

If you are concerned about how mental illness or suicide have been represented in a media story or advertisement, there are a number of organisations you can contact to take action on this.

SANE StigmaWatch

StigmaWatch is a program of the SANE Media Centre. It monitors media portrayals of mental illness and suicide, to ensure they are accurate and respectful. SANE StigmaWatch takes the media to task when these topics are covered inaccurately or irresponsibly, and congratulates them on good coverage. SANE assesses reports against a set of StigmaWatch criteria and available resources.

- 📞 Ph (03) 9682 5933 or Fax (03) 9682 5944
- 🌐 www.sane.org/stigmawatch

Australian Communications and Media Authority (ACMA)

Operated by the Australian Government, the ACMA is a statutory authority that regulates broadcasting, the Internet, radio and telecommunications. ACMA is responsible for promoting self-regulation, protecting customers and helping media organisations follow program standards.

- 📞 (02) 9281 6577
- 🌐 www.acma.gov.au

Free TV Australia

Free TV Australia is an industry body representing Australia's commercial free-to-air television licensees. Free TV Australia developed a Commercial Television Industry Code of Practice that regulates content of free-to-air television and is registered with the ACMA. The Code operates alongside the ACMA standards that regulate children's programs and the Australian content of programs and advertisements. Free TV Australia has a range of information on the Code and also offers step-by-step instructions on how to write a complaint (handled by ACMA), and access appropriate contacts and previous complaints.

- 🌐 www.freetvaust.com.au

Australian Subscription Television and Radio Association (ASTRA)

ASTRA is a peak industry body for subscription television that represents satellite services and subscription providers. ASTRA develops its own codes of practice for the broadcasting operations of the subscription television industry. These codes are developed in consultation with ACMA, taking into account any relevant ACMA research, appropriate community safeguards and public consultation.

- 📞 (02) 9776 2684
- 🌐 www.astra.org.au

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sane Media complaints

STIGMAWATCH *continued*

Community Broadcasting Association of Australia (CBAA)

The CBAA is a national peak body for community radio and television stations that includes fully licensed stations and groups wanting a permanent licence. It has more than 270 member stations broadcasting nationwide. As part of the code of conduct, the CBAA's website has a section on reporting on mental illness and suicide, staff contacts and an overview of the code.

☎ (02) 9310 2999

🌐 www.cbaa.org.au

Australian Press Council

The Australian Press Council is a self-regulatory body of the print media, promoting responsible journalism by following high journalistic and editorial standards. It is funded by the newspaper and magazine industries and its authority depends on publishers and editors respecting the Council's views and voluntarily following ethical standards.

☎ 1800 02 5712

🌐 www.presscouncil.org.au

Advertising Standards Bureau

The Advertising Standards Bureau administers a national system of advertising self-regulation through the Advertising Standards Board and the Advertising Claims Board. The Advertising Standards Board provides a free public service of complaint resolution and provides determinations on complaints about most forms of advertising.

🌐 www.adstandards.com.au

Media, Entertainment and Arts Alliance

The Media, Entertainment and Arts Alliance is the union and professional organisation for the media, entertainment, sports and arts industries. Its 25,000 members include people working in television, radio, theatre and film, entertainment venues and recreation grounds. It includes journalists, actors, cartoonists and photographers, as well as people working in public relations, advertising, publishing and website production. The Alliance website has comprehensive contact lists, details of the codes and regulations governing this industry and the complaints process if it involves one of its journalists.

🌐 www.alliance.org.au