

FOR IMMEDIATE RELEASE

“This is Not Censorship – It’s About Saving Lives”

Content Forum Urges Responsible Suicide Reporting Amid Ongoing Cyberbullying Concerns

KUALA LUMPUR, [23 August 2025] – The Communications and Multimedia Content Forum of Malaysia (Content Forum) raises deep concern over recent reporting and online sharing that link suicide cases to cyberbullying incidents. While public debate on these issues is important, the way they are reported can have serious consequences for vulnerable communities.

“Suicide is not just another story. The way it is reported can either fuel risk or offer a lifeline,” said Mediha Mahmood, Chief Executive Officer of the Content Forum. “This is especially important when it comes to youths and students, who are more impressionable and vulnerable to the way such stories are told.”

Every word, image, and headline matters. When suicide is sensationalised or oversimplified, it can heighten the dangers faced by those already struggling. Reported responsibly, however, it can protect and support vulnerable individuals.

The Content Forum emphasises that this is not about censorship, but about responsibility. “We’re not asking for silence — we’re asking for responsibility. Suicide is a public health issue, and the way we communicate about it can either spread harm or spark hope. Done right, responsible reporting can save lives,” Mediha stressed.

The Content Forum urges all media organisations to reinforce safeguards with their newsrooms, as outlined in the [Guidelines for Reporting and Sharing of Suicide-Related Content](#), developed with the Ministry of Health and the National Centre of Excellence for Mental Health (NCEMH). These include:

- Avoiding explicit details, methods, or images, including suicide notes.
- Steering clear of sensational or speculative reporting.
- Respecting the dignity and privacy of victims and families.
- Always including helplines and support resources.

Members of the public are also urged to act with care when sharing or commenting on such content online. Every post, every forward, every comment has an impact. Choosing responsibility over sensationalism protects vulnerable individuals and builds stronger communities. We can share stories of resilience without focusing on the manner of death. We can unite against bullying. And we must remember: a life should never be defined by its final moment.

If you or someone you know is struggling, please reach out for help.

Talian HEAL 15555 | Befrienders KL: 03-7627 2929.



For further information or guidance on ethical reporting practices, please contact the Content Forum at secretariat@contentforum.my

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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

For media enquiries, kindly contact:

GO Communications

Lim Huei Yuih, Brand Director

+6012 635 3278

hueiyuih@gocomm.com.my

Celine Lau, Senior Brand Manager

+6012 962 2111

celinelau@gocomm.com.my