*kriskrug >> [ampa webinar]

AI for magazines without losing the plot

[the machines get the grunt work. you keep the judgment.]

exit_busywork / enter_your archive



*practical
stuff you can use this week

*prompts
word for word, on the handout

*receipts
what worked, and what went sideways

BY KRIS KRÜG | VERSION 1.0, NOV.2026



Vancouver AI meetup, November 2025. photo: Michelle Diamond

MadeAMagazine. ShotForMagazines. TaughtNewsrooms.

KKISSUE02 [the who-is-this-guy issue]

***me >> why I'm the one talking about this**

EDITOR | PHOTOGRAPHER | COACH

when it comes to magazines, I'm kind of one of you. nearly thirty years of publishing online.

- >> 1998: started *spark-online with friends from university
- >> the aughts: photo editor at Ion Magazine
- >> my photos ran from National Geographic to Rolling Stone

  WIRED / Time / Forbes / Fast Company / The Guardian / BBC News / Reuters
- >> 2025: Google News Initiative AI lab. 65 journalists, 15 newsrooms.
- >> then four months with the Lenfest Institute in Philadelphia

***luck >> you're sitting on a treasure trove**

BEEN HERE BEFORE | KEPT IT ALL | NEVER OPENED

you're kind of lucky. everyone else just got in your boat.

>> they've been calling publishing a dying industry for decades

>> now every industry is getting its table kicked over

>> you kept everything you ever published. most of it has never been cracked open.



NO SPAM CANNON

not generated stuff blasted out with no tie to your voice. go back into the old stuff and surface what's useful.

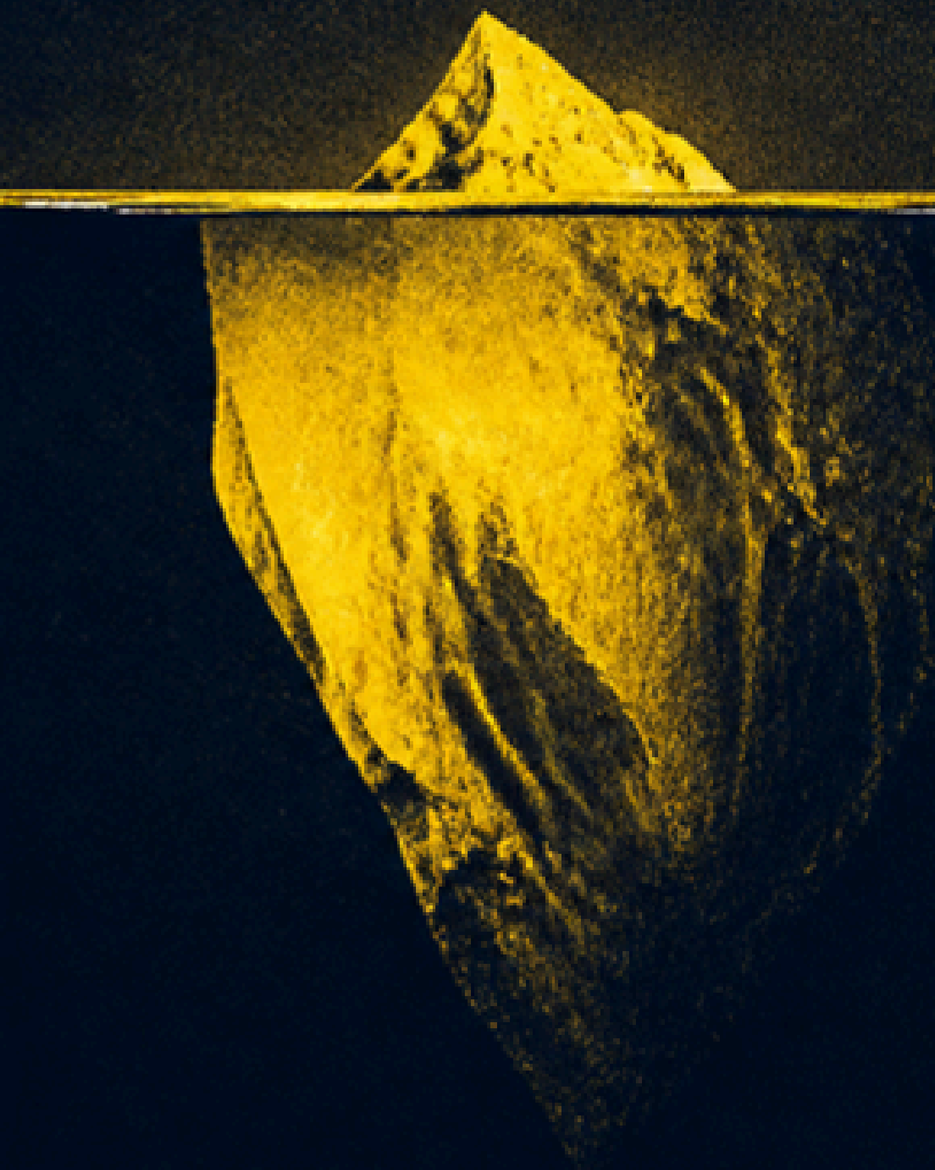
***KRISKRUG <ISSUE 3.0> AI FOR MAGAZINES WITHOUT LOSING THE PLOT**

SavedItAll. NeverOpened. LuckyYou.

KKISSUE03 [an issue of luck]

*inventory >> what a 30-year-old magazine is sitting on

THE TIP | THE REST



above the line: every issue you ever printed.

below the line: everything you kept to make them.

*readers
subscribers, opens, sign-ups

*money
advertisers, donors, grants

*contributors
contracts, rights, invoices

*reporting
tapes, notebooks, source lists

*permissions
consent, releases, CASL

*the shop
style guide, calendars, corrections

[a made-up magazine. yours will differ. some of it isn't yours to feed a machine: check consent and rights first.]

IssuesOnTop.
RecordsBelow.
MapItFirst.

KKISSUE04 [the inventory issue]

***both hands full >> I'm in neither camp**

BOOSTERS | DOOMERS | BOTH HANDS

most conversations about AI try to push me into one of two camps.

>> boosters: get on board or get left behind

>> doomers: burn it down, or step away

>> both are lazy. I walk forward with both hands full: curiosity and critique.



both things are true.

trained on stolen work, full of bias. and I'm more creative and productive than I've ever been.

NotABooster. NotADoomer. BothHandsFull.

KKISSUE05 [the both-hands issue]



Vancouver magazine Power 50, 2026. photo: Mark Kinskofer

YourTaste. YourMemory. YourCall.

KKISSUE06 [an issue of judgment]

***judgment >> what a magazine protects**

TASTE | MEMORY | TRUST

a chatbot could spit out a Power 50 list and nobody would care. it matters who made the call.

>> your taste and judgment

>> the people who pick up when you call

>> the memory of your community

taste, judgment, memory and community connection. that's your true business.

[respond in the chat]

which would be hardest to rebuild if you lost it tomorrow: taste, sources or memory?

*jobs >> the stuff that eats your week

REPETITIVE | STEP BY STEP | NO JUDGMENT

GruntWork. NotJudgment. YouSignOff.

KKISSUE07 [an issue of delegation]

give the robot the grunt work. the judgment, the relationships and the final yes stay with you.

>> yours to keep: the stories, the angles, accuracy, consent

>> theirs: bookkeeping, transcribing, scheduling, the inbox, SEO

[respond in the chat]

what repetitive task eats your week and needs zero editorial judgment?



YourData.
TheirData.
AskFirst.

KKISSUE08 [an issue of consent]



***data >> your data, and other people's**

CONSENT | PURPOSE | TRUST

the more you open up, the more it can do. so be sure about what you're opening.

>> my own data: permissive.

>> other people's data: do you have consent?

>> collected for one purpose? don't feed it to AI for another.

***KRISKRUG <ISSUE 8.0> AI FOR MAGAZINES WITHOUT LOSING THE PLOT**

***workflow >> eight stages, one small robot job each**

MAP IT | PICK A STAGE | POINT THE BOTS

map the work before you choose where AI goes.

>> boxes and lines: how does a story move through your shop?

>> I stop shy of having it write for me

MapTheWork.
NameTheJob.
YouSignOff.

KKISSUE09 [the workflow map]

01 idea: cluster what readers keep asking	**02** research: transcribe, sort, flag claims
03 draft: suggest a structure from your notes	**04** review: flag gaps and missing credits
05 revise: compare two versions	**06** approve: check links, credits, alt text
07 publish: cut it for each channel	**08** learn: sum up how readers responded



***interview >> turn your interviews into a knowledge base**

RECORD | TRANSCRIBE | ASK

record it, transcribe it, then ask it questions in your own words.

- >> eight interviews in one folder, with your editorial notes
- >> ask: what are the patterns? what's missing? what haven't I heard before?
- >> I record almost everything now
- >> session recaps plus my voice notes became daily posts from a conference

approaches, not tools. the tools change every day.

RecordIt.
TranscribeIt.
AskIt.

KKISSUE10 [an issue of listening]

GoneDark. WaybackOn. 1274Back.

KKISSUE11 [an issue of recovery]



***recovery >> my archive was gone. we went and got it.**

1,274 POSTS | 2003 TO 2017 | ONE HACK

I got hacked around 2017 and the site went dark. the Wayback Machine had all of it.

- >> 1,274 posts, pulled back out of the Wayback Machine
- >> a new site, just like the old one
- >> then the questions: how did my voice change? what did I keep coming back to?

the Internet Archive plus AI: a great way to bring lost work back into the present.

***archive >> point it at your archive**

YEAR BY YEAR | CREDITS KEPT | TIMELINES

back issues stuck in PDF or print? same move. go one year at a time.

- >> pull out the articles, the images and every credit
- >> ask how the magazine changed, and how your readers did
- >> then the sales numbers: what worked, what you dropped

all of it is trapped in there. the prompts are on the handout.



EveryByline. EveryAd. EveryCover.

KKISSUE12 [the archive issue]



ThinkLikeYou.
SoundLikeYou.
NeverSayThat.

KKISSUE13 [an issue of voice]

***voice >> teach it who you are**

STYLE | WORLDVIEW | GLOSSARY | BIO

everyone should carry a small set of documents that teach the AI who you are.

- >> a style guide and a worldview guide, from everything you've written
- >> a glossary of your words, and an anti-glossary of words you never use
- >> a bio, built from your LinkedIn and Facebook exports

ask a dumb AI for a cover letter and you get generic filler. give it these and it sounds like you.

***trick >> let the transcript caption the photos**

TRANSCRIPT | PHOTOS | VIDEO

I record every event. the timestamps do the matching.

>> the transcript is done by the end of the night

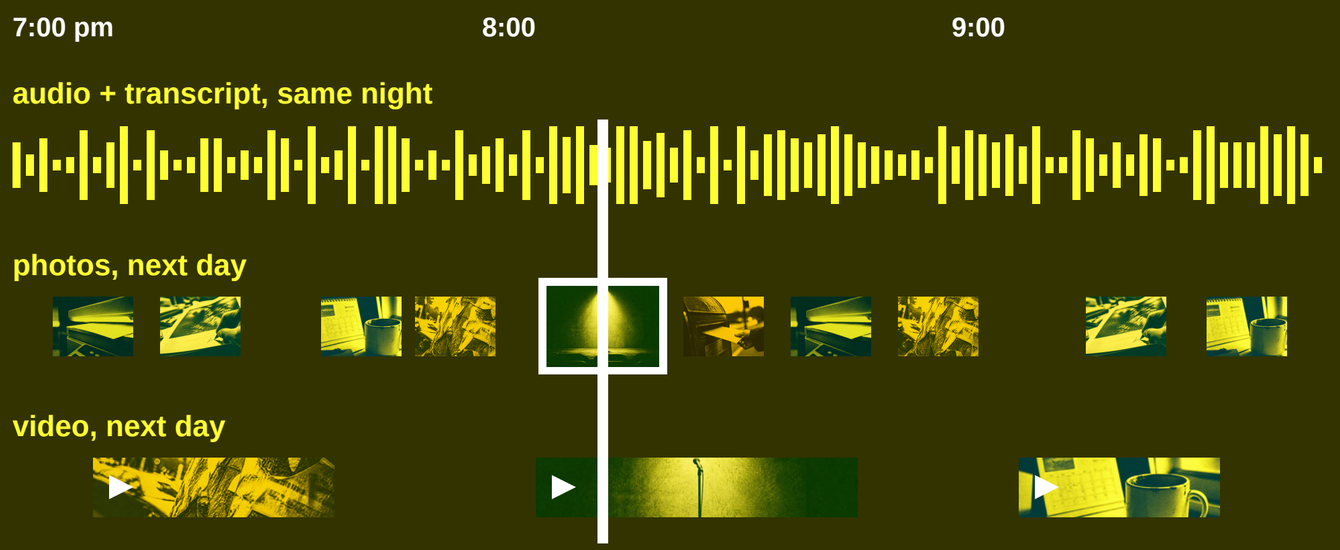
>> photos and video come in the next day

>> the agent adds captions, tags and credits. I check them.

do it every time and you end up with a library that's tagged, titled, captioned and credited.

RecordTheNight. ClocksLineUp. CaptionsDrafted.

KKISSUE14 [the timestamp issue]





8:14 pm

who	off the transcript
caption	drafted from what they said
credit	off the file
tags	added for you



FiveQuestions. ElevenSongs. OneSaturday.

KKISSUE15 [an issue of listening]

***songbooth >> five questions, one song**

JUNE 13 | ELEVEN SONGS | NO NAMES

at the Ethos Lab block party, I turned a little room into a music studio.

>> people came in one at a time. I asked what they care about.

>> their interview became lyrics. they picked from three songs.

>> a whole album, made that Saturday

>> what stayed human: the questions, the listening, the consent call

it made people cry. real voices, real thoughts, and something we couldn't have made any other way.

cover art from the Ethos Lab block party album, June 2026. generated for the album.

BotFinds.
BotDrafts.
YouDecide.

KKISSUE16 [an issue of follow-through]



***scheduled >> set it to go looking for you**

FIND | DRAFT | DELIVER

once a day or once a week it finds the good ones, drafts a reply and sends it to me.

>> grants, awards, funding, speaking gigs: one scheduled run each

>> it knows me, because it has my context documents

>> it gets me about 80 percent there. I decide if it fits and if it sounds like me.

more grants applied for, more talks, more awards. fewer things slipping by.

OUR ARTIFICIAL INTELLIGENCE POLICY

Love Now Media is committed to embracing artificial intelligence as a tool to enhance the democratization of journalism and promote inclusive storytelling. Throughout history, technology has served as a disruptor, reshaping systems, processes, and work methods. As a forward-thinking and agile team, we actively utilize AI tools to foster equitable practices, collaboration, and the accessible distribution of information. We firmly oppose plagiarism and uphold the principles of fair and equitable compensation for the use of intellectual property.

We recognize that communities of color are often excluded from the development and design of emerging technologies and are often hesitant to engage with them. We are dedicated to staying informed and adapting alongside the ongoing advancements in artificial intelligence. This ensures that we are not left behind but are active participants in the technological evolution that is occurring.

Currently, our focus is on experimenting with AI, particularly in administrative and operational areas. No artificial intelligence content will ever be used or published on Love Now Media's websites or in Love Now Magazine without the explicit and intentional involvement and approval of human writers and editors.

This statement is offered in the spirit of transparency, reflecting our commitment to ethical practices and continuous learning in the ever-evolving landscape of artificial intelligence.



***policy >> will this build trust with my readers, or risk it?**

THE BEST PUBLIC AI POLICY I'VE READ

Jos Duncan-Asé, founder of Love Now Media. photo: Michelle Diamond. policy: lovenowmedia.com/about

***KRISKRUG <ISSUE 17.0> AI FOR MAGAZINES WITHOUT LOSING THE PLOT**

WhyWeUseIt.
WhereWeUseIt.
WhoSignsOff.

KKISSUE17 [the policy issue]

***toolbox >> what's in my stack right now**

ASSISTANTS | MODELS + AGENTS | MAKERS

here's my stack. don't copy it. build your own.

>> one tool in each bucket is plenty

>> the tool matters less than getting under its hood

01 Muse assistant	**02** Grokbot assistant
03 Hermes assistant	**04** OpenClaw assistant
05 Claude model + agent	**06** ChatGPT + Codex model + agent
07 Gemini model	**08** HeyGen video clones
09 ElevenLabs voice, effects, music	**10** Midjourney images

TryStuff. KeepWhatWorks. BuildYourOwn.

KKISSUE18 [the toolbox issue]

***monday >> ten things to try on Monday**

INTERVIEWS | ARCHIVE | WEEK

start with one. watch your capabilities grow.

01 next interview: transcript + quote sheet
02 one year of issues: every contributor
03 every advertiser, and who's lapsed
04 next year's anniversary calendar
05 twenty best pieces: a house voice guide
06 events list: upcoming and past
07 a clippings file, searched monthly
08 a grants and awards watch list
09 pre-press check: links, credits, alt text
10 pick one. run it for thirty days.



StartSmall. CheckFast. UndoEasy.

KKISSUE19 [the monday issue]

***start >> point it at the mess**

MESSY DRIVE | HALF-DONE WORK | ONE SMALL LAB

point an AI at a messy Google Drive and ask what's in there.

>> what's in here?

>> what's worth carrying forward?

>> take a half-finished project

>> ask for a roadmap to finish it

>> then let it finish the job

start small. don't try to boil the ocean. getting caught up is an illusion, so build your own little lab.



OpenTheDrive. AskWhatsThere. StartSmall.

KKISSUE20 [the messy-drive issue]

*colophon >> how this deck got made

Colophon.

KKISSUE21 [the making-of issue]





two of the original *spark-online covers. the generated photographs in this deck were modelled on them.

this deck is its own case study: an old archive, at least six AI tools, and one person deciding what stays.

*the archive
*spark-online, my web magazine from 1998, went dark. we're pulling it back out of the Wayback Machine. seven issues so far.

*the look
27 original covers set the rules: one photograph, one field of colour, small lowercase type.

*the rehearsal
my cloned voice and video gave this talk last night. I watched it and cut what didn't sound right.

*the words
Codex and Claude dug through my Google lab notes, my keynotes and my own files. I decide what stays.

*the pictures
Canva generated the photographs from two Spark covers. three photos are real, and credited.

made with >> the resurrection machine | Claude | Codex | Canva | ElevenLabs | HeyGen | the Wayback Machine

the photographs are generated, all but three: me at Vancouver AI, my Power 50 night and Jos on stage. the stories and the numbers are real.

*you >> what's in your archive?

WhatsInThere? GoLook. TellMe.

KKISSUE22 [your issue]

[questions?]

one measuring stick for all of it: does this build trust with your readers, or put it at risk?

>> the machines get the grunt work

>> you keep the taste, the judgment and the trust

exit_busywork / enter_your archive

