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**From:** Tom Phillips <tom.phillips@buzzfeed.com>  
**To:** Alan White <alan.white@buzzfeed.com>  
**Sent:** 3/23/2015 6:56:06 PM  
**Subject:** Re: cen

my fave note there btw is "[BORING CUT ALL OF THIS.]"

On Mon, Mar 23, 2015 at 10:52 PM, Tom Phillips wrote:

Agreed. TBH I think that might be when we drop the bulk of the "BuzzFeed did some of this" material (and tbh not just that – I have to acknowledge that I used them in a previous job, etc.)

Think I've fucked up track changes but here's where I am with my pass on it (not all the way through). Mostly just tried to make it punchier.

On Mon, Mar 23, 2015 at 10:45 PM, Alan White wrote:

Yes indeed.

Was also thinking, one thing worth putting in towards the end is maybe some grandiose thoughts on what this actually says about modern media. i.e., what does it tell us that the Telegraph and Indy have been reduced to reproducing this nonsense?

I mean, we get that those brands aren't what they were and are chasing clicks like everyone else, but would a proper old school news editor ever let people touch this stuff?

We've done 6,000 words, may as well not piss about and go full pretentious.

On 23 Mar 2015, at 22:01, Tom Phillips wrote:

btw just pinged miriam elder to ask if she'd ever had a run-in with CEN – never heard of them. she suggested I ask Max, which I have now done, waiting for a response.

(obvs it now occurs to me that if loads of experienced correspondents in eastern europe have never heard of them that's almost as lol as them having heard of them)

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