

## PCC ADJUDICATION

Ms Dannii Minogue complained to the her twelve-week scan at the time of publiPress Complaints Cormmission through cation, and the newspaper had known Hackford Jones PR that an artucle head" this. Nonetheless, it had gone ahead to lined "Look whot's Xpecting", published in the Daily Mirror on 9 lanuary 2010, Clause 3 (Privacy) of the Editors' Code of Practice.
The complaint was upheld.
The article reported that Ms Vinogue was expecting a baby with her boyfiend,
Kris Smith. The complainants renresentative said that she had not yet had
this. Nonetheless, it had gone ahead to publish the story which represented
gross intrusion into her private life. gross intrusion into her private life.
The newspaper said that it was aw of the general first scan' ruie in regard to pregnancy. However, the news of the pregnancy. However, the news of the before publication, appearing on the Faded Youth blog and on the Sydney Morming Herald website the previous day.
In those circumstances, the news had
already ceased to be private. The newsinformation is news he or not in the public domain; it cannot theless, theless, the newspaper was happy to a gesture of goodwill.
gesture of goodwill.
Adjudication: The Commission's case law on this matter is absolutely clear:" as andter of common sense newspapers and magazines should not reveal news of before the 12 -week scan, unless the infor-
mation is known to such an extent that it would be perverse not to refer to it". This is because this scan can reveal complications relating to the health of the baby and the viability of the pregnancy
For the newspaper to justify public For the newspaper to justify publication that the references in the Sydney Morning Herald and orline - which were, in any event, speculative - made it "perverse" for it not to have referred to the pregnancy.
This was manifestly an unterable argy. ment and was rejected by the Commission

The Code specifically requires the to which the information has previously appeared This was no more than common sense: otherwise, any referencemmon would represent automatic justification for a newspaper to publish otherwise On this occasion considered that the article constituted a regrettable lapse in editorial judgement at the newspaper. It had no hesitation in
upholding the complaint:

