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**From:** Ryan Broderick <ryan@buzzfeed.com>  
**To:** London Edit <londonedit@buzzfeed.com>  
**Sent:** 3/23/2015 6:18:44 AM  
**Subject:** A note about stories to avoid

Hey hey,

I realized that a lot of the conversations we have over here don't make it outside of the news bubble. So I just wanted to give you all a quick rundown of some of our standard "don't bother writing about this" topics:

- a new world's oldest person — there will always be another one
- world records — ditto
- people claiming they found something weird in their food — it's always their word vs everyone else's and it's just not worth the risk
- body mod stories where the subject is clearly mentally ill
- laughing at death or mutilation stories — "local man's penis explodes, killing 6 at football match," etc.
- almost all kickstarters
- any story you see that has a CEN photo credit
- anything that hinges on the existence of ghosts
- YouTube videos featuring "on-the-street" filming — if you post it please, please, please reach out to the original creator beforehand
- most hashtag activism

There are lots more, but these seem to be the most common things that pop up in the tabloids here and I know that makes it tough to ignore.

If you have any questions let me know and if you ever feel like you have a REALLY REALLY good story that feels like one of these email me, there are always exceptions to the rule!

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