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**From:** Alan White [alan.white@buzzfeed.com]  
**Sent:** 4/1/2015 10:26:41 AM  
**To:** Robert Colvile [robert.colvile@buzzfeed.com]  
**CC:** Shani Hilton [shani.hilton@buzzfeed.com]; Ben Smith [ben@buzzfeed.com]; luke.lewis@buzzfeed.com; Tom Phillips [tom.phillips@buzzfeed.com]; Heidi Blake [heidi.blake@buzzfeed.com]  
**Subject:** Re: CEN Final - Invitation to edit

Yep - all that - only other note re our posts is that I've talked to the data team about finding posts with CEN in the copy and it didn't show up. So (I think?) it'll just have to be supersearch / google and hoping we don't miss any. So far I \*think\* it's just Ali's post on Bieber bear that actually needs to be updated - I also updated Sashimi tapeworm months ago before we started.

Just waiting for Heidi to finish her interviewing and I'll send Leidig the follow up. I feel like softly softly is still our preferred option right now. He's very chatty, he just doesn't realise what's riding on it for him.

On Wed, Apr 1, 2015 at 3:20 PM, Robert Colvile <robert.colvile@buzzfeed.com> wrote:

Hey - looping in Alan, Tom and Heidi (guys - please scroll down for Ben and Shani's comments).

Great point from Shani that we need to make clear it's genuine - that's why we went in with the Argentina story originally, because you could see how someone's life was being damaged. Would still prefer to do that if we can stand it up but will otherwise adjust as you suggest.

Re Ben's points

- Yes, we need to go through the site thoroughly and make sure we find all CEN copy and tag it as such, or even delete. Thing is that it does produce genuine stories as well, eg the pavement swastika, so maybe in those cases we could just label them as dodgy and point people to this story?

- Yup, can get the lurid stuff higher up.

- The charity is the thing we're going to work most on once we've fronted him up. We didn't want to push on that in case it got back to him too early, but it's at the heart of the piece because it's a great rebuttal if anyone says 'yeah, but this is just about nonsense internet news and no one in real life was harmed'. Have a list of people to go to, which we'll push the button on later this week. Will make sure we try to track down the victims he names as part of that.

- Alan has had a five-minute chat with him on the phone, and he gave us a spiel about his amazing investigative work and how he does all the tabloid news as a means to the end to fund it. He 'sees no value for the agency' in talking about what they do, so we're sending him a follow-up email - if he doesn't bite, we'll produce a no surprises letter and then try to confront him in person.

On 1 April 2015 at 14:59, Shani Hilton <shani.hilton@buzzfeed.com> wrote:

I just read the first section, and will look at the rest shortly, but my immediate question is: do they present themselves as real? Because I think lots of people accept and expect there to be fake news sites. I think there's a shame-on-me-if-you-fool-me-twice bar we need to clear before we can explain why this is outrageous.

So, we should establish high up that they present themselves as real and there are reasons why so many people trust them. And then hammer that they are misleading people...?

On Wed, Apr 1, 2015 at 9:35 AM, Ben Smith <ben@buzzfeed.com> wrote:

This is great. Can you share w Shani too?

Few thoughts:

- let's make sure we update our CEN stories in a clear way -- maybe delete the text? -- and talk to their authors

- should we amp up the lurid ness up high? "Obsessed with castration" etc

-have we tried to reach the people he says he was raising \$ for to see if they got the money? That's the only section that feels underreported?

-what's the plan for going to Vienna?

On Wednesday, April 1, 2015, Robert Colvile (via Google Docs) <robert.colvile@buzzfeed.com> wrote:

robert.colvile@buzzfeed.com has invited you to edit the following document:

<<https://ssl.gstatic.com/docs/documents/share/images/services/document-4.png>>

CEN Final

<[https://docs.google.com/a/buzzfeed.com/document/d/1v2MKGu9ro6dDZ3EzpjIAA70aZcqyX00ifxVVCxK3xw/edit?usp=sharing\\_eid](https://docs.google.com/a/buzzfeed.com/document/d/1v2MKGu9ro6dDZ3EzpjIAA70aZcqyX00ifxVVCxK3xw/edit?usp=sharing_eid)>

<<https://ssl.gstatic.com/s2/profiles/images/silhouette64.png>>

Rob

Open in Docs

<[https://docs.google.com/a/buzzfeed.com/document/d/1v2MKGu9ro6dDZ3EzpjIAA70aZcqyX00ifxVVCxK3xw/edit?usp=sharing\\_eid](https://docs.google.com/a/buzzfeed.com/document/d/1v2MKGu9ro6dDZ3EzpjIAA70aZcqyX00ifxVVCxK3xw/edit?usp=sharing_eid)>

Google Docs: Create and edit documents online. <<https://drive.google.com>> Logo for Google Docs

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<[https://lh4.googleusercontent.com/BXhoIR1nmMza8F6jkmBxHSx6UU88z\\_20ULVJX0wmr4WnZI8lCeky4y4QGZa-y9V3BSD5SiB6GGZNq7UG8TXOTFA7cNjtdcfnh2UMXQaHSsQLYmOi3MjCCRahWErFEJGJQg](https://lh4.googleusercontent.com/BXhoIR1nmMza8F6jkmBxHSx6UU88z_20ULVJX0wmr4WnZI8lCeky4y4QGZa-y9V3BSD5SiB6GGZNq7UG8TXOTFA7cNjtdcfnh2UMXQaHSsQLYmOi3MjCCRahWErFEJGJQg)>

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