
From: Craig Silverman [silvermancraig@gmail.com]
Sent: 3/28/2015 5:02:23 PM
To: Alan White [alan.white@buzzfeed.com]
Subject: Re: CEN stories text/photos proof - Invitation to edit

One other note re: the Leidig approach. I totally agree with what Heidi suggested and you said in terms of being friendly up front.

One thing to keep in mind is that he clearly has a high opinion of the real journalism he does. You can cite his Bernie Madoff book and the stuff he has written for Press Gazette to say that he is clearly a serious journo and ask him about how he has seen things evolve with the advent of online news. I think he would love to see himself quoted as an authority of how the web has changed content economics and how it has hurt original reporting. That does seem like the best way to get him to agree to talk. Also, the fact that you guys previously bought from him may help him open up at first.

I'm in my way to the airport and will work more on the text tonight and Monday. Expect to see some revisions by Monday morning your time.

Craig

On Saturday, March 28, 2015, Craig Silverman <silvermancraig@gmail.com> wrote:

Good to hear re: the tapeworm. The only tricky thing right now is that we lead with the Argentinian one and that does not show up on their sites. So if we have any way to confirm via other sources that they sold text and photos, that would really help us for the lead. Otherwise we may need to swap it out for either Bieber or the recent naked Russian debunk.

Also, if we're reaching out to folks to check for CEN copy, let's also ask them about the hoax story about the Chinese woman looking for strangers to fund her travel. As of now we have a Telegraph story with a CEN photo credit but no story on other sites. However, they did publish a debunk of it: http://austriantimes.at/news/Around_the_World/2014-10-29/51901/China_Closes_30_Million_User_App_For_Faking_Sex_Advert-newentry So it would be great to show that they sold the hoax and then published the debunk.

On 28 March 2015 at 05:19, Alan White <alan.white@buzzfeed.com> wrote:

Cheers Craig.

FYI Tapeworm story's fine - we definitely bought the copy. I don't know if we still have those emails (I don't, our picture ed possibly does).

Our legal team are working through now. Quite plausible I'll be in a position to reach out to him on Monday. Will contact you on plan of attack first, but personally I'm all for the tread softly, then gradually amp up the questions, approach.

Alan

On Fri, Mar 27, 2015 at 8:44 PM, Craig Silverman (via Google Sheets) <silvermancraig@gmail.com> wrote:

Craig Silverman has invited you to **edit** the following spreadsheet:



CEN stories text/photos proof



Hi guys,

Here's the rundown of the stories we mention in the piece and whether they appear on a Leidig site. Seven of 15 appeared on one of his sties and also nearly word-for-word on a client site. Seems like this demonstrates that they typically sell pics and text. I'll work it into the piece.

Craig



Google Sheets: Create and edit spreadsheets online.



Alan White

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Read the free Verification Handbook:

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