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CMCF Urges Responsible Reporting as Graphic Road Accident Content Circulates Online

Public and media reminded of the real harm behind graphic accident visuals

Cyberjaya, 3 April 2026 – The Communications and Multimedia Content Forum of Malaysia (CMCF) have called on media practitioners, content creators and the public to exercise greater responsibility in reporting and sharing content related to road accident accidents involving serious injury or loss of life.

The call comes amid several recent incidents that have drawn widespread public attention, including a fatal case involving a motorcyclist allegedly struck by a driver under the influence of alcohol and drugs. Footage of the incident has since circulated widely on social media.

While coverage of such incidents play an important role in raising awareness and supporting accountability, CMCF emphasised that coverage must be handled with care, particularly where visuals may cause distress or compromise the dignity of those affected.

“In situations involving loss of life, human dignity and compassion must come first. What is being shared is not merely content, but the lived reality of individuals and families facing profound loss” said **CMCF CEO, Puan Mediha Mahmood**.

Balancing Public Interest with Ethical Responsibility

CMCF recognises the critical role of the media in delivering timely and accurate information. In situations involving tragedy, this must be balanced with a clear sense of ethical responsibility.

The use of graphic or sensational visuals is often unnecessary and can cause significant distress to victims’ families and the wider public.

“The reality is, while audiences may consume graphic content elsewhere, they trust institutions that demonstrate restraint. The media’s credibility is also built on what they choose not to show,” said Mediha.

CMCF further emphasised that every victim must be treated with dignity, including after death. Media practitioners and content creators are urged to avoid visuals that clearly depict victims and to refrain from disclosing identities without a justified editorial basis. Reporting should not compromise the dignity, privacy or well-being of those affected.

Prioritising Empathy and Human Consideration

In the face of tragedy, empathy must guide all reporting. This requires fact-based coverage delivered with restraint, avoiding sensationalism and speculation while remaining mindful of the emotional impact on victims' families and the public.

Such an approach supports balanced reporting and reduces the risk of causing further distress or misinterpretation.

Beyond mainstream media, CMCF highlights the growing role of the public in today's digital environment. Recordings captured at the scene are often shared without consideration of their ethical and human impact.

The public is therefore urged to exercise restraint, avoid sharing graphic or sensitive content, consider the potential harm before posting, and prioritise assistance over recording or broadcasting incidents.

This approach aligns with the principles under the Malaysian Communications and Multimedia Content Code, which emphasises editorial judgement, discretion and caution in the dissemination of sensitive content.

CMCF underscores that public trust in both media and digital content is shaped by the responsibility shown in how information is reported and shared.

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UNTUK SIARAN SEGERA

CMCF Menggesa Pelaporan Bertanggungjawab Susulan Penularan Kandungan Visual Grafik Kemalangan Jalan Raya Dalam Talian

Orang awam dan media diingatkan tentang impak kemudaratan di sebalik visual kemalangan yang mengerikan

Cyberjaya, 3 April 2026 – Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF) menggesa pengamal media, pencipta kandungan dan orang awam agar melaksanakan tanggungjawab yang lebih besar dalam melapor serta berkongsi kandungan berkaitan kemalangan jalan raya yang melibatkan kecederaan parah atau kehilangan nyawa.

Seruan ini dibuat susulan beberapa insiden kebelakangan ini yang menarik perhatian luas orang ramai, termasuk satu kes maut melibatkan seorang penunggang motosikal yang didakwa dilanggar oleh pemandu di bawah pengaruh alkohol dan dadah. Rakaman insiden tersebut telah tular secara meluas di media sosial.

Walaupun laporan mengenai insiden sedemikian memainkan peranan penting dalam meningkatkan kesedaran dan menyokong akauntabiliti, CMCF menegaskan bahawa liputan mestilah dikendalikan dengan berhati-hati, terutamanya apabila visual yang dipaparkan boleh menyebabkan trauma atau menjejaskan maruah mereka yang terkesan.

“Dalam situasi yang melibatkan kehilangan nyawa, maruah dan sifat ihsan mestilah diutamakan. Apa yang dikongsikan bukan sekadar kandungan semata-mata, tetapi ia merupakan realiti pahit yang dilalui oleh individu dan keluarga yang sedang berdepan kehilangan besar,” kata **CEO CMCF, Puan Mediha Mahmood**.

Mengimbangi Kepentingan Awam dengan Tanggungjawab Etika

CMCF mengiktiraf peranan kritikal media dalam menyampaikan maklumat yang pantas dan tepat. Namun, dalam situasi yang melibatkan tragedi, perkara ini mestilah diimbangi dengan rasa tanggungjawab etika yang jelas.

Penggunaan visual yang mengerikan (grafik) atau bersifat sensasi selalunya tidak perlu dan boleh menyebabkan tekanan perasaan yang ketara kepada keluarga mangsa serta masyarakat umum.

“Realitinya, walaupun penonton mungkin melihat kandungan grafik di platform lain, mereka lebih mempercayai institusi yang menunjukkan kawalan diri. Kredibiliti media juga dibina berdasarkan apa yang mereka pilih untuk tidak tunjukkan,” kata Mediha.

CMCF seterusnya menegaskan bahawa setiap mangsa mestilah dilayan dengan bermaruah, termasuk selepas kematian. Pengamal media dan pencipta kandungan digesa untuk mengelakkan visual yang memaparkan mangsa secara jelas dan tidak mendedahkan identiti tanpa asas editorial yang kukuh. Pelaporan tidak sepatutnya menjejaskan maruah, privasi, atau kesejahteraan mereka yang terkesan.

Mengutamakan Empati dan Pertimbangan Kemanusiaan

Dalam mendepani tragedi, empati mestilah menjadi panduan dalam setiap pelaporan. Ini memerlukan liputan berasaskan fakta yang disampaikan dengan penuh hemat, mengelakkan sensasi dan spekulasi serta sentiasa peka terhadap kesan emosi kepada keluarga mangsa dan orang awam.

Pendekatan sedemikian menyokong pelaporan yang seimbang serta mengurangkan risiko berlakunya tekanan perasaan lanjut atau salah tafsir.

Selain media arus perdana, CMCF turut menonjolkan peranan orang awam yang semakin berkembang dalam persekitaran digital hari ini. Rakaman yang diambil di lokasi kejadian sering dikongsi tanpa memikirkan impak etika dan kemanusiaan.

Oleh itu, orang awam digesa untuk mengamalkan kawalan diri, mengelakkan perkongsian kandungan yang mengerikan atau sensitif, mempertimbangkan potensi kemudaratan sebelum memuat naik hantaran serta mengutamakan bantuan berbanding merakam atau menyiarkan insiden tersebut.

Pendekatan ini selaras dengan prinsip-prinsip di bawah Kod Kandungan Komunikasi dan Multimedia Malaysia, yang menekankan pertimbangan editorial, budi bicara dan sifat berhati-hati dalam penyebaran kandungan sensitif.

CMCF menegaskan bahawa kepercayaan awam terhadap media dan kandungan digital dibentuk melalui tanggungjawab yang ditunjukkan dalam cara maklumat dilaporkan dan dikongsi.

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ABOUT CMCF

The Communications and Multimedia Content Forum of Malaysia (CMCF), also known as the Content Forum, is an industry-led forum designated under the Communications and Multimedia Act 1998 and registered with the Malaysian Communications and Multimedia Commission (MCMC). CMCF is mandated to oversee and promote self-regulation of content disseminated over electronic networks in Malaysia.

CMCF brings together a broad cross-section of the communications and multimedia content ecosystem, including broadcasters, advertisers, advertising agencies, content creators and distributors, internet service providers, audiotext hosting service providers, technology, media and digital service providers, and civic groups. This multi-stakeholder composition ensures that content standards are developed with practical industry insight while reflecting public interest considerations.

As Malaysia's recognised industry self-regulatory body for electronic content, CMCF is responsible for the development, implementation, and enforcement of the Malaysian Communications and Multimedia Content Code. First registered with MCMC on 1 September 2004, and most recently revised in 2022, the Content Code sets out governing standards and best practices for content dissemination, providing a framework that supports creativity, innovation, and the sustainable growth of the industry.

CMCF also houses a Complaints Bureau, which receives complaints from both industry players and the public regarding content disseminated over electronic networks. The Bureau is empowered to investigate alleged breaches of the Content Code, facilitate mediation, adjudicate cases, issue published orders, and impose sanctions where appropriate. In addition, it provides advisory guidance on electronic content matters.

Through self-regulation, CMCF aims to complement the existing legal framework by promoting responsible content practices, enhancing consumer protection, and fostering a fair and trusted content ecosystem.

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