

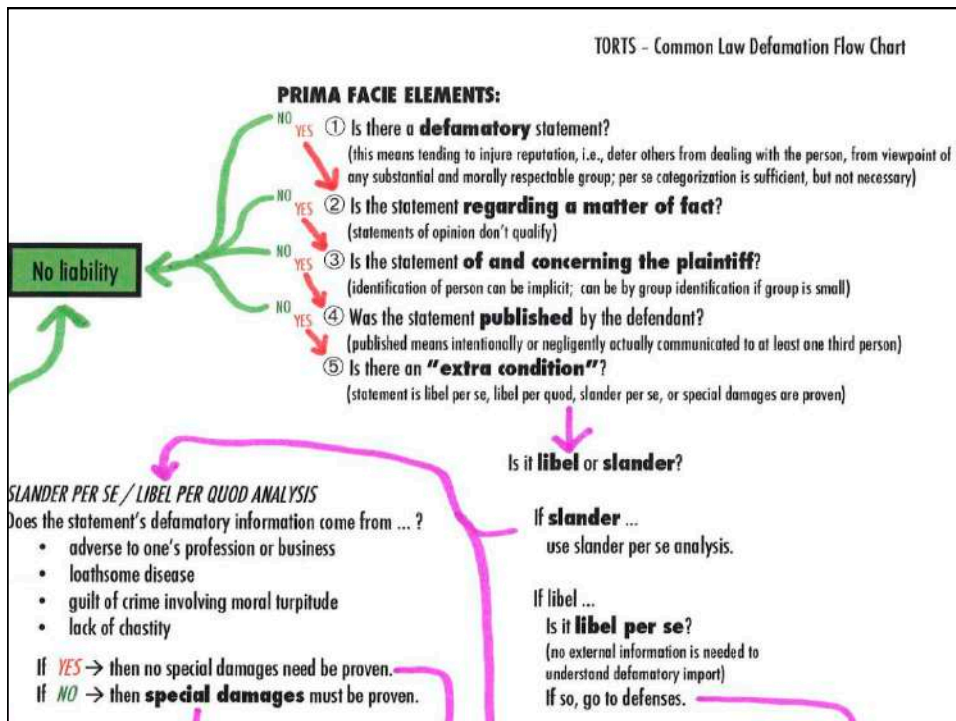


Defamation 4: Of and Concerning the Plaintiff

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Konomark
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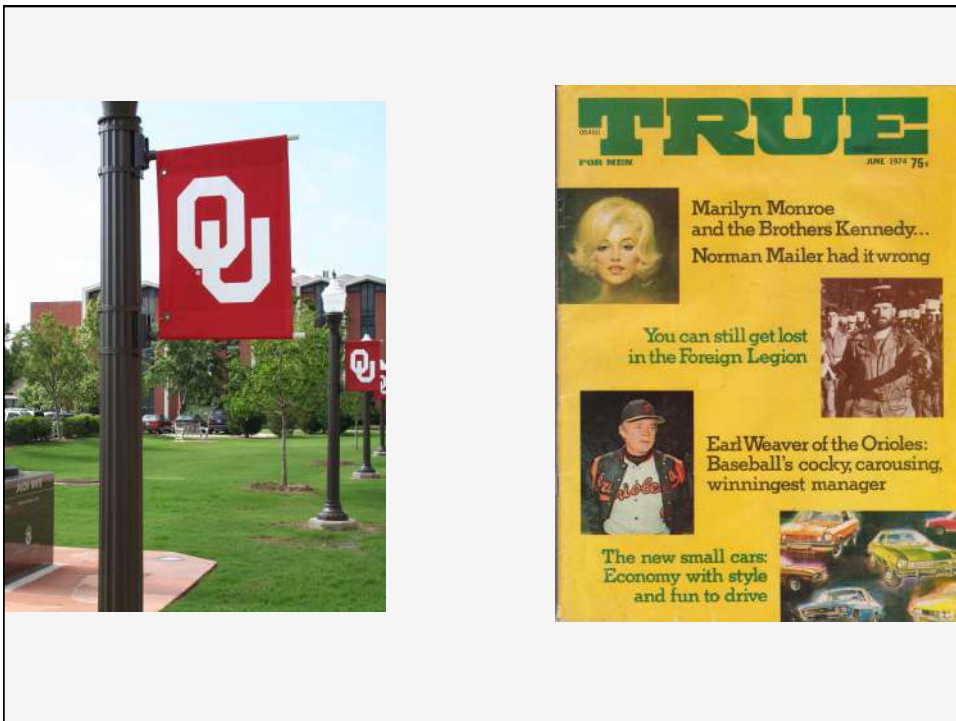
Of and concerning the plaintiff

- Explicit identification suffices.
- Identification can also be implicit.
- Identification can even be accidental.

Realotheticals...

Fawcett Publications v. Morris

True magazine



Of and concerning the plaintiff?

- Magazine story implies that the Oklahoma University football team uses stimulant drugs. More than 60 people, including plaintiff are on the team.
- **Yes - every member of the Sooners football team was defamed.**
Fawcett Publications v. Morris (Okla. 1962)

Neiman-Marcus v. Lait

U.S.A. Confidential

Of and concerning the plaintiff?

Regarding the Neiman-Marcus store in Dallas:

"The sales girls are good, too – pretty, and often much cheaper – twenty bucks on the average."

382 female sales employees

→ No. Suit dismissed.

"Neiman's put in a men's store. ... [M]ost of the sales staff are fairies, too."

25 male sales employees

→ Yes. Suit permitted.

Neiman-Marcus v. Lait (S.D.N.Y.1952)

Stanton v. Metro Corp.

Boston Magazine

“The Mating Habits of the Suburban Teenager”

- Boston Magazine published “The Mating Habits of the Suburban Teenager,” reporting an increase in teenage casual sex.

- An accompanying photo depicted five students at a high school dance.

• A disclaimer said: “The photos on these pages are from an award-winning five-year project on teen sexuality taken by photojournalist Dan Habib. The individuals pictured are unrelated to the people or events described in this story. The names of the teenagers interviewed for this story have been changed.”

“It's all pretty random. We just get together in small groups of kids and drink a lot and then hook up with whoever.” Christine, a curly-haired pixie in the under-90 weight range, chimes in. “Sometimes we'll hook up for two or three months at a time with one person. But no one really ever goes steady. Dating is just really uncommon. No one wants that kind of responsibility, you know? Most of us just go out and get drunk and whatever – hook up at someone's house.”
- *from the article*

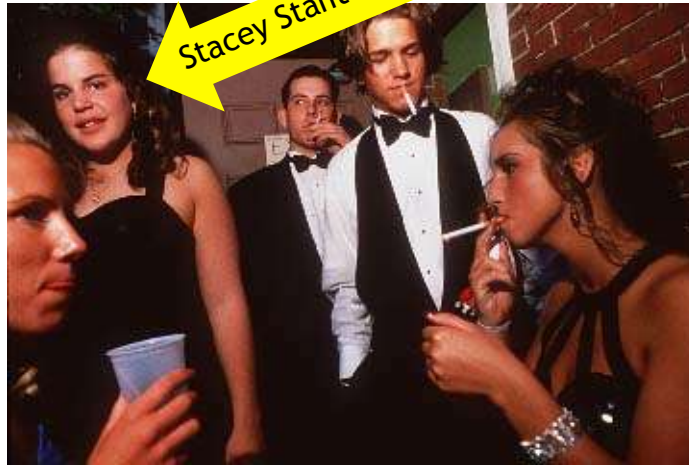


Photo used with Boston Magazine story, by Dan Habib.

Of and concerning the plaintiff?



- **No. The disclaimer avoids identification. Suit dismissed.**
Stanton v. Metro Corp. (D. Mass. 2005)

Of and concerning the plaintiff?



- ~~No. The disclaimer avoids identification. Suit dismissed.~~
~~*Stanton v. Metro Corp.* (D. Mass. 2005)~~
- **Reversed!**
- **Yes.** The reasonable reader might miss the second sentence of the disclaimer.
Stanton v. Metro Corp. (1st Cir. 2006)