Evening news:

Use the maximum for first baby pregnancy lengths. "First time pregnancies can last as long as fifty weeks."

Reassure Anxious Parents:

Use the mean. The mean for first baby pregnancy length was 38.6 weeks and for other babies it was 38.5 weeks. The difference is small enough to be statistically irrelevant and so should reassure parents that their pregnancy is very likely going to be normal regardless of how many previous babies they have had.

Do first babies arrive late? In short, no they do not. The difference between the mean pregnancy lengths for first babies and others is thirteen hours. This difference amounts to a 0.2% difference which is statistically insignificant.