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**From:** Robert Colvile <robert.colvile@buzzfeed.com>  
**To:** Heidi Blake <heidi.blake@buzzfeed.com>  
**Sent:** 3/25/2015 10:54:53 AM  
**Subject:** CEN story  
**Attachments:** CENDraft Tom Edit (1).docx

Heya,

Alan and Pat have put together this draft, which I'm going through now. Any thoughts welcome! (Comments in purple are Tom's.) Am going to reconcile into one final-ish doc, along with an action list for stuff to chase/check/expand.

Rob

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<<http://www.niemanlab.org/2014/02/are-quizzes-the-new-lists-what-buzzfeeds-latest-viral-success-means-for-publishing/>> Are Quizzes The New Lists?

<[http://adage.com/article/digital/buzzfeed-cat-videos-a-level/292133/?utm\\_source=Digital&utm\\_medium=feed&utm\\_campaign=Feed:+AdvertisingAge/Digital%20](http://adage.com/article/digital/buzzfeed-cat-videos-a-level/292133/?utm_source=Digital&utm_medium=feed&utm_campaign=Feed:+AdvertisingAge/Digital%20)> BuzzFeed Is About To Take Branded Cat Videos To A Whole New Level