

## TABLE OF CONTENTS

### *Acknowledgments*

### *Introduction: The Personality Interests*

## PART ONE

<b>DEFAMATION: THE INTEREST IN REPUTATION</b>	1
<b>1.1 Historical Development</b>	2
The "Historical Accident"	2
Historical Note: Restatement (Second) Torts § 568, comment (b)	2
Note: From Common Law Anomalies to Constitutional Complexities	3
Elements of the Cause of Action	6
<b>1.2 Publication</b>	7
Introductory Note: What Constitutes Publication?	7
Ostrowe v. Lee	7
Mims v. Metropolitan Life Insurance Co.	9
Notes: Publication and Privilege, "Compelled Self-Publication" and Passive Participants	13
Failure to Prevent or Remove a Defamatory Utterance	15
Hellar v. Bianco	15
Problems of Mass Publication and Multi-State Publication	17
The Single Publication Rule	17
Jurisdiction	19
Keeton v. Hustler	19
<b>1.3 The Defamatory Utterance</b>	25
Definitions	25
Youssopouff v. Metro-Goldwyn-Mayer Pictures, Ltd.	26
Note: Applicability of the Utterance to the Plaintiff	34
"Of and Concerning"	34
Works of Fiction	35
Group Libel	35
Ridicule:	36
Burton v. Crowell Pub. Co.	36
Notes: Ridicule, Falsity, Emotional Harm: <i>Burton</i> to <i>Falwell</i>	39
Lahr v. Adell Chemical Co., Inc.	41
The Nature of the Recipients	43
Peck v. Tribune Company	43
Note: The Standards	45
<b>1.4 Construction and Meaning</b>	48
Roles of Judge and Jury	48
"Innocent Construction" and "Reasonable Construction"	48

<b>1.5 Ambiguity; "Fact" and Opinion"</b>	49
Introductory Note	49
Good Government Group of Seal Beach v. Superior Court	50
Note: Ambiguity and "Opinion"	59
Ollman v. Evans (D.C. Circuit)	59
Ollman v. Evans, dissent from denial of writ of certiorari	93
Note	95
Janklow v. Newsweek, Inc.	95
Note	104
Milkovich v. News-Herald	104
Scott v. News-Herald	110
Notes	127
<b>1.6 Libel, Slander and Special Damages</b>	129
Libel and Slander Distinguished	129
Special Damages: "Special Harm"	131
Restatement (Second) Torts §§ 570, 575, comment (b)	131
Terwilliger v. Wands	132
Notes	136
Libel "Per Se" and Libel "Per Quod"	137
Note: The Curious Syllogism	137
Ellsworth v. Martindale-Hubbell Law Directory, Inc.	138
Notes	139
<b>1.7 General Damages</b>	140
Faulk v. Aware, Inc. (App. Div.)	140
Faulk v. Aware, Inc. (Ct. App.)	145
"Actual Injury"	149
Gertz v. Robert Welch, Inc. (excerpt)	149
Time, Inc. v. Firestone (excerpt)	151
Notes: Presumed, Parasitic and Punitive Damages	152
Notes: Damages, Alternative Remedies and Libel "Reform"	155
<b>1.8 Immunities and Privileges</b>	157
Introductory Note	157
Immunities Relating to "Judicial Proceedings"	158
Restatement (Second) Torts §§ 585-589	158
Kennedy v. Cannon	159
Green Acres Trust v. London	164
Notes: Judicial Proceedings	169
Legislative Immunity	171
U.S. Constitution, Article 1, § 6	171
Restatement (Second) Torts §§ 590, 592A, comment (b)	171
Doe v. McMillian	171
Hutchinson v. Proxmire	177
"The Right to Petition"	185
McDonald v. Smith	186
Miscellaneous Immunities	189
Restatement (Second) Torts §§ 590A - 592A	189

The "Reporters" Privilege	190
"Record Libel"	190
Restatement (Second) Torts § 611	190
Time, Inc. v. Firestone	190
Green Acres Trust v. London	194
Notes: The Hybrid Privilege	196
"Neutral Reportage"	197
Edwards v. National Audubon Society, Inc.	197
Note	205
Conditional Privileges	205
Introductory Note	205
Watt v. Longsdon	205
Note: Defamatory Rumor	214
Green Acres Trust v. London	214
Crump v. Beckley Newspapers, Inc.	217
Notes: The Privileged Occasion and its Abuse	222
<b>1.9 The Constitutional Standard</b>	226
U.S. Constitution Amendment I	226
New York Times v. Sullivan	226
Note: <i>Sullivan</i> and its Progeny	249
"Malice": Subjective Awareness of Probable Falsity	250
Note: "Reckless Disregard": The <i>St. Amant</i> Standard	251
"Malice" and Discovery: <i>Herbert v. Lando</i>	252
"Malice" and Rational Interpretation: <i>Time, Inc. v. Pape</i>	269
Note	276
"Public Official": <i>Rosenblatt v. Baer</i>	277
"Official Conduct": <i>Monitor Patriot Co. v. Roy</i>	278
"Public Figures"	282
Note: The <i>Pauling</i> Cases	282
Curtis Publishing Co. v. Butts	283
Note: Public Figures: General and Limited	299
<i>Hutchinson v. Proxmire</i>	300
<i>Time, Inc. v. Firestone</i>	302
<i>Milkovich v. News-Herald</i>	308
<i>Lorain Journal Co. v. Milkovich</i>	311
The "Private" Plaintiff and the Public Interest	314
Note: The <i>Rosenbloom</i> Opinions	314
<i>Gertz v. Robert Welch, Inc.</i>	320
Note: <i>Gertz</i> : Standards for Liability and Damages	338
<i>Dun &amp; Bradstreet, Inc. v. Greenmoss Builders, Inc.</i>	339
Note: <i>Greenmoss</i> and The Standards	352
Burden of Proof: Falsity	353
<i>Philadelphia Newspapers, Inc. v. Hepps</i>	353
Note	358
Appellate Review, "Convincing Clarity" and Summary Judgment	359
<i>Bose Corp. v. Consumers Union of United States</i>	359
<i>Anderson v. Liberty Lobby, Inc.</i>	371
Note: "Constitutionalization": The Complex Revolution	381
Chart -- Defamation: The Constitutional Standards	382

## PART TWO

### PRIVACY: THE INTEREST IN ANONYMITY

<b>2.1 Overview</b>	383
Warren and Brandeis, and the Invention of a Right	383
Note: Aspects of the Right	385
<b>2.2 Common Law Development</b>	387
Roberson v. Rochester Folding Box Co.	387
Pavesich v. New England Life Insurance Co.	392
Notes: The Subjective Right	400
<b>2.3 Statutory Development</b>	401
New York Civil Rights Law, Sections 50, 51	401
Durgom v. Columbia Broadcasting System, Inc.	402
Note: Strict Compliance with a Strictly Construed Statute	403
<b>2.4 Identity: "Name or Likeness"</b>	404
Motschenbacher v. R.J. Reynolds Tobacco Co.	404
Note: What's in a Name	407
Cohen v. Herbal Concepts, Inc. (App. Div.)	408
Cohen v. Herbal Concepts, Inc. (Ct. App.)	414
Note: Identification	417
Onassis v. Christian Dior-New York, Inc.	418
<b>2.5 "Trade or Advertising" -- Newsworthiness</b>	425
Crump v. Beckley Newspapers, Inc.	425
Sidis v. F-R Publishing Corp.	428
Notes: Newsworthiness and "Incidental Use"	432
<b>2.6 "Private" Facts</b>	435
Restatement (Second) Torts § 652D, comment (h)	435
Briscoe v. Reader's Digest Association, Inc.	435
Cox Broadcasting v. Cohn	456
Montesano v. Donrey Media Group	448
Notes: Is There a "Private Facts" Tort?	452
<b>2.7 "False Light"</b>	453
Time, Inc. v. Hill	453
Note: "False Light" and "Malice"	470
Cantrell v. Forest City Publishing Co.	470
Notes: False Light and Libel	475
Lerman v. Flynt Distributing Co.	479

## PART THREE

### PUBLICITY: THE INTEREST IN THE ASSOCIATIVE VALUE OF PERSONALITY

<b>3.1 Nature of the Interest: Property in Personality</b>	491
Introductory Note	491
Chaplin v. Amador	492
Sullivan v. Ed Sullivan Radio & T.V.	494
Note	496
<b>3.2 Recognition of the Interest and an Independent Right</b>	496
Zacchini v. Scripps-Howard Broadcasting Co.	496
Haelan Laboratories, Inc. v. Topps Chewing Gum, Inc.	502
Notes: Articulation and Scope of the Right	504
Martin Luther King, Jr. Center for Social Change, Inc. v. American Heritage Products	507
Note: Associative Value	515
<b>3.3 Retying the Privacy Knot</b>	516
Stephano v. News Group Publications, Inc.	516
Note: The Consequences of <i>Stephano</i>	521
Allen v. National Video, Inc.	522
Note: The Lanham Act Alternative	534
<b>3.4 Descendibility and Exploitation</b>	535
Price v. Hal Roach Studios	536
Lugosi v. Universal Pictures	537
Groucho Marx Productions, Inc. v. Day and Night Co., Inc.	551
Factors, Inc. v. Pro Arts, Inc. ( <i>Factors I</i> )	557
Memphis Development Foundation v. Factors, Inc.	561
Factors, Inc. v. Pro Arts, Inc. ( <i>Factors II</i> )	565
Notes: Descendibility, From <i>Presley</i> to <i>Martin Luther King</i>	572
Southeast Bank v. Lawrence	575
The Statutory Response: Tennessee	580
California	582
Note: Descendibility in Perspective	585
<b>3.5 Integration and Confusion of the Interests</b>	586
Grant v. Esquire	586
Cher v. Forum Intern., Inc.	591
Eastwood v. Superior Court for Los Angeles County	596
Notes: The Right of Publicity and First Amendment Policy	604
<b>3.6 The Problem of Preemption</b>	606
Baltimore Orioles v. Major League Baseball Players	606
Notes: The Over-Extended Analogy	613

## PART FOUR

### "MORAL RIGHT": THE INTEREST IN INTEGRITY

<b>4.1 Foundation of the Right: "Droit Moral"</b>	615
Roeder, "The Doctrine of Moral Right"	615
<b>4.2 Denial of Recognition in the United States</b>	622
Crimi v. Rutgers Presbyterian Church	622
Shostakovich v. Twentieth Century-Fox Film Corp.	627
<b>4.3 Movement Toward Recognition</b>	630
Granz v. Harris	630
Gilliam v. American Broadcasting Companies, Inc.	634
Notes: A Question of Values	640
<b>4.4 Statutory Developments</b>	641
The Copyright Act and the Berne Convention	641
State Statutes	642
Note	642
New York Arts & Cultural Affairs Law §§ 14.51-14.57	642
California Civil Code §§ 987-989	644
"Right on Resale": California Civil Code § 986	648
<i>Table of Cases</i>	651
<i>Index</i>	657