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13 January 2006

SAMARITANS

Sir Christopher Meyer
Chairman
Press Complaints Commission
1 Salisbury Square
London EC4Y 8JB

Dear Sir Christopher

Thank you for your letter dated 10 January 2006. I look forward to hearing the outcome of your current investigation.

Whilst I am grateful for your advice so far, I am disappointed that the PCC code appears not to be able to formally take account of organisations such as ours, which receives 4.7million approaches each year from people in some kind of distress.

Perhaps the PCC might assist us a little further? In the light of a flurry of insensitive reporting, we are inviting Managing Editors to advise us on the best way forward for our Media Guidelines, which are currently being updated. We will be holding a Seminar Event in early July to this effect and expect to have a constructive debate on the matter. I would be delighted if you would consider addressing this Seminar.

The need is certainly there, given the subsequent media coverage of the death of [redacted] [redacted] for example *The London Evening Standard* earlier this week ran an article about a man who took his own life by jumping from the Shell Building, London. The newspaper included with a picture of the building (method), a picture of the body under a blanket on the ground, and copy that links the death [redacted] to this new incidence. Linkage is another area addressed in our Media Guidelines on the Factual Reporting of Suicide; the issue being that this style of reporting can initiate copycat attempts at suicide.

The Times also appears to be persisting with insensitive reporting, with an entire front page of the *Times 2* section last week depicting an aerial view of Beachy Head with a man standing at the top of the cliffs in such a pose as to suggest suicidal thoughts.

I hope that you will be able to accept our invitation and look forward to hearing from you.

Yours sincerely



David King
Chief Executive