The

Post-Mortem

Live

**PRESS RELEASE**

**Live autopsy medical company from BBC Dragons’ Den comes under fire from woke mob.**

Live Autopsy company backed by BBC Dragons Deborah Meaden & Peter Jones comes under fire from woke mob in. The Advertising Standards Agency rule that Fathers Day email and social media post around Fred West is offensive in response to 3 complaints to the ASA.

On 19thJune 2022 the touring human body dissection sent out an email and social media post looking at Fathers famous for all the wrong reasons, this included a blog post on the infamous murders carried out by Gloustershire couple Fred & Rose West. The email and social media post contained factual content from the case including quotes and phrases taken from original police interviews. This was shared with a 10% off coupon code for those keen to take part in some dissection.

Sam Piri CEO was invited to respond to the ASA’s 3 complainants but his comments we’re ignored with no right of appeal. Sam said “as a business we operate on the margins of controversy, the human body is a fascinating machine but we appreciate the dissection of it is not to everybody’s taste. I take issue with the ASA’s ruling based on a number of reasons, firstly everybody who received the marketing campaign has opted to do so, they have followed us, they know what we share and the material we cover. The campaign went out to over 45,0000 people by email and another 30,000 on social media and the blog post had really good traction in terms of opening rates. Of all of this expose 3 people complained, a tiny proportion of people offended. As scientific organisation we deal in fact, everything in the campaign was factual, we can’t change that and we certainly shouldn’t be censoring it because a tiny fringe of society don’t like the past.

Another concept of ours Dinner & Dissection came under similar attack back in 2021 with disability campaign groups attempting to censor the dissection of Joseph Merrick. Against a petition we held our position and the tour went out as a big success. Since we started this journey over 250,000 people have attended our live events, many of whom are students, we provide vital training to the NHS as well as many universities alone, we train the police including counter terrorism units as well as the armed forces.

As a business we’ve had a tough few years and offer a vital experience that nobody else is able to create. What is most frustrating is that this investigation has been triggered by 3 people claiming to be offended out of a population of almost 70 million here in the UK. We were invited to respond which we did promptly. A week later an unidentified board of people who we’ve never met, do not know the identity or credentials of, have ruled over this as a case passing a subjective judgement without any proper meaningful consultation, as far as I am aware they’ve never attended our events or considered the context of the advert in relation to our audiences or what we do. Once I received the ruling I was instructed to sign a document to accept the ruling and that the advert will be removed (which it has). The correspondence also outlined the publication of this matter on 10th August 2022 to ‘name and shame’ us as a business. I would argue that if this advert was so offensive, publication of this ruling and distributing press releases only gives the offensive advert more exposure and therefore the ability to offend more than 3 people -it doesn’t make sense.

I couldn’t sign this document as I’ve no information on who or how many people have ruled on this issue. I disagree with the ruling and have no right of appeal. I have however provided assurance that we have and will continue to follow and comply with the CAP code.

ITAE Productions have been cooperative and compliant with the ASA CAP code and continue to do so, I am calling for a route and branch overview of how the ASA operates, with subjective rulings, no publicly available thresholds or trigger points for breaches, no consideration of context and no right of appeal the whole system seems to operate like something from the former soviet Russian era. I fear for other live acts if 3 people can trigger these rulings that drain significant resources to deal with, at a time when businesses are under pressure from COVID recovery and facing immense pressure from inflation and cost of living crises. The whole thing seems really unfair and puts on a trajectory to a rather dull and drab society devoid of culture, innovation and comedy as not to offend anybody.

In accordance with the ASA ruling we have removed the post form social media as not to offend anybody else and will ensure we comply with the CAP code.”

**Embargoed until 00.01 Wednesday 10th August 2022.**

ASA Publication will appear here: https://www.asa.org.uk/codes-and-rulings/rulings.html

Please email [carl@itaegroup.co.uk](mailto:carl@itaegroup.co.uk) for further comments and interviews.

Our CEO Sam is keen to speak up about this and is available to travel UK wide for TV/radio and media interviews this week.

Information about the show can be found online at [www.thepostmortemlive.co.uk](http://www.thepostmortemlive.co.uk)