

---

**From:** Luke Lewis <luke.lewis@buzzfeed.com>  
**To:** Robert Colvile <robert.colvile@buzzfeed.com>  
**CC:** Lisa Tozzi <lisa.tozzi@buzzfeed.com>; Tom Phillips <tom.phillips@buzzfeed.com>; Ben Smith <ben@buzzfeed.com>; Ryan Broderick <ryan@buzzfeed.com>; Alan White <alan.white@buzzfeed.com>  
**Sent:** 4/24/2015 3:42:19 PM  
**Subject:** Re: Can we strengthen the hed?

Promoting on facebook and twitter with the new hed.

On Fri, Apr 24, 2015 at 8:39 PM, Robert Colvile wrote:

[REDACTED]

On 24 April 2015 at 20:38, Lisa Tozzi wrote:

great thanks

On Fri, Apr 24, 2015 at 3:37 PM, Tom Phillips wrote:

I think Rob's in it now.

On Fri, Apr 24, 2015 at 8:37 PM, Lisa Tozzi wrote:

i'm still seeing the old head - do you want me to fix it?

On Fri, Apr 24, 2015 at 3:29 PM, Luke Lewis wrote:

Ha, perfect. Back to exactly where we started when we commissioned it.

On 24 Apr 2015 8:21 pm, "Robert Colvile" wrote:

Any objections?

On 24 April 2015 at 20:06, Tom Phillips wrote:

I agree. I like The King Of Bullshit News.

On Fri, Apr 24, 2015 at 8:04 PM, Robert Colvile wrote:

[REDACTED] I prefer the second because I always think there are people who don't use 'viral' as much as we do (as per Ryan's comment)

On 24 April 2015 at 20:04, Ryan Broderick wrote:

"Too good to be true" is fine

I love "viral bull shit"

"The man behind all the junk on your newsfeed" idk

Just anything that will mean something to the normal, non-media people who encounter these stories on a daily basis.

Sent from my iPhone

On Apr 24, 2015, at 8:01 PM, Ben Smith wrote:

That's pretty good.

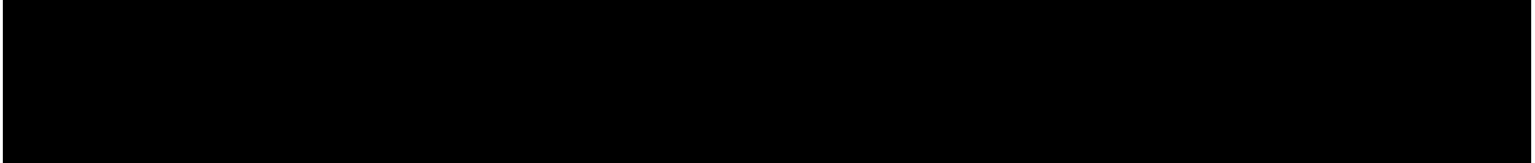
On Friday, April 24, 2015, Robert Colvile wrote:

Tom is still holding a torch for 'The King of Viral Bullshit'

On 24 April 2015 at 19:56, Ben Smith wrote:

Anyone else have ideas?

On Friday, April 24, 2015, Robert Colvile wrote:



A few alternative thoughts:

'Weird, wonderful - and wrong'

'This is how the news is made'

'Too good to be true?'

'When the news is too good to be true'

None amazing, I'm afraid...

On 24 April 2015 at 19:42, Ben Smith wrote:

It's such an amazing story and its a damning indictment not a quirky feature -- can we make it "inside the fake news factory" or something?

--

---

Ben Smith  
@buzzfeedben  
cell: 646 369 3687

--

Robert Colvile | News Director

BuzzFeed: The Social News and Entertainment Company

40 Argyll Street, London, W1F 7EB

--

---

Ben Smith  
@buzzfeedben  
cell: 646 369 3687

--

Robert Colvile | News Director

BuzzFeed: The Social News and Entertainment Company

40 Argyll Street, London, W1F 7EB

--

---

Ben Smith  
@buzzfeedben  
cell: 646 369 3687

--

Robert Colvile | News Director

BuzzFeed: The Social News and Entertainment Company

40 Argyll Street, London, W1F 7EB

--

Tom Phillips | Editorial Director, BuzzFeed UK

07773 914795 | @flashboy

BuzzFeed

2nd Floor, 40 Argyll Street

London, W1F 7EB

--

Robert Colvile | News Director

BuzzFeed: The Social News and Entertainment Company

40 Argyll Street, London, W1F 7EB

--

Lisa Tozzi | News Director BuzzFeed  
40 W. 23rd Street, 5th Floor  
New York, NY 10010  
M:646.283.2915  
@lisatozzi

--

Tom Phillips | Editorial Director, BuzzFeed UK

07773 914795 | @flashboy

BuzzFeed

2nd Floor, 40 Argyll Street

London, W1F 7EB

--

Lisa Tozzi | News Director BuzzFeed  
40 W. 23rd Street, 5th Floor

New York, NY 10010  
M:646.283.2915  
@lisatozzi

--

Robert Colvile | News Director

BuzzFeed: The Social News and Entertainment Company

40 Argyll Street, London, W1F 7EB

--

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