

---

**From:** Robert Colvile [robert.colvile@buzzfeed.com]  
**Sent:** 4/22/2015 8:46:05 AM  
**To:** Lisa Tozzi [lisa.tozzi@buzzfeed.com]  
**CC:** Tom Namako [tom.namako@buzzfeed.com]; Alan White [alan.white@buzzfeed.com]; Shani Hilton [shani.hilton@buzzfeed.com]  
**Subject:** Re: CEN investigation - BuzzFeed posts

Agreed - it was Ben's original impulse when we first raised the issue, which is why I included it as an option, but think best just to add the note at the top.

On 22 April 2015 at 13:44, Lisa Tozzi <lisa.tozzi@buzzfeed.com> wrote:

(And I do not think we should delete the original text. )

On Wed, Apr 22, 2015 at 7:51 AM, Lisa Tozzi <lisa.tozzi@buzzfeed.com> wrote:

Excellent, thanks for the update on this. I agree we should add editors notes/corrections to the top of the stories where needed.

On Apr 22, 2015, at 6:49 AM, Robert Colvile <robert.colvile@buzzfeed.com> wrote:

Hi guys,

Shani asked me to loop you in on this - as far as we're aware, Ali Vigniano is the only one who'll need more than a generic correction as we've steered clear of this particular agency in a way others haven't. She and Alan are in touch about correcting the story mentioned... will loop you in when she gets back.

In case you aren't aware, we're basically calling out the agency the Mail, Mirror etc take all their awful inaccurate borderline racist stories from - have done a massive debunking of their work. But as part of that, we've got to acknowledge where we've used them ourselves, as per email below - plan is to put the wording below at the top of the posts concerned.

Rob

----- Forwarded message -----

From: Robert Colvile <robert.colvile@buzzfeed.com>  
Date: 17 April 2015 at 16:54  
Subject: CEN investigation - BuzzFeed posts  
To: Ben Smith <ben@buzzfeed.com>, Shani Hilton <shani.hilton@buzzfeed.com>  
Cc: Luke Lewis <luke.lewis@buzzfeed.com>

Hi both,

This is now in the very final stages, so we need to decide how to treat pieces we wrote based on CEN's images/copy. These are the pieces we've tracked down so far:

[www.buzzfeed.com/wesshock/13-sexy-girls-pics-with-coffins-81p6](http://www.buzzfeed.com/wesshock/13-sexy-girls-pics-with-coffins-81p6) (now deleted)

[www.buzzfeed.com/lukelewis/this-is-what-happens-when-your-leave-the-hot-tap-running-all](http://www.buzzfeed.com/lukelewis/this-is-what-happens-when-your-leave-the-hot-tap-running-all)

[www.buzzfeed.com/rossalynwarren/a-dog-gave-birth-to-green-puppies-in-spain](http://www.buzzfeed.com/rossalynwarren/a-dog-gave-birth-to-green-puppies-in-spain)

[www.buzzfeed.com/nicolamedinamora/black-death-plague-surfaces-in-china-and-forces-government-t](http://www.buzzfeed.com/nicolamedinamora/black-death-plague-surfaces-in-china-and-forces-government-t) (proper news story, we just bought the pic)

[www.buzzfeed.com/alisonvigniano/this-man-says-his-justin-bieber-ringtone-saved-him-from-a-be](http://www.buzzfeed.com/alisonvigniano/this-man-says-his-justin-bieber-ringtone-saved-him-from-a-be) (debunked, needs to be updated)

[www.buzzfeed.com/gaetan/un-jeu-vidao-japonais-tras-sexuel-crae-la-pola-fnga](http://www.buzzfeed.com/gaetan/un-jeu-vidao-japonais-tras-sexuel-crae-la-pola-fnga) (community post)

[www.buzzfeed.com/mattfraserlong/12-unbelievably-easy-ways-for-motorists-to-save-ca-xnxx](http://www.buzzfeed.com/mattfraserlong/12-unbelievably-easy-ways-for-motorists-to-save-ca-xnxx) (community post)

[www.buzzfeed.com/alanwhite/german-builders-say-this-pavement-swastika-was-an-innocent-m](http://www.buzzfeed.com/alanwhite/german-builders-say-this-pavement-swastika-was-an-innocent-m)

[www.buzzfeed.com/alanwhite/a-man-in-china-apparently-ended-up-riddled-with-tapeworm-par](http://www.buzzfeed.com/alanwhite/a-man-in-china-apparently-ended-up-riddled-with-tapeworm-par) (already corrected)

[www.buzzfeed.com/bustle/selfie-diet-helps-icelandic-woman-shed-100-pound-16alw](http://www.buzzfeed.com/bustle/selfie-diet-helps-icelandic-woman-shed-100-pound-16alw) (partner post)

As you can see, there aren't actually that many - and Alison's is the only one we've conclusively debunked.

Given recent controversy, think we should steer clear of deleting the posts outright. Would suggest instead that we replace the pics in the Black Death story (adding update given reasoning), update Alison's piece and Alan's X-ray piece, as they feature in the CEN investigation (Alan can liaise with Alison), and add a new top subbuzz to the others along the lines of:

'This article was based on material provided by the CEN news agency, which BuzzFeed News no longer views as a credible or trustworthy journalistic organisation, for reasons explained here [LINK]. We have been unable to verify its accuracy independently.'

The question then is whether we also delete the body copy below that - personally, it feels more transparent to leave it there, so people can see what we bought/wrote, but you may feel otherwise.

We'll also appeal in the investigation piece itself for others to flag up any pieces we've missed - and make clear the quantity of CEN material that others are using, which massively outweighs our own.

Best,

Rob

--

Robert Colville | News Director

BuzzFeed: The Social News and Entertainment Company

40 Argyll Street, London, W1F 7EB

<[https://lh4.googleusercontent.com/BXhoIR1nmMza8F6jkmBxHSx6UU88z\\_20ULVJX0wmr4wnZI81Ceky4y4QGZa-y9V3BSD5SiB6GGZNq7uG8TXOTFA7cNjtDcfnh2UMXQaHSsQLYmOi3MjCCRahWErFEJGJQg](https://lh4.googleusercontent.com/BXhoIR1nmMza8F6jkmBxHSx6UU88z_20ULVJX0wmr4wnZI81Ceky4y4QGZa-y9V3BSD5SiB6GGZNq7uG8TXOTFA7cNjtDcfnh2UMXQaHSsQLYmOi3MjCCRahWErFEJGJQg)>

--

Robert Colville | News Director

BuzzFeed: The Social News and Entertainment Company

40 Argyll Street, London, W1F 7EB

<[https://lh4.googleusercontent.com/BXhoIR1nmMza8F6jkmBxHSx6UU88z\\_20ULVJX0wmr4wnZI81Ceky4y4QGZa-y9V3BSD5SiB6GGZNq7uG8TXOTFA7cNjtDcfnh2UMXQaHSsQLYmOi3MjCCRahWErFEJGJQg](https://lh4.googleusercontent.com/BXhoIR1nmMza8F6jkmBxHSx6UU88z_20ULVJX0wmr4wnZI81Ceky4y4QGZa-y9V3BSD5SiB6GGZNq7uG8TXOTFA7cNjtDcfnh2UMXQaHSsQLYmOi3MjCCRahWErFEJGJQg)>

--

Lisa Tozzi | News Director BuzzFeed <<http://www.buzzfeed.com/>>  
40 W. 23rd Street, 5th Floor  
New York, NY 10010

M:646.283.2915  
@lisatozzi

--

Robert Colville | News Director

BuzzFeed: The Social News and Entertainment Company

40 Argyll Street, London, W1F 7EB

<[https://lh4.googleusercontent.com/BXhoIR1nmMza8F6jkmBxHSx6UU88z\\_20ULVJX0wmr4wnZI81ceky4y4QGZa-y9V3BSD5SiB6GGZNq7uG8TXOTFA7cNjtdcfnh2UMXQaHSsQLYmOi3MjCCRahWErFEJGJQg](https://lh4.googleusercontent.com/BXhoIR1nmMza8F6jkmBxHSx6UU88z_20ULVJX0wmr4wnZI81ceky4y4QGZa-y9V3BSD5SiB6GGZNq7uG8TXOTFA7cNjtdcfnh2UMXQaHSsQLYmOi3MjCCRahWErFEJGJQg)>