

# ThePrompts.

**KKHANDOUT01** [the prompt sheet, side one]

***prompts >> word for word, so you don't have to scribble**

**these work in any of the common AI assistants. copy one, swap in your details, attach your own files.**

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## the three rules that go on the end of every prompt

**Cite the issue date and page for every item. If you can't find something, write "not found" instead of guessing. Don't add anything from outside the files I gave you.**

treat what comes back as a lead. someone who knows the magazine checks it before it's used for anything.

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## point it at your archive

before you start: put one year of issues in one folder, as text or searchable PDF, one file per issue, named by date. twelve issues is plenty for a first try.

### everyone who made the magazine

"Read every issue in this folder. List every writer, photographer, illustrator and editor who appears in a byline, credit or masthead. For each: first issue, most recent issue, number of pieces, and the subjects they covered most."

### every advertiser

"List every advertiser in these issues. For each: which issues, business category, first and last appearance. Then list the ones who appeared three or more times and haven't appeared in the most recent twelve issues."

### the timeline and the arc

"For each issue, give the cover story, the three main features and the editor's letter topic in one line each. Then describe in 300 words how the magazine's subjects and tone changed, using issue dates as evidence."

### who we've covered

"List every person profiled or quoted at length. For each: issue, their role at the time, and the one-line reason they were in the magazine."

### next year's anniversaries

"Build a month-by-month calendar for next year of stories that will be 5, 10, 25 or 50 years old. One line each, with issue and page."

### unfinished business

"Find every place the magazine promised a follow-up, made a prediction, or covered a plan that hadn't happened yet. List the claim, the issue, and what a reporter would need to check today."

### corrections first

"List every correction, clarification and editor's note, with the story it refers to." run this before reusing anything, so a corrected error doesn't come back.

### who made what

"For each feature and photo essay, list the byline and the photo credit." a person with the contracts then decides what the magazine can reuse. the list doesn't decide that.



# MorePrompts.

**KKHANDOUT01** [the prompt sheet, side two]

***prompts >> the other side: your voice, your interviews, your week, your grants**

## teach it how you sound

**house voice**
"Here are twenty pieces our editors consider our best. Describe how this magazine sounds: sentence length, how pieces open and close, what we never do. Give ten words we use and ten we avoid, each with an example from the text."

**the never-say list**
"Here are ten pieces we published and ten we rejected or heavily rewrote. List the words and sentence shapes that show up in the rejected ones and not in the published ones. Give each a plain replacement."

**style sheet check**
"Here is our style sheet. Check this draft against it and list every miss with the line. Don't rewrite anything."

## around an interview

**before**
"I'm interviewing [person] about [subject] for a 1,500-word profile. Here are three of our past pieces on similar people. Give me twelve questions in the order I'd ask them. Mark the two most likely to produce the line the piece hangs on."

**after**
"Transcribe this with timestamps and speaker labels. Mark every name, place and number you're unsure of with [?]. Don't tidy the speech."

"List the fifteen strongest quotes with timestamps. Exact words only, full sentences, with the sentence before and after. Don't join sentences that were said apart."

listen to the recording for every quote you publish.

## after a story is approved

"Here is the published story. Draft a 100-word newsletter teaser, three social posts and a 45-second video script. Use only facts and quotes that are in the story. Follow our voice guide."

## your site and your week

**events that document themselves**
"Here is our events list: date, title, venue, link. Split it into upcoming and past using today's date. For each past event, find our recap, photos or video and add the links. Mark anything you can't find as 'no documentation found'."

**the clippings file**
"Search for mentions of [magazine name] and [editor names] in the last 30 days. For each: outlet, date, headline, link, and one line on what was said. If you can't confirm the date or the byline, write TBD. Leave out our own posts."

## grants and awards

**the watch list**
"Here are the funders and awards we care about. Once a week, check each official page for new calls or changed deadlines. Give me the deadline, the eligibility line quoted from the page, and the link. If a page won't load, say so. Don't guess a date."

**go or no-go**
"Here is the call and our last annual report. Are we eligible, quoting their rule? What would it cost us in hours? Does the money arrive in time to be useful? Who do we know there?"

**draft from the record**
"Draft the answer to this question using only the attached annual report, circulation statement and these six issues. Put the source in brackets after every claim. Where we have no evidence, write NEEDS EVIDENCE."

always read the funder's own page before you rely on a deadline or a number.



# TheMap.

**KKHANDOUT02** [the inventory sheet]

***map >> what do we have, where does it live, who's allowed to use it**

**everybody thinks the archive is the back issues. that's the tip. before you buy a tool, make the map. one page.**

| **the material** | what do we have? | where does it live? | who's allowed to use it? |
|---|---|---|---|
| **every issue**<br>what your readers saw | | | |
| **subscribers**<br>who subscribed, and who lapsed | | | |
| **advertisers**<br>who ran in which issue, and what they paid | | | |
| **contributors**<br>everyone you ever cut a cheque to | | | |
| **interview tapes**<br>the recordings, and any transcripts | | | |
| **consent forms**<br>who said yes, and to what | | | |
| **grant reports**<br>what you told funders, with the numbers | | | |

**two cautions. you won't have all of it. and some of it isn't yours to hand to a machine: interview consent, freelance rights and subscriber privacy come first.**



# RobotJobs.

**KKHANDOUT03** [the job board]

***jobs >> give the robot the grunt work**

**a good robot job is mechanical, comes up all the time, is easy to check and easy to undo. the judgment, the relationships and the final yes stay with you.**

## ten robot jobs

| | | try it |
|---|---|---|
| 01 | transcribe the interview | ☐ |
| 02 | pull every quote into one sheet | ☐ |
| 03 | index the back issues | ☐ |
| 04 | tag the archive: who, where, what | ☐ |
| 05 | draft captions and alt text | ☐ |
| 06 | sort the events listings | ☐ |
| 07 | check names against the style guide | ☐ |
| 08 | cut the story for the newsletter | ☐ |
| 09 | watch the grant deadlines | ☐ |
| 10 | list advertisers gone a year | ☐ |

**pick one. try it this week. somebody still reads every one before anything runs.**

they're mechanical, they come up every week, you can check the result in a minute, and you can undo it.

## what stays yours

**what counts as news**
**the angle**
**accuracy**
**consent**
**your voice**
**the final yes**

**the house rule: if AI touched it, a human reads it before it runs.**

### three questions, at every stage

**1. what's the robot doing here?**

**2. who reads it before it goes out?**

**3. who gets the angry email if it's wrong?**

idea, research, draft, review, revise, approve, publish. ask at each one.

example: AI checks every link, photo credit and bit of alt text. the managing editor reads the list and signs off.



# TheContextKit.

**KKHANDOUT04** [the context sheet]

## *voice >> teach it who you are

**everyone should carry a small set of documents that teach the AI who you are. make them once, then hand them over at the start of every job.**

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### three prompts

**the style guide**
"Here are twenty pieces our editors consider our best. Describe how this magazine sounds: sentence length, how pieces open and close, what we never do. Give ten words we use and ten we avoid, each with an example from the text."

**the glossary and the anti-glossary**
"From everything I've written, list the words I use that most people don't, and the ones I seem to have made up. Then list the words and phrases I never use. Give each a plain replacement."

**the worldview**
"Same pieces, new question: what do I believe? Describe my perspective and my values, with a line of evidence for each."

### the kit, all six

style guide: how you write.
worldview: what you believe.
glossary, anti-glossary: your words and your never-words.
samples and a bio: favourite pieces, and who you are.

for the bio: export your LinkedIn and Facebook archives and ask for a biographical document.

### your first draft

**how we open a piece**

_____

_____

**how we close one**

_____

_____

| we'd never say | we say instead |
|---|---|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

mine: "excited to announce" >> just announce it. "thought leader" >> name the work, not the pose.

**five questions every draft has to pass**

1 _____
2 _____
3 _____
4 _____
5 _____

the last of mine: "does it have edge, or has it been smoothed into corporate nothing?"



# ThePilot.

**KKHANDOUT05** [the pilot sheet]

***pilot >> how to start without betting the magazine**

**five questions before AI touches anything you publish. then thirty days, one prompt, three real runs, and a named person checking every time.**

## five questions

**1** where did it come from?

**2** do we have permission?

**3** who checked it?

**4** who decides?

**5** what happens when it's wrong?

### good first pilots

a messy drive. transcription. archive lists. pre-press checks.

### leave these for later

anything that publishes by itself. anything touching sensitive sources. facts the public is going to rely on.

**pick one prompt. that's your pilot.**

## the thirty-day pilot

**the prompt**

**who checks it, by name**

| run | time it took | errors found | fixing it needed |
|---|---|---|---|
| 1 | | | |
| 2 | | | |
| 3 | | | |

**then:**

☐ keep it ☐ change it ☐ kill it

**what we learned**



# GoOrNoGo.

**KKHANDOUT06** [the grant sheet]

***scheduled >> it finds and drafts. you decide.**

**set a scheduled run to find grants, awards and speaking calls, draft a first reply and send it to you. it gets you about 80 percent there. you make the call.**

## go or no-go

**the call**

**the deadline, off the funder's own page**

**1** **are we eligible?**
quote their rule, word for word

**2** **does it fit?**
the work we already do

**3** **what will it cost us in hours?**
the writing, the budget, the reporting after

**4** **who do we know there?**
a real name

**5** **does the money land in time?**
after the program runs, it's reimbursement risk

☐ **go** ☐ **no-go** **decided by** _____

fifteen minutes. before anyone writes a word.

## the prompts

**the watch list**
"Here are the funders and awards we care about. Once a week, check each official page for new calls or changed deadlines. Email me the deadline, the eligibility line quoted from the page, and the link. If a page won't load, say so. Don't guess a date."

**go or no-go**
"Here is the call and our last annual report. Are we eligible, quoting their rule? What would it cost us in hours? Does the money arrive in time to be useful? Who do we know there?"

**draft from the record**
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## two that bit me

a scan said a federal program covered up to about ninety percent of costs, and that it was open. the government's own page said up to fifty percent. and closed.

left alone, it built twenty-five application packets. some came from web pages called "homepage" and "classic login".

**always read the funder's own page. and a person hits submit.**



# ThePolicy.

**KKHANDOUT07** [the policy sheet]

***policy >> you could write yours this week**

**the best AI policy I've ever read is Jos Duncan-Asé's, at Love Now Media. it's short, and it's on their About page where anybody can read it. borrow the shape.**

## the shape

**it says why**
theirs says why they use AI.

**it says where**
they're experimenting with it, mostly on the admin and operations side.

**it says who**
no AI content ever gets published without human writers and editors involved and approving it.

read theirs first. it's on Love Now Media's About page.

## ours

**why we use AI**

**where we use it**

**where we don't**

**who reads it before anything is published**

**who signs off on this policy, and when we look at it again**

**put it where your readers can find it.**