

FOR IMMEDIATE RELEASE

## **Preserving Dignity in Crisis-Related Content: Content Forum Urges Responsible Conduct Following Gerik Tragedy**

**KUALA LUMPUR, 11 JUNE 2025** – The Communications and Multimedia Content Forum of Malaysia (Content Forum) extends its deepest condolences to the families and loved ones of those who lost their lives in the recent bus crash in Gerik, which tragically claimed 15 lives.

We echo the call by the Minister of Communications, YB Fahmi Fadzil, for content creators, media professionals, and the public to exercise empathy, restraint, and responsibility in the creation and sharing of content related to this tragedy.

As we mourn as a nation, we must remember that behind every headline and viral post are grieving families. Content that sensationalises, invades privacy, or disrespects the dignity of those affected not only causes harm, it erodes our collective humanity.

### **What Responsible Coverage Looks Like**

The Content Code, Malaysia's framework for self-regulation of content on electronic networks, provides clear principles for ethical reporting and content sharing in times of crisis. We urge all parties to uphold the following:

- **Avoid Graphic and Disturbing Imagery:** Do not publish or circulate photos or videos that show the deceased, injured, or the immediate aftermath in a way that is exploitative.
- **Respect Privacy:** Do not reveal personal details of victims without consent from next-of-kin. Avoid ambushing or intruding upon mourning families for statements or content.
- **Verify Before You Share:** Refrain from spreading unverified or speculative information about the cause of the crash or the individuals involved.
- **Use Appropriate Language:** Avoid sensational or emotionally charged headlines that dramatise the tragedy.
- **Offer Context and Compassion:** Highlight efforts to assist survivors, emergency response efforts, and ways the public can support victims' families.

### **Ensuring Responsible Content Practices in Crisis-Related Content**

We urge all content creators, media organisations, and individuals to exercise professionalism, sensitivity, and sound judgment when producing or sharing content related to tragedies. In times of profound loss, the manner in which information is presented can have a lasting impact on victims, their families, and the public at large.

All platforms, be it online, on air, or in print, should reflect our shared Malaysian values by upholding dignity, safeguarding privacy, and showing empathy, especially in times of national tragedy.

The Content Forum remains available to provide advisory support on responsible and ethical content practices. For further information, please visit [www.contentforum.my](http://www.contentforum.my).

## **ABOUT THE CONTENT FORUM**

The Communications and Multimedia Content Forum of Malaysia (Content Forum) is an industry forum registered under the Malaysian Communications and Multimedia Commission (MCMC) and designated by the Communications and Multimedia Act 1998 (CMA'98) to oversee and promote self-regulation of content over the electronic networked medium. The Content Forum consists of key players in the content industry, i.e., advertisers, advertising agencies, broadcasters, content creators/distributors, audiotext hosting service providers, advertising agencies, internet service providers, and civic groups.

Aimed at facilitating self-regulation, which provides an additional layer of consumer protection that complements the legal framework, the Content Forum is committed to governing and promoting the creation, distribution, and consumption of electronic-networked content.

As an industry self-regulatory body, the Content Forum comprises key members of the communications and multimedia content industry, including broadcasters, advertisers, content creators, internet access service providers, and civic groups. This dynamic and robust representation of industry practitioners ensures that content standards continue to be developed with the objective of establishing a level playing field in the industry.

The Content Forum is responsible for the implementation and enforcement of the Malaysian Communications and Multimedia Content Code ("the Content Code"). The Content Code was prepared by the Content Forum and first registered with MCMC on 1st September 2004. The Content Code is the principal source for industry self-regulation as it contains governing standards and best practises for content dissemination within the communications and multimedia industry in Malaysia. The main objective of the Content Code is to outline procedures of self-regulation that provides the platform for creativity, innovation and healthy growth of a fast-evolving industry.

The Content Forum houses a Complaints Bureau that is empowered to address all complaints relating to content disseminated over electronic networks. The Complaints Bureau is empowered to investigate possible breaches of the Content Code, mediate disputes, adjudicate cases, publish orders, and impose sanctions where necessary. The Complaints Bureau accepts complaints from industry players and the general public. Additionally, it plays an advisory role to any party that requires guidance on electronic content matters.

## **Issued by GO Communications on behalf of the Content Forum**

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