
From: Alan White (Google Docs) [d+MTEwNzlxODAxMDU3OTQ0NjI1NDI1-MTAwNzkyMzc3NzQ0TM0NzI2MjMy@docs.google.com]
Sent: 3/23/2015 11:19:53 AM
To: silvermancraig@gmail.com
Subject: CEN Draft.docx

Alan White added comments to CEN Draft.docx



Alan White
Format: italic

ReplyOpen



Alan White
Delete: "a"

ReplyOpen



Alan White

Replace: "." with ", and"

Replace: "We have never been a client of CEN, but there have been times in the past when BuzzFeed did posts ab..." with "BuzzFeed, like the Daily Mail, has bought pictures and copy from CEN for posts, a list of which is a..."

ReplyOpen



Alan White
Add: "in the game of viral news"

ReplyOpen



Alan White
Add: "Argentinian"

ReplyOpen



Alan White
Delete: "that is"

ReplyOpen



Alan White

Replace: "In the game of viral news, of which BuzzFeed is undeniably a player, this" with "This"

ReplyOpen


n




Tom Phillips

we have never been a client of CEN

Technically true, but may also seem misleading? I feel we should be a transparent as possible with this, to the point of self-flagellation.)

 **Craig Silverman**
Tried to add a bit more info. I agree: we have to be super transparent and also inject some humility for this to not seem like sour grapes.

 **Alan White**
It's actually not technically true - we've bought CEN pics and copy.


ReplyOpen

 **Alan White**
Format: italic

ReplyOpen

 **Alan White**
Format: italic

ReplyOpen

 **Alan White**
Delete: *"s the highest trafficked English-language new website in the world"*
Replace: *"I" with "has the highest traffic of any English-language news website in the world, according to Comscore."*

ReplyOpen

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