





## **GUIDELINE TO FOLLOW WHEN COVERING TRADEGY AND NATURAL CALAMITIES**

## 1. Protecting the privacy and dignity of persons

- (a) During such incidents the broadcast content of the deceased, injured and people who are affected by any of these incidents should be aired in a manner which does not affect their human dignity and privacy.
- (b) The broadcast content of tragedies and natural calamities should be aired in a manner where the privacy of the persons victimized from these incidents are protected.

## 2. The content of these incidents aired should not cause further distress and fear.

- (a) Before reporting ensure the accuracy of information when identifying and naming the deceased, injured and persons who are lost during tragedies and natural calamities.
- (b) Repetitive airing of content related to natural disasters and tragedies should only be broadcast in a manner which does not increase fear, distress and grief.

## 3. Refrain from taking financial advantage.

- (a) The content aired and coverage of natural calamities and tragedies should not be sponsored content.
- (b) Any footage of audio and visual of these incidents should not be used for advertisements or in any part of an advertisement.
- (c) Warnings or announcements issued by the respective government authorities before or after a natural calamity or tragedy should be publicized freely by all broadcasters.
- (d) Until such a calamity has been officially declared by the relevant Government authorities as having come to an end, no SMS using premium numbers should be utilized with the intention of making money other than to aid the victimized parties.

4. Rescue and humanitarian works should not be interfered.

(a) Rescue and humanitarian work carried out to assist the victimized during natural

calamities and tragedies should not be hindered by the broadcast media in their

coverage of the incident.

5. Broadcasting graphic content and related sound and image.

(a) The audio and visual of a person or people being harmed and dying should be

broadcast if absolutely necessary and in a manner which will minimize the

traumatic effects of it.

(b) The audio and visual of a person or people being abused should be broadcast if

absolutely necessary and in a manner which will minimize the traumatic effects of

it.

(c) A prior notice/warning must be given to prospective audience before broadcasting

any graphic audio and visual content.

\* "Graphic Content" in this guideline is referred to as incidental and intended injuries

incurred to or by humans and animals which could have a traumatizing effect on viewers.

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