



Working with complainants

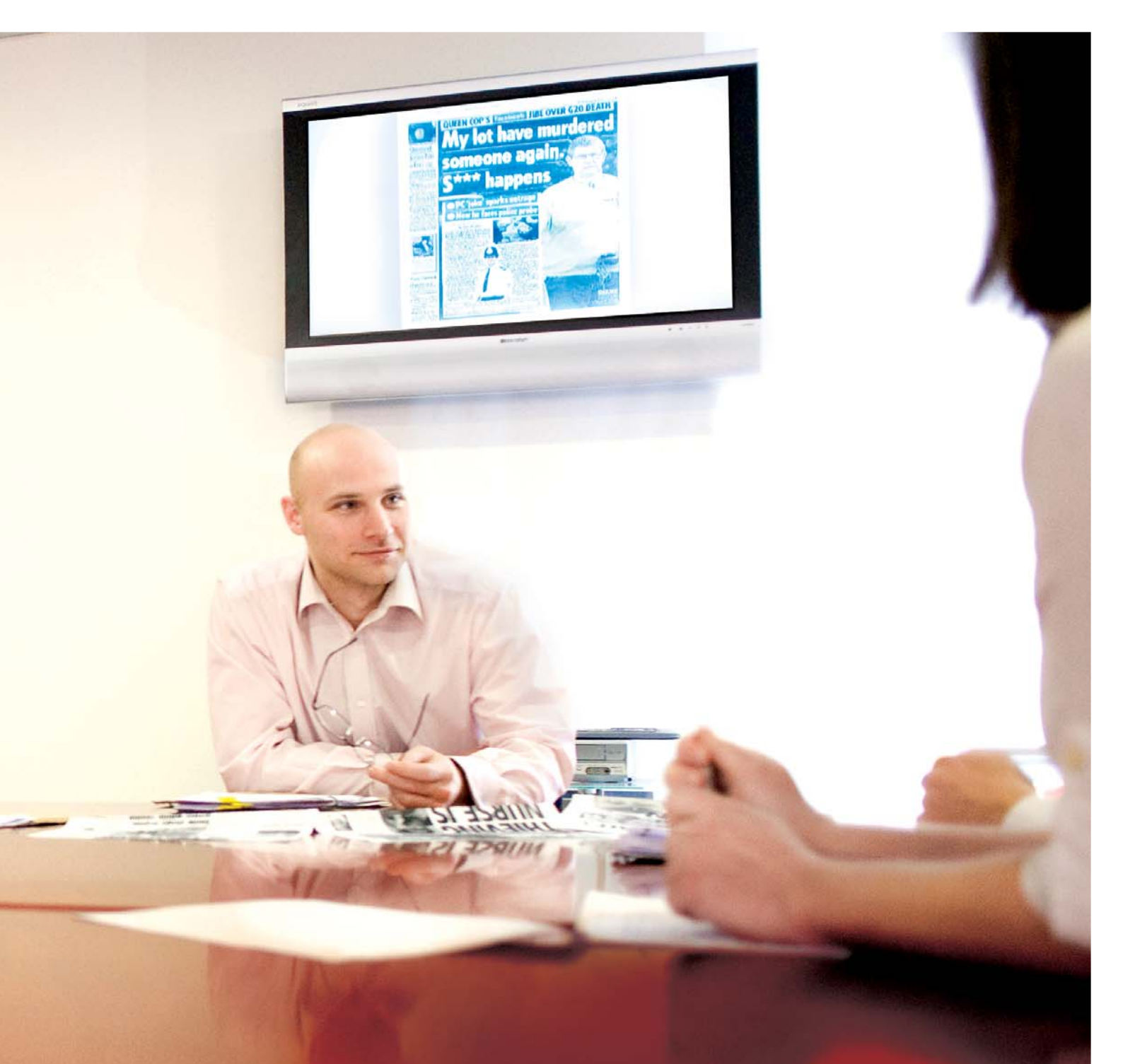
Improving understanding of the PCC's work and services among those who have complaints to make about the press is vital. In 2009, we continued our programme of public open days, visiting Nottingham in June. We also rewrote and redesigned our 'How to Complain' literature – available both online and in hard copy – to better explain to the general public how the PCC can most appropriately help in various situations. Our website continues to be updated regularly with information to help users identify when their concerns are ones we can deal with, and when they are not.

As well as these general measures to improve understanding, the PCC has expanded its programme of reaching out to those who either have particular concerns about press reporting or who are likely to find themselves representing others who do. In particular, we target groups representing minorities, be they ethnic, religious or health-based for example. We also target public authorities, who are likely

to come into contact with vulnerable individuals, especially at times of grief or shock. In 2009, we engaged particularly with police family liaison teams, Coroners' offices, healthcare communicators and funeral directors. In addition, we maintained our rolling programme of seminars for media shielders in the armed forces, working closely with the Defence Media Operations Centre, now based at RAF Halton in Buckinghamshire.

The PCC also participated in several initiatives designed to improve media reporting of issues connected to children and young people. We hope to do more in this area in 2010, not least in our capacity as members of the UK Council for Child Internet Safety.

Important contacts with the suicide prevention and mental health sector have been strengthened throughout the course of the year. In 2010 we will co-host a seminar on wider issues connected to reporting of mental health.



PCC staff undertook speaking engagements at numerous events, including:

- Kingston University, 'Muslims and the Media' conference;
- Cardiff University, 'Africans in the Media' conference;
- Rethink regional meeting, 'Mad about the Media' group;
- 'Every Headline Matters', a consultation by the Institute of Global Ethics to examine a shared vision between the media and young people;
- Cruse Bereavement Care, annual conference;
- Association of Chief Police Officers, Media Advisory Group;
- Independent Police Complaints Commission, Family Liaison conference;
- Police Family Liaison National Executive Board;
- Cheshire Police Force, Family Liaison Officers;
- Justice Media Law conference, 'Free Speech v Privacy: assessing the latest developments in media law and human rights';
- Lexis Nexis Media Law conference, 'Privacy and the PCC: adapting to changing circumstances';
- Westminster eForum on internet regulation, 'Taming the Wild Web? Internet Regulation & ISP Responsibility';
- Cardiff University, 'Future of Journalism' conference.

Where it is not possible to meet in person, we ensure that copies of PCC literature are sent to relevant individuals and organisations, so that they have information and contact details to hand. We also provide a range of briefing notes and articles for specialist publications and websites.