

Table of Contents

List of Tables and Figures	xix
Preface.....	xxi
Acknowledgements	xxiii

PART I

INTRODUCTORY MATERIAL

1	Court Systems, Citation, and Procedure	3
	The Two Court Systems	3
	In Which System Should a Case Be Filed?	5
	The Two Kinds of Cases	6
	How to Find “Law” and Understand Citation Systems	7
	Constitutions	8
	Statutes	8
	Regulations	8
	Executive Orders	8
	Cases	8
	Why Does All This Information Matter?	10
	Practical Conclusions	11
2	The First Amendment—Theory and Practice	12
	The First Amendment and the Scope of Its Coverage	12
	Why the U.S. Started With a Presumption of Freedom	14
	Theories of the First Amendment	15

First Amendment Doctrine.	16
First Amendment Rights	19
Practical Effects	20
Practical Conclusions	21

PART II

WHAT CAN YOU BE SUED FOR? (AND ARE THERE RELATED CRIMINAL CHARGES?)

3 Libel: The Risk of Criticism, Insults, and Trash Talk	25
Elements.	26
Is the Statement Defamatory?	27
What Kind of Statements Are Defamatory?	27
Statements Can Be Obviously Defamatory or Not Obviously So	28
Defamation by Omission	28
Headlines and Captions	29
Is the Statement False?	30
What Constitutes a “False” Statement?	30
The Burden of Proof.	31
The Exception: True Statements As a Basis for Libel in Massachusetts.	31
Is There a Factual Assertion?	32
What Kind of Statements Are Typically Protected?	32
Jokes	32
Rhetoric and Hyperbole.	33
Insults and Other Poorly Defined Terms	33
Aesthetic Judgments and Reviews.	34
Speculation	34
Conclusions	34
When Might “Opinion” Not Be Protected?	35
Liar Libel and the #MeToo Movement.	38
Does the Statement Identify a Valid Plaintiff?	38
Who Is a Valid Plaintiff?	39
Ways a Person Can Be Identified by a Statement.	39
Was the Statement Published?	40
Did the Defendant Act With the Requisite Level of Fault?	41
What Is Negligence?	43
What Exactly Constitutes Actual Malice?	44
Which Standard Applies to Whom?	45
Did the Plaintiff Suffer Damages?	48
How Do the Elements Work Together?	49
Defenses.	51
The “Libel-Proof” Plaintiff.	51
Statute of Limitations	52
Absolute Privilege for Statements Made in the Official Course of Government Business	52

Consent	52
Fair & Accurate Report Privilege	53
Neutral Reportage	54
Wire Service Defense	56
Common Interest Privilege	56
Anti-SLAPP Statutes	57
Retraction Statutes and Other Statutory Defenses	57
The SPEECH Act	58
Related Claims	58
False Light	58
Intentional Infliction of Emotional Distress (IIED)	59
Criminal Libel	60
Additional Practical Considerations for Journalists	60
Ethical Considerations	60
The Risk of Hoaxes	61
Corrections, Clarifications, and Retractions	62
How Long Should I Keep My Notes?	62
Prior Restraints	63
Practical Conclusions	64
4 Privacy: Publishing Private, Embarrassing, or Sensitive Information	66
Publication of Private Facts	68
Is the Information Private?	68
To Whom Was the Information Disclosed?	70
Was the Disclosure “Highly Offensive to a Reasonable Person”?	71
Was the Information Newsworthy or of Legitimate Public Concern?	71
Does the Information Concern or Derive From the Kind of Thing That Is Typically “News”?	71
Is the Person Involved a Celebrity or Otherwise Noteworthy?	72
Is It the Person Who Is Newsworthy or the Topic That Is Newsworthy?	72
Is There a Sufficient Nexus Between the Private Information Disclosed and the Newsworthiness of the Person or Event at Issue?	73
What Happens When a Person Voluntarily Reveals Facts About Themselves That Involve Others?	74
What Is Not Newsworthy?	76
Are There Any Additional Defenses?	76
The Overlap of Ethical and Legal Issues When Posting “Private” Information Online	77
Trade Secrets: A Version of “Privacy” for Businesses	78
Practical Conclusions	80
5 Publicity: Using Someone’s Name or Likeness	81
What Is the Right of Publicity?	81
What Does It Mean to “Appropriate” Someone’s Name or Likeness?	82
What Constitutes a “Commercial Purpose”?	84
Is the Right of Publicity Descendible?	89

	Right of Publicity and Technology	90
	Are There Any Defenses to Publicity Claims?	90
	Practical Conclusions	91
6	Copyright: Issues With Creating Content or Using Other People's Content	92
	Types of Intellectual Property	92
	Principles of Copyright Law	94
	What Is Copyrightable (And What Is Not Copyrightable)?	94
	How Does One Obtain a Copyright?	97
	What Does a Copyright Protect and for How Long?	98
	If a Copyright Holder Sues for Infringement, What Do They Need to Prove?	101
	Under What Conditions Can Someone Use Copyrighted Material?	101
	License	101
	Alternative License	103
	Fair Use	104
	Other Exceptions	110
	Are There Any Defenses to Copyright Infringement Claims?	110
	Is It Copyright Infringement to Link or Embed Material Online?	111
	What Are the Consequences of Copyright Infringement?	112
	What Is the Relationship of Copyright Law to "Moral Rights" and Plagiarism?	112
	Moral Rights	112
	Plagiarism	113
	Do I Have to Credit the Creator of a Work If I Use It?	113
	The "Hot News" Doctrine	113
	Practical Conclusions	114
7	Trademarks: The Use of Product Names and Logos	116
	Trademarks	116
	What Are the Requirements for a Trademark?	117
	Is the Mark Already Taken?	117
	Is the Mark Sufficiently Distinctive?	118
	The Controversy Around Immoral and Scandalous Marks	119
	How Long Will Protection Last?	120
	What Is Infringement?	120
	What Is Dilution?	122
	What Is Cybersquatting?	123
	Practical Conclusions	125
8	Use of Photos, Illustrations, and Other Images	126
	Is the Use of the Photo Legally and Ethically Proper?	126
	Libel or False Light	127
	Intentional Distortion	127
	Juxtaposition	128
	Conceptual but Not Factual Match	128
	Accidental Mismatch	129

Privacy	130
Are There Special Considerations When Pictures Feature Children?	131
Right of Publicity	132
IIED	132
Do You Have the Rights Required to Use the Photo?	133
Per Use License	133
Agency Photos	134
Publicity Photos	134
Online Photos	134
Fair Use	135
Can I Use This Clip?	137
Who Should Be Contacted If Permission Is Required?	138
Can You Be Prosecuted or Fined?	139
Sexual Images of Children	139
Classified Images	139
Images of Stamps and Currency	140
Regulation of Image-editing Software	140
Practical Conclusions	140
9 Use of Music	142
Different Kinds of Rights in Music	143
Getting the Right License for the Use	144
Fair Use	147
Other Provisions Related to the Use of Music Online	149
Practical Options for Using Music	150
Practical Conclusions	150
10 Negligence Claims Against the Media: Content That May Result in Personal Injury	152
What Is Negligence?	153
How Does Negligence Apply to Copycats?	153
How Does Negligence Apply to Encouragement and Advice?	154
How Does Negligence Apply to Incorrect, Incomplete, or Otherwise Harmful Information?	155
How Does Negligence Apply to Other Media-Related Harm?	156
Practical Conclusions	157

PART III

HOW DOES ONE GET INFORMATION TO PUBLISH?

11 Is There a Right of Access to Information, Places, or Events?	161
General Rules With Respect to Whether You Have a Right of Access to Information	162
Private Materials	162
Federal Agencies	163
What Does FOIA Cover?	163
Making a FOIA Request	164
Will the Requester Obtain the Requested Documents?	165

What Can You Do If the Government Ignores or Denies Your Request?	170
Sunshine Act of 1976	170
Federal Legislature	171
State Laws	172
Judicial Branch	173
Access to Criminal Proceedings	174
Access to Civil Proceedings	176
Access to Juvenile Proceedings	176
Access to Military Proceedings	176
Access to Alternative Dispute Resolution (ADR)	177
Access to Court Records and Electronic Court Records	177
Access to Discovery Documents	178
Pretrial Publicity and Gag Orders	178
Use of Cameras and Other Technology in Courtrooms	180
Social Media Use in the Courtroom	182
Access to Juror Names and Identities	183
Access to Jurors (Prohibitions on Juror Contact)	184
How Does the Press Challenge a Restrictive Order?	184
Specific Laws That Might Affect Your Ability to Access Particular Types of Information	185
The Privacy Act of 1974	185
The Family Educational Rights and Privacy Act	185
The Driver's Privacy Protection Act	186
The Health Insurance Portability and Accountability Act	186
Rules That Govern Access to Places and Events	186
Is There a Right of Access to News Scenes?	186
Is There a Right of Access to Press Conferences?	187
Is There a Right of Access to Government Social Media Accounts?	188
Is There a Right of Access to Prisons?	189
Is There an Enforceable Right to Take Photographs or Use Video Cameras in Public Places or at Public Meetings or Events?	190
Practical Conclusions	191
12 Can One Be Sued or Prosecuted for Gathering News?	193
Going on Property (Trespass)	194
Misrepresenting Oneself	195
Audio Recordings and Eavesdropping	195
Taking Photos/Video	197
Intrusion Into Seclusion	197
Failure to Obey Reasonable Orders by Police and Security	199
Violation of Criminal Prohibitions on Taking Photos and Video of Certain Federal Facilities Relating to National Security	200
Using Hidden Cameras or Microphones	200

Ag-Gag Laws: Does the First Amendment Protect Clandestine Investigations of the Agricultural Industry?	201
Accessing Emails, Voicemails, or Secure Electronic Systems; or Using Passwords, Badges, or Other Security Materials	202
Scraping, Bots, and Other Technology-based Newsgathering	203
Looking Through or Taking Someone's Belongings.	204
Violating Ordinary Criminal Laws	204
Getting Access to Subjects or Sources	204
Making Promises of Confidentiality	205
Practical Conclusions	206

PART IV

HOW DOES THE GOVERNMENT REGULATE OR INTERFERE WITH SPEECH?

13 Efforts to Subpoena or Search Journalists	209
Is There a "Reporters Privilege"?	209
Is There an Applicable Shield Law?	211
Is There Protection Based on Common Law?	212
Are There Procedural Rules That Might Apply?	214
What Happens If There Is No Applicable Privilege?	214
Practical Ways to Protect Sources	215
Search Warrants Against Journalists	216
Practical Conclusions	217
14 Punishing or Restricting Protests and Other Public Speech	218
Will the First Amendment Protect Dissemination of "Dangerous" Ideas or Beliefs?	218
Where or How Can Ideas Be Disseminated?	220
Public Forums	221
Time/Place/Manner (TPM) Restrictions	222
The Internet as a Public Forum	224
Can Particular Methods of Expression Be Prohibited?	226
Profanity, Fighting Words, and Other Offensive Speech.	226
Symbolic Speech	227
Practical Conclusions	228
15 Punishing or Restricting Sensitive or Offensive Topics.	229
Publication or Possession of Classified Information or Matters That Affect National Security.	230
Attempts to Stop Publication.	230
Criminal Prosecution.	231
Spying on the Media	234
Hate Speech	234
Can the Government Punish Hate Speech?	235
Can Private Entities Punish Someone for Hate Speech?	238
Can a Speaker Be Civilly Liable in a Lawsuit Based on Hate Speech?	239
Sexual Content.	240

Obscenity and Indecency	240
Child Pornography	242
Regulation of “Revenge Porn”	243
Civil Lawsuits	244
Violent Content	244
Threats	245
Can Emoji Be a Threat?	247
Lies	248
Practical Conclusions	249
16 Regulating Political Speech, Elections, and Campaigns	251
The Constitutionality of Campaign Laws	251
Anonymity	254
Right of Reply Laws	254
False Statement Laws	255
Practical Conclusions	257
17 Regulating Advertisements/Promotions/Marketing	259
Issues to Consider for Advertising Goods and Services	259
Government Regulation	260
False or Misleading Statements	262
Regulation of Endorsements and “Influencers”	263
Other Issues Relating to the Content of the Ad	263
Issues for Those Who Accept Advertising	264
Liability for False or Harmful Advertising	264
Liability for Discriminatory Housing Ads	264
Refusal of Ads	265
Ethical Issues With Native Advertising	266
Lotteries, Contests, Prizes, and Other Promotional Activities	266
Practical Conclusions	268
18 Television and Radio—FCC Regulation	270
What Is the FCC and What Does It Do?	270
What Kinds of Entities Are Subject to FCC Regulation?	271
What Kinds of Regulations Can the FCC Enforce?	272
Indecency	273
Profanity	273
The Fairness Doctrine and Right of Reply	274
Political Elections	274
Children’s Programming	275
Other Advertising Regulations	275
Other Content Regulations	276
Emergency Alert Tones	277
Complaints Regarding Broadcast Content	277
What Are the Issues Pertaining to Public Broadcasting?	277
Political Opinions	278
Editorial Discretion	279

Sponsorship	279
Can the FCC Regulate the Internet?	279
Practical Conclusions	281
19 Special Classes of Speakers	282
Students	282
Government Employees	285
Speakers Whose Speech Is Government Funded	286
Practical Conclusions	288

PART V

WHAT PRACTICAL ISSUES ARE RELATED TO MEDIA LAW?

20 New Technologies	291
Terms of Service	292
Data Privacy	293
Immunity From Claims	295
Speaking Anonymously	298
International Aspects of Publishing Online	301
Foreign Censorship	301
Traditional Torts and Claims	301
Incitement of Racial or Religious Hatred	303
Protection of Cultural Values	303
Protection of Government Interests	303
Jurisdiction	304
Geo-Filtering and Other Potential Remedies	306
Cyberbullying, Cyberharrassment, and Cyberstalking	307
Social Media	307
Regulation of Artificial Intelligence	309
Practical Conclusions	309
21 Practical Issues Related to Media Law	311
Non-legal Consequences/Considerations	311
Business Consequences	312
Death Threats	312
Private Censorship	313
Assessing Risk	314
Media Liability Insurance	314
Journalism Ethics	315
The Relationship Between Legal and Ethical Considerations	315
An Overview of the Principles of Journalism Ethics	319
The Difference Between Ethics and Self-Censorship	321
Language Choices	322
Practical Conclusions	322
Case Index	325
Subject Index	335