friendly, referring to more detailed guidelines if necessary. It was also recommended that industry codes should address mental illness in addition to suicide.

I think the idea of internal news resources or ethics etc., codes of ethics, that are by their nature designed to cover all eventualities or all types of genres of things that may influence a news room or a journalist's operations.

Future Mindframe resources – content and format

Respondents identified provision of experts for comments as one of the most important things for Mindframe to consider when revising resources for media professionals. Experts could be contacted for both comments on stories or to give guidance on the potential impacts of publishing stories on suicide and mental illness.

If requests come in there needs to be an easy way to get accurate information quickly - there can be some standard things, lists of experts who can be contacted out of hours quite easily... time is the crucial thing, availability.

If there was someone available for follow up... if someone who read the guidelines was still unsure or they weren't quite sure whether their idea or the story they are writing would get a good or bad reaction in the community.

Content around how to interview and interact with a person affected by suicide or mental illness was also considered valuable by the key informants. Furthermore, up to date facts and statistics would also be relevant to reporters when considering which angle to use for a story and to refresh themselves on the evidence around suicide and mental illness.

The personal, the professional, the research, the evidence. You have got a reminder through the guidelines of how to handle it and what the sensitivities are. I think that pretty much covers it.

A concise resource that is easy to understand was identified as a priority, so that information can be consumed quickly. Ideal future resources would be brief in content containing parameters for journalists to use as guidelines, but also providing links to more in depth information and facts for journalists who may be writing extended feature articles.

I think you would need something that is brief because often, especially if it is on a short deadline, you haven't got time to read something in depth.

It was suggested that the tone of the resource should avoid being prescriptive in nature as it could be interpreted as offensive to some journalists. The tone of any recommendations should be simple, factual, neutral and unemotional to avoid 'turning off' journalists using the resource.

Short [and] summary in a tone that is not being prescriptive.

Journalist don't like to be patronised and they don't like being told what to do, so if you can keep the language as neutral as possible.



The worst thing that can happen is some sort of prescriptive thing saying 'you can't do this, you can't do that' will just get people turning off immediately.

Additionally, it was suggested that content could also cover how to report stories about suicide and mental illness without causing any concern for readers.

Basic guidelines to follow that should cover however you deliver the stories I think.

Some suggestions surrounded tailoring information for various media platforms, as many have varying lead times for publishing stories. This is a specific challenge that should be considered in relation to online news media which has a very short news cycle and lead time.

You've really got to consider both platforms and the different requirements of each. In terms of when you're publishing a story very quickly for a website... There needs to be some ongoing education around some of the dangers with the online side of things in terms of ensuring we don't create sort of problems.

Participants suggested that the preferred format for future resources was a digital resource such as a website. Informants revealed that in today's digital environment web search engines are prioritised over hard copy manuals, which are not easily kept up to date. Ideally a digital resource would have clearly identified snapshot sections of information which are easy to reference. This information could be supplemented with in depth materials and additional resources where appropriate.

Several respondents felt that most print resources were 'out of date' and cumbersome for today's modern journalists, however some identified the A4 quick reference cards as useful in many situations additional to the website.

We don't need the great file or the spiral bound book... the new modern journalists will spend their time online if they've got time they're not going to sit and read something... you can have all of that stuff online and people can go to it.

Respondents also suggested that public relations expertise could assist *Mindframe* in engaging with journalists and increase the number of newsrooms that adopt the *Mindframe* guidelines as best practice for reporting suicide and mental illness.

Mindframe perhaps needs to be out there [to] engage in the media rather than sending out a book once a year or once every couple of years and say 'here are a whole bunch of sponge balls and books to give to your staff', and we never hear from you again.

Part 2: Key informant interviews with journalists

2.1 Method

Target Group

Participants reported in this analysis include ten journalists and one training operations manager (M6; F5) from the Australian media. A total of 48 journalists were invited to participate, indicating a response rate of 23%. Ten respondents were print or broadcast journalists within their organisation (including radio and

online news) and one worked previously as a journalist but was currently employed as the training operations manager for their organisation. Eight of the respondents were in a metropolitan location and the remaining three worked in a rural or regional location.

Data Collection Measure

A semi structured interview proforma was developed for the key informant interviews. All respondents were asked questions related to: their experience with reporting suicide and mental illness; their use of guidelines or codes of practice; and specific content areas they would find most useful in a resource. A copy of the proforma is available upon request.

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2. 2 Results

Experiences and challenges reporting suicide and mental illness

All but one key informant had direct experience reporting suicide and all respondents had reported on mental illness within the Australian news media throughout their professional careers.

Respondents identified a range of challenges surrounding the reporting of suicide and mental illness. 'Sensitivity' was recognised as a challenge when reporting on mental illness, often journalists must consider how to report on topical issues surrounding mental illness without contributing to further stigmatisation of mental illness in society. Modelling sensitivity when interviewing vulnerable people was also identified as a challenge for journalists.

Talking to vulnerable people, that's probably the hardest thing. I guess talking about something that is really sensitive.

Often dealing with people in those situations can be challenging, it needs to be handled carefully I guess.

Using the correct language... not sort of using language that was derogatory, using the appropriate language, calling mental illness what it is and talking openly about it.

Another challenge acknowledged by journalists was understanding the complexities of mental illness and maintaining an awareness of information relevant to the story. Demonstrating an understanding of a condition is a way to show respect for the person being interviewed and assists in ensuring the accuracy of the story produced.

It's a very intimate private part of people's lives. Some can be embarrassed and some want the chance to tell their story but I think one, the biggest challenge is for a journalist is to be knowledgeable beforehand and know as much about the condition [as possible].



Knowing how to write a story around mental illness that is accurate, informative and sensitive to those involved was also considered a significant challenge for journalists.

It's a skilful balance between being brief, but not being uncaring, and to be as knowledgeable as you can and of course to have empathy with the person.

The challenge of making it... covering it responsibly and sensibly and carefully with a focus on making a difference.

Making the listener informed and engaged, but not too depressing for people listening, so keeping the right tone.

As with the reporting of mental illness, journalists identified sensitivity as a major concern when reporting on suicide. In this circumstance, sensitivity related to both awareness of vulnerable media consumers and also the people being interviewed for a story.

That's extra sensitive because you've got to be aware of people who are listening who are potentially right on the edge themselves... that has extra high sensitivity.

It's really hard to know when you do come to talk about it, what's the appropriate language or how to go about talking about it.

An additional challenge for journalists reporting on suicide is access to information required to report on stories, and the silence that surrounds the issue of suicide. Some respondents were impacted by coronial restrictions on the reporting of suicide whilst others felt that the stigma surrounding suicide impeded their ability to report, or led to a reluctance of people to speak directly with the media.

Sometimes we get the names and we get what the case is about and sometimes it will say, 'just warning you this might end up being a suicide therefore non publications may apply'.

The challenge for me was that [organisation] didn't even want us to write a story about that. They wouldn't comment so it sort of... that was a problem for me in that people, they just kind of went to ground and wouldn't [comment]... That's sometimes a problem for journalists that people in the sector can be quite reluctant to speak.

Education around suicide guidelines, and how to appropriately construct a story featuring suicide was also considered important for journalists. Some journalists had not reported on suicide previously because of newsroom policies that they believe restricted the reporting of suicide.

I found with that I had to really educate myself about what is appropriate language and using the right expressions and even just 'how do we talk about this?'

Usefulness of resources and support available to media

When asked what they found most helpful when reporting on suicide or mental illness, respondents most commonly indicated that knowledge of guidelines were 'most helpful'. Guidelines (e.g. *Mindframe* resource book) and/or resources available for journalists to use, helped journalists obtain a clearer understanding of how to write stories about suicide and mental illness and how to minimise the potential impact on vulnerable audiences.

Mindframe really helped with what language, how to report it, things to avoid in terms of talking about methods of suicide and that sort of thing.

Mindframe guidelines are helpful in terms of not reporting in detail how someone has died, and not reporting in detail the exact location and so on.

Additionally, access to experts for advice and 'talent' were seen as important. Journalists also often drew on personal skills such as developing a rapport and trust prior to conducting an interview.

I think building up a certain amount of trust beforehand, which is the only personal skill you can have yourself and getting the persons trust so they know that you're not going to sensationalise, or you not going to embarrass anyone that they know.

Having access to the right resources, statistics always help and whether it is academics or medical staff or like relatives of the suicide victim, being able to find the right people to talk to and then to be able to report it in an intelligent and sensitive way.

Use of current *Mindframe* resources, guidelines and codes of practice

The majority of respondents indicated having used *Mindframe* resources on reporting suicide and mental illness in the past as a journalist. When asked about the usefulness of the *Mindframe* resources responses indicated that they were both accessible and simple as a guide for developing a story. They were also used within a reporters own framework and increased knowledge more generally.

I think they are really accessible and I think the awareness of them has really grown in recent times and I think the whole attitude to reporting of it is becoming much more healthy, healthily robust even with the Press Council.

Very useful actually. Again we then have to put it within our own framework of what we are legally allowed to report or not, so it's helpful to a point.

Some respondents felt that the *Mindframe* guidelines were confusing and the message they were communicating was unclear. It was suggested that a positive element or introduction to the guidelines could help to reassure journalists communicating about suicide and mental illness.

Sometimes I find there is a bit of a mixed message... I also think there is an element in the guidelines that suggest they would rather, that Mindframe would rather that there was less coverage of suicide than more. And, in fact, would rather that stories weren't really run. Reading between the lines, you kind of get that conflicted message.

To increase the usefulness of the current resources respondents suggested a refined format to allow journalists working to deadline access to basic guidelines without investing a significant amount of time.

Most people are working to deadline and to even stop and check before you publish is a difficult thing sometime... I had time to educate myself and the website was great as it had the basic facts on how you report and in terms of actually speaking with someone and really having conversations about the best way to report on this was really helpful.



Other suggestions to make the *Mindframe* resources more useful as a tool for journalists included marketing surrounding the *Mindframe* suite of resources, as many journalists are unaware of the resources. Increased and more effective 'PR' would lead to journalists utilising the resources without feeling like *Mindframe* are being intrusive and instructive regarding their reporting practices.

If you're not a reporter who works in the area of health, you may not be aware that they actually exist... The only thing that would make it more helpful generally is just to promote it a bit more to junior reporters.

Possibly making sure that all journalists are aware of them. Because sometimes you do see reporters and you think, whoa!

I think it's very important for Mindframe and other organisations to send out media alerts without being intrusive.

Professional contacts for stories were also mentioned as additional information to be included within the resources, making them more useful for journalists.

It would probably be best that it comes with some faces, some names rather than organisations. . . we can get stone walled on these things and people don't want to talk.

All but one respondent had previously referred to industry codes of practice or editorial policies when reporting on suicide or mental illness. These policies and guidelines were considered useful as broad guidelines or recommendations by most respondents.

Yes as a guideline... the Press Council isn't as widely known as it should be around our business or our newspaper sites, it's not high profile.

I think they are broadly in keeping with Mindframe, just so when to avoid writing a story that touches on suicide or self harm we always include the referral at the bottom of the story to like Lifeline or SANE.

Some respondents did feel that guidelines could potentially discourage some journalists from covering suicide and mental illness stories.

Having a raft of guidelines, 'please try to do this and try not to do that' is that it can intimidate from covering the issue at all or in reasonable detail, or with helpful details, and I don't think you want to that. It ends up having the effect of simply discouraging journalists from addressing the topic.

When asked to identify what would increase the usefulness of the resources, practical examples and support to understand the complexity of the issue were options offered by respondents. They also reinforced the need to ensure the wording and approach did not discourage media from wanting to engage with the topic. Regular dissemination of the guidelines amongst reporters was also considered a strategy which would increase the awareness and uptake.

Have a statement quite high up saying that general reporting and comment on issues relating to suicide can be of substantial public benefit. I think that's good and I think Mindframe should have a similar, a very positive statement about the reporting of suicide.

Less of that mixed message. A little bit more of a clear kind of 'breaching' the topic really clearly. Maybe something Mindframe could think about is when there is a really high profile suicide, sending out little reminders.

Rather than saying 'be wary and careful, careful' more saying, 'this is part of our job to report on this but this how you do it responsibly'. Even just having that key short, really brief summary of the basic facts that you have on your website.

Future Mindframe resources – content and format

Respondents identified provision of experts (for comments) as one of the most important things for Mindframe to consider when revising resources for media professionals. Direct contact with experts and people with lived experience is key priority for a journalist reporting on suicide and mental illness in modern media.

The real life story is what we need and photo opportunities... Photos are one of the toughest things I've found in my experience, and more than a file photo, hidden faces, shadowy figures; it probably gives out the wrong message.

Key contacts from the suicide prevention sector, experts in terms of people affected by suicide I think that it's important.

Access to experts that would be helpful and perhaps some sort of guideline as to what you guys understand as the legalities to be.

Content around how to interview and interact with a person affected by suicide or mental illness was also considered valuable by the key informants. Furthermore, up to date facts and statistics would also be relevant to reporters when considering which angle to use for a story and to refresh themselves on the evidence around suicide and mental illness. One respondent suggested the provision of contacts for a 'quick, accessible phone call' to confirm facts and up to date information prior to running a story.

Facts and statistics, you could broaden that out and make it also about the latest research and policy changes so if there were services that could help to pull that all together, that would be helpful.

I think statistics are really important and of course you don't want to use the statistics in such a way as to encourage someone to do something idiotic but in terms of public interest and in terms of driving governments in particular to take action, statistics are quite a valuable tool to do that so they shouldn't be suppressed.

Journalists expressed a need for day/night access to professionals for comments/ story advice, the ability to access someone quickly via the website or to speak to someone in an organisation was highly valued. Contacts could be utilised as 'talent' for interviews but also to work with journalists pitching stories with mental health and suicide themes. Case studies or a bank of experts were also desirable.

It would be great to have a bank of case studies [experts] there to be used at short notice.

I would consider having someone available at the end of the phone that we can ring up at any moment...to have someone you can ring and go 'I want to report on this, can I say how they did it?'



People are talking about it in the community, how do I handle it?' I think that would be very valuable.

It was suggested that a website was the ideal platform for *Mindframe* resources as it is easily accessible by all journalists. Additionally, social media was identified as a significant tool to reach journalists and increase awareness and uptake of *Mindframe* resources.

I think you have to do that not just through traditional media but through new media and social media, I think that's a really important part of it.

As far as the guidelines, content of the guidelines I think these days online is the way to go.

Some respondents identified a digital newsletter as a way to disseminate *Mindframe* content, relevant research or policy updates to journalists that are both broadly relevant and useful.

A monthly update in an old fashioned newsletter sense could be good, like a regular combination of some of the best research and the latest policy development and maybe the latest guidelines... it would be pretty helpful to those people.

If you imagine in a monthly email out format, you just want 4-5 main points like 'new guidelines released on dealing with people with a certain condition' It's still a pretty concise little article, like 300 words max.

Consideration of the media platform was a priority for new resources, along with awareness of the environment journalists are currently working in. Pressure and stress related to extremely short lead times on stories and online media were important factors in journalists utilising resources now and in the future. Digital resources, pictures, video and the convergence of print and broadcast media were also relevant factors, with resources preferably offering more interactive and visual tools for journalists to incorporate in their stories.

When asked about the views on the style and length of current content provided, the need for brevity was highlighted. Resources that were brief and to the point with links or contact information for further discussion were ideal for journalists. Some felt that the current guidelines were too prescriptive whilst others felt that this was a positive aspect of the guidelines and did leave some room for interpretation.

I think the range of resources there is a good thing. It's really hard, if you're just trying to get something out that can be used quickly, it's very hard to avoid it being prescriptive. I don't know what you could really do to fix that but I think it's great.

I agree that they can be a bit prescriptive but I guess as a reporter you can take that and you don't have to follow it to the letter... I would say that they are a little bit prescriptive but you can work around that. The way it is presented is quite good.

The website was once more positioned as the ideal resource format for journalists, because of the ease of access and ability for timely updates, keeping resources relevant for the changing landscape of media. When asked about the current website, journalists felt that it could be improved with a refined layout featuring quick, clear guidelines and links to further information.

The website is the most important, especially having something clear and easy to access... If you are checking up on what the guidelines are when you're reporting or developing a story.

I think with most things, the website has to be the way to go because, only from the point of view, not that it's more effective than print but it's more that changes are able to be done more quickly.

I think the website could be improved, just much cleaner, a clearer website. It's pretty chunky at the moment, it's hard to find... A few too many steps to find what you're after. I think a good website is essential these days.

Respondents also indicated a stronger presence or use of social media could be a key component of journalist uptake of media resources.

It's important to have a presence in social media, whether it's Facebook or MySpace, I think it's really important as well, whether it's an iPhone app or whatever. It's important to go beyond just a website and a booklet.

Most respondents felt that print resources were not an ideal format for the resources due to the inability for regular updates and they did not suit the newsroom environment and nature of journalists work. However, some did feel that if any, a short printed resource circulated with key points could be of some use to journalists.

Printed resources circulated with the key points but also saying you know the website has everything you need. Anyone can access it if it is on the website.... I think probably it is [printed resources] not necessary anymore, like just everybody is so connected and everyone has iPhones and Blackberries.

It's difficult to get our own printed copies and printed materials out to every one of them so we really need to put our own stuff online and throw out an email.

Recommendations

This portion of the consultation provides important feedback and reflections from editors, news directors and journalists about the current and future *Mindframe* resources. There is consistent overlap with key themes and recommendations from the Online Survey conducted in November 2011.

Based on the outcomes of this consultation the following recommendations can be made:

1. There is a need to redevelop the current resource for media professionals taking into account issues which have been identified as current challenges when reporting on suicide and mental illness.
2. Content for future resources that cover the reporting of mental illness and suicide might include:
 - The provision of examples of past media coverage of suicide and mental illness;
 - Contact details for experts to make comment and give advice around suicide and mental illness storylines;
 - Up to date facts and statistics;
 - Information on interviewing and interacting with someone affected by suicide;



- Interviewing and interacting with someone with a mental illness.
3. Format can significantly enhance the 'usability' of future resources. Format of future resources could include:
 - An online resource with a main homepage that is brief and to the point with a clearly defined path to more information;
 - Brief resource containing parameters for journalists to observe, but also provide links to more in depth content to be accessed if necessary;
 - Concise and clear language which is not prescriptive in tone.
 4. There is a need to consider a primary digital resource such as a website, with brief, supplementary print resources (e.g. quick reference cards) to support the website.
 5. That *Mindframe* considers the development of a marketing strategy to increase awareness of its resources with media.