
From: Robert Colvile <robert.colvile@buzzfeed.com>
To: Luke Lewis <luke.lewis@buzzfeed.com>
CC: Tom Phillips <tom.phillips@buzzfeed.com>; Craig Silverman <silvermancraig@gmail.com>; Heidi Blake <heidi.blake@buzzfeed.com>; Alan White <alan.white@buzzfeed.com>
Sent: 4/17/2015 5:59:25 AM
Subject: Re: Checklist of CEN things to do

We were just talking about this at our meeting - it's top of Tom and Alan's list today... any thoughts on how to do it welcome!

On 17 April 2015 at 10:56, Luke Lewis wrote:

I think this is really key:

what we don't show is the industrial scale those sites in particular have used them, or the number of shares. Is there any way at all we can show this?

Any ideas how we do that? Tom, maybe your contact at the Metro could look at a database?

Also, yes, let's ping the copy to Matt so he can start designing.

On Fri, Apr 17, 2015 at 10:10 AM, Tom Phillips wrote:

btw all I'll be a bit late for the 10.30 call but will jump on as soon as possible

On 17 Apr 2015 09:14, "Craig Silverman" wrote:

I got Samantha King on the phone and here are the notes from the interview:

<https://docs.google.com/a/buzzfeed.com/document/d/1CCeqdecdc5FFW-dMgMvR8fqQYY7mmLHzPyglSz8OXBc/edit?usp=sharing>

Talk to you at 10:30.

On 17 April 2015 at 04:05, Alan White wrote:

Let's do this catch up at 1030

On Fri, Apr 17, 2015 at 8:49 AM, Robert Colvile wrote:

Cool. We also need to check the charity records/register if poss.

On 17 Apr 2015, at 08:43, Craig Silverman wrote:

Today I'm aiming to get Hannes Urban from Helfen Wir (have already been calling) and Samantha King, one of the CEN cofounders.

On 17 April 2015 at 03:37, Robert Colvile wrote:

Yeah, that makes sense. We also really need to push on the charity - and get in touch with his co-workers/co-founders as per the list.

On 17 Apr 2015, at 07:51, Heidi Blake wrote:

Sounds like a sound plan to me! [REDACTED]. And my advice is to go to press offices of *all* outlets we list as having used dodgy CEN stories - not just The Mirror & Mail. Good idea to try to quantify how many CEN stories they've used too if possible.

On Friday, 17 April 2015, Craig Silverman wrote:

The best time for me to check in by Hangout today would be 10:30 am London time if that works. I'm planning to reach out to the founder of Helfen Wir today as well.

On 17 April 2015 at 02:23, Alan White wrote:

1. All screenshots should be completed now.

[REDACTED]

3. We need to chat with everyone who's done a CEN story. Ali needs to update hers. I'm not sure there's any more demonstrably false but they should be warned. I have the list of them all saved, so you can leave that with me and I'll do it today. Here's what Tapeworm sashimi looks like at present - is this ok?

4. We need to approach the Mirror / Mail press offices with questions about stories. I can write those emails today probably. Also, a thought has occurred to me: at present we do a mea culpa on using CEN but what we don't show is

the industrial scale those sites in particular have used them, or the number of shares. Is there any way at all we can show this?

5. We need to approach the charities regulator in Australia.

6. We need to think about design. Are we ok for Matt to see the piece so that he can start putting something together?

What else do we need to do? Craig do you want a hangout today?

--

Alan White
Breaking News Reporter, BuzzFeed UK

@aljwhite

2nd Floor, 40 Argyll Street, London, W1F 7EB

--

Craig Silverman

Founder, Emergent
Fellow, Tow Center For Digital Journalism , Columbia University
Twitter | Facebook

514.808.0548

Read the free Verification Handbook:
<http://verificationhandbook.com/>

--

Heidi Blake

Investigations Editor

BuzzFeed UK

40 Argyll Street,

London, W1F 7EB

07481 802 294

0203 837 6042

@HeidiBlake

--

Craig Silverman

Founder, Emergent

Fellow, Tow Center For Digital Journalism , Columbia University

Twitter | Facebook

514.808.0548

Read the free Verification Handbook:

<http://verificationhandbook.com/>

--

Alan White
Breaking News Reporter, BuzzFeed UK

@aljwhite

2nd Floor, 40 Argyll Street, London, W1F 7EB

--

Craig Silverman

Founder, Emergent
Fellow, Tow Center For Digital Journalism , Columbia University
Twitter | Facebook

514.808.0548

Read the free Verification Handbook:
<http://verificationhandbook.com/>

--

Luke Lewis | Editor-in-Chief, BuzzFeed UK | 07967 215436 | @lukelewis

--

Robert Colvile | News Director

BuzzFeed: The Social News and Entertainment Company

40 Argyll Street, London, W1F 7EB