



A HANDS-ON WORKSHOP

AI for Storytellers

A Practical Media Toolkit

THE WORKSHOP EDITION · 80 MIN · THREE EXERCISES

Presented by: Carla Teng-Westergaard



About Me:

- Currently the Media Adviser of the Asia Media Centre
- Former broadcast journalist, TV and Radio host in the Philippines
- Media consultant for private corporations
- Editor-in-Chief at the Office of the President of the Republic of the Philippines
- Public Relations Lead and Regional Spokesperson for the National Grid Corporation of the Philippines
- Writer and contributor for RNZ and BusinessMirror
- Manaaki New Zealand Scholar
- Fellow at the JournalismAI Academy of the London School of Economics and Google News Initiative



Let's Get a Few Things Straight...

I am not an AI expert.

I am a journalist and communications professional.

This workshop is based on personal experience and application.

Many or some of you might have in-depth knowledge about AI than me.

This session is anchored on storytelling, media, and pitching, with Artificial Intelligence as a supporting tool.

WHERE WE'RE GOING

Three phases. One outcome.

01



25 MIN

Landscape

Where AI actually fits in a 2026 newsroom — and where it absolutely doesn't.

02



45 MIN

Exercises

Three live exercises: Build the Prompt · Steal Like an Editor · Don't Paste That.

03



10 MIN

Takeaways

Peer review + a one-page daily checklist you can tape above your desk.

Newsroom Reality – TV Workforce

Operation

- Director for Operations
- Desk Supervisors
- Desk researchers
- Reporters/Journalist
- Camerapersons
- Field producers
- Broadcast Engineers

Production

- Executive Producer
- Associate producers
- Director and Technical director
- Production editors or associate writers
- Floor Director
- News Presenters

News Programmes and Target Audience

SHOW	AUDIENCE	AIRING STRATEGIES	TYPES
Morning newscast	<ul style="list-style-type: none"> • People just woke up and getting ready for work • Students • Mothers 	<ul style="list-style-type: none"> • Reassuring information • Traffic updates • Weather for the day • Inject more feature segments like cooking, pets, and plants grooming. • Put entertainment news (i.e., promotion of upcoming movie, TV show, book, or album). • Invite celebrities in the studio. • Magazine kind of story lineup 	<ul style="list-style-type: none"> • Anchor driven • Allows happier chit-chat with the anchors and studio guests. • Include soft news more, and recap of yesterday's news. Written in a lighter manner. • Also include possible stories that people need to watch out for the day (i.e., presidential candidate's debate).
Prime time newscast	<ul style="list-style-type: none"> • Mass 	<ul style="list-style-type: none"> • Hard news • Breaking news • Public interest stories (i.e., fare hike, petrol price hike, inflation, transportation issues, tuition fees increase/decrease, tax rates, among others). 	<ul style="list-style-type: none"> • Story driven • Live coverages • Team coverages • Political stories • Crime stories • Scandals • Exclusives
Late night newscast	<ul style="list-style-type: none"> • Older people • Businesspeople 	<ul style="list-style-type: none"> • Complete reporting of all the breaking news during prime time. • Updates on stories that are continuously developing. • Summarize the reports that happened within the day (but do not repeat). • Analysis 	<ul style="list-style-type: none"> • Anchor driven • Hard news with analysis • Live reports

News Program Line Up

Queue	Story	BR	I	U	N	P	←	→	↺	↻	F	↓				
PAGE	TAL	SLUG	CAM	SHOT	FORMAT	GRAPHICS	CH	VID-ID	STATU	REAC	SOT:	TOTA	BACKTIM	CG	APPROVE	AIR-DATE
A2		TOSS TO DUCK	2	OTS						00	00	00	00:00			
A3	SPT	DUCK MUSICAL LIVE	SAT		SATELLI			NEW		00	0	00	00:00			
A4		DUCK MUSICAL PKG			PKG			2015		00	0	00	00:00			
A5	SPT	DUCK MUSICAL TAG						2015		00	0	00	00:00			
A6		FIRST WX	WX		WX OFC			NEW		00	00	00	00:00			
		GUN BAN TAG	REM	DBX				NEW		00	00	00	00:00			
	SMU	EDUCATION SUMMIT	3	2-shot	VO/W/L			NEW		00	00	00	00:00			
	B/S	EDUCATION LIVE	REM	3-shot	SAT/V/S			NEW		00	00	00	00:00			
	LI	EDUCATION TAG	REM					NEW		00	00	00	00:00			
	BZU	EDUCATION SIDE	1		GFX FULL	EDUCATI		NEW		00	00	00	00:00			
	BZU	GRAINGER FIRE	1	OTS	VO	FIRE		NEW		00	00	00	00:00			

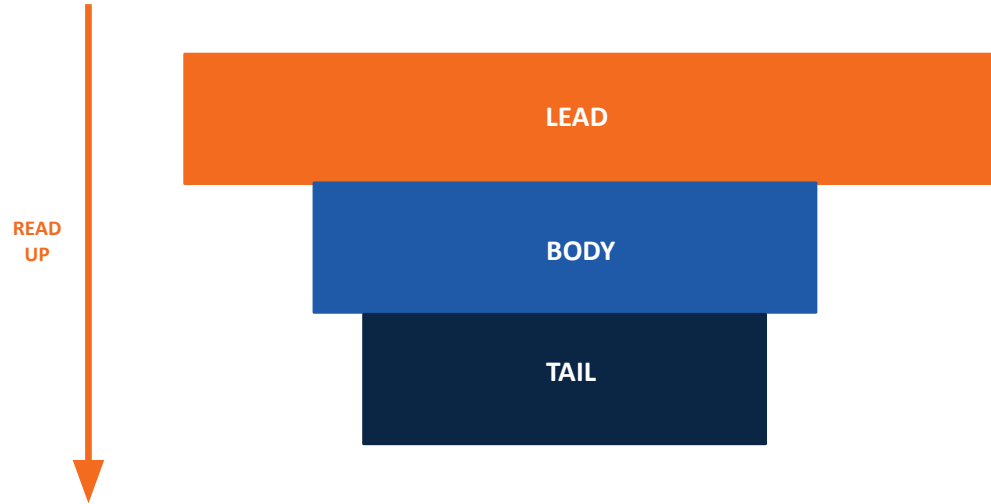
PAGE	TAL	SLUG	CAM	SHOT	FORMAT	GRAPHICS	READ	SOT:	TOTAL	BACKTIM	CG	APPROVE
A3	SPT	DUCK MUSICAL LIVE	SAT		SATELLITE		00:26	00:00	00:00	00:00		

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 MOD BY: scott
 EDITOR: WRITE/VID-ID: NEWS_0
 CH: STATU: TAPE #: TIMECODE: AIR-DATE:

Cue List	Story
1	<p>1 (REMOTE SEAN) BASED ON THE BEST-SELLING BOOK <i>THE DUCK COMMANDER FAMILY</i> BY WILLIE AND KORIE ROBERTSON, THIS STIRRING NEW SHOW WILL MAKE ITS WORLD PREMIERE AT THE CROWN THEATER INSIDE OF THE RIO ALL-SUITE LAS VEGAS HOTEL AND CASINO IN APRIL 2015.</p>
2	<p>2 (TAKE VO) <i>DUCK COMMANDER MUSICAL</i> TRANSPORTS THE LOUISIANA BAYOU TO THE LAS VEGAS STAGE IN A CAPTIVATING 90-MINUTE SHOW – SEASONED WITH ALL THE SOUTHERN SPIRIT AND DOWN-TO-EARTH HUMOR YOU EXPECT FROM AMERICA'S MOST FAMOUS REDNECKS, THE ROBERTSON FAMILY.</p>

The inverted pyramid

Upside-down: the spin goes on top, the messy specifics drop to the bottom.



Who · What · When · Where · Why

The most newsworthy – hook.

Numbers, dates, mechanisms

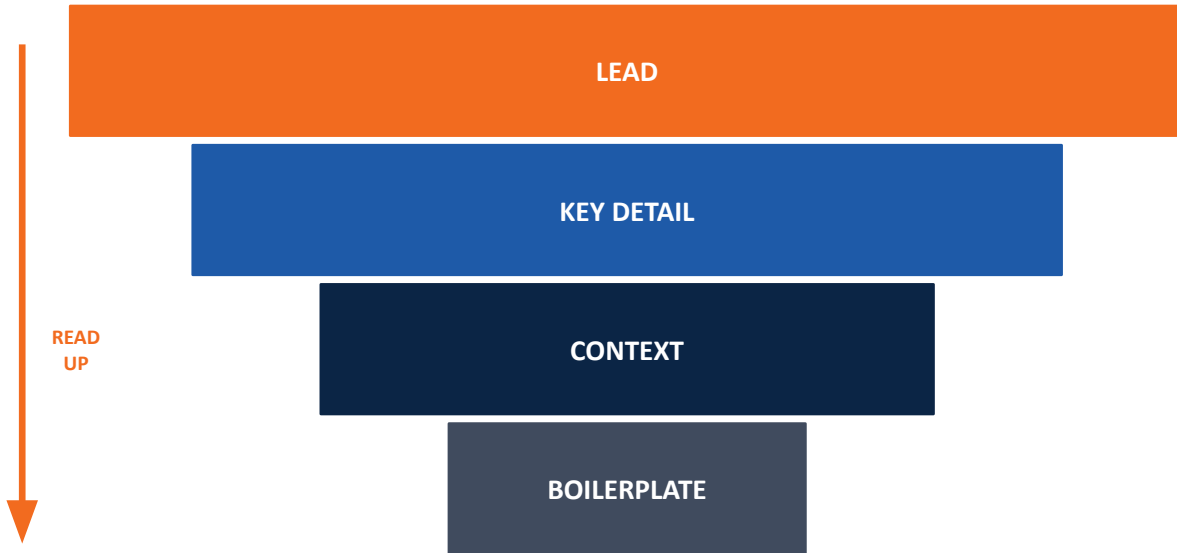
Supporting information to understand the main idea.

History · history · history

Additional-nice to have information but can be removed.

The inverted pyramid — JOURNALISM STYLE

Press releases (and any release you write) are built upside-down: the spin goes on top, the messy specifics drop to the bottom. Read up from the bottom.



● **Who · What · When · Where · Why**

The pitch the comms team wants you to write.

● **Numbers, dates, mechanisms**

How big, how much, how soon, who pays.

● **History · history · history**

Past targets, prior failures, who voted no — buried on purpose.

● **Mission statement**

Ignore.

GOVERNMENT ANNOUNCES \$1.58 BILLION DEFENCE UPLIFT TARGETING MARITIME SECURITY

The New Zealand Government has announced a major **\$1.58 billion funding boost** for the country's military, specifically targeting maritime security, upgraded drone technology, and naval fleet renewals.

Defence Minister Chris Penk unveiled the pre-Budget initiative **on Saturday at the Devonport Naval Base in Auckland**, stating that the package is designed to bolster New Zealand's offensive and defensive capabilities in an increasingly volatile global environment. **The funding injects \$880 million into immediate operational costs alongside \$700 million in new capital funding.**

L
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A core focus of the package is the deployment of two advanced drone systems. **One system will provide long-duration surveillance across the South-West Pacific, while the other is a specialized, polar-capable drone designed to launch directly from Royal New Zealand Navy vessels operating in the Southern Ocean.**

Additionally, the package **allocates immediate funds for critical maintenance to extend the operational life of New Zealand's current Anzac-class frigates and the HMNZS *Canterbury***, keeping them at sea until a broader fleet replacement programme begins.

B
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The announcement comes as part of the wider Defence Capability Plan. Mr Penk noted that while New Zealand's geographic isolation was historically viewed as a natural shield, recent global disruptions to shipping lines have proven that maritime security is directly tied to the nation's economic survival.

More than 80 percent of the funding is expected to be spent locally on domestic construction, maintenance, and housing facilities for military personnel and their whānau (families). Further fine details of the defence allocation will be formally tabled when the full Budget is released.



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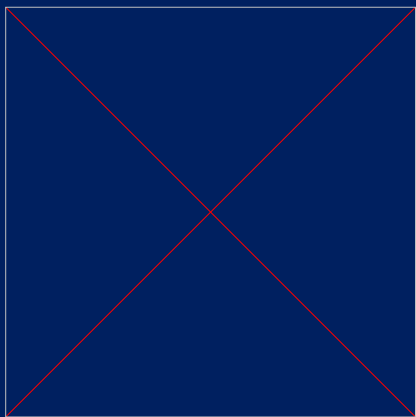
If this is how journalists/reporters write, you should too.

Write your press releases in this manner and AI can help you.

Unlike before, when many newsrooms were still sceptical of Artificial Intelligence, by 2026 AI has become part of everyday journalism.



Pitch-filtering Tool



AI Detector Check

- Use for repetitive tasks (i.e., transcribing, summarising, identifying patterns in massive datasets.)
- Other news agencies use AI to help with infographics by building their custom GPT.
- Tagging, hashtags, grammar checking, social media posting, writing captions - AI can do that.

Newsrooms are also using bots to scan and filter their emails for story pitches, helping editors and reporters to narrow what's interesting and what's not.

But WAIT!

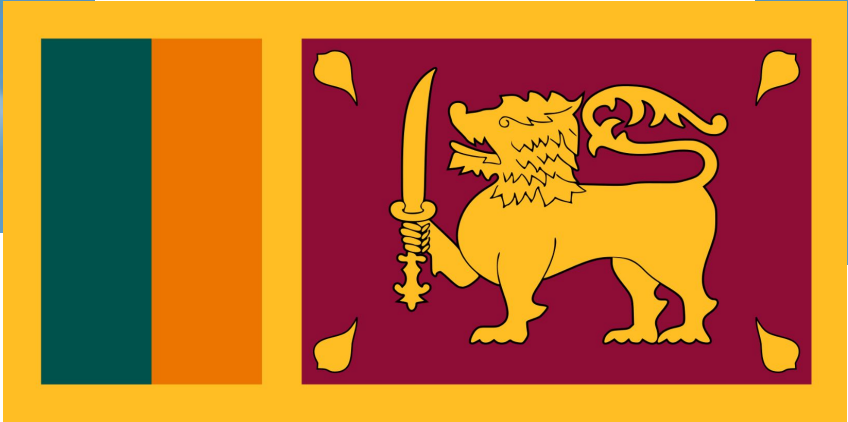


AI is helpful, but not trustworthy....

- It hallucinates
- It lies to you confidently
- It is biased and discriminates because it gets its data on the internet, which is full of biases, racism, sexism, and cultural stereotypes.
- Built to please you so it will invent data to serve you.

**Treat AI as your intern!
Forever under probationary.**

Real life example: AI Generated Images



AI won't solve all your problems.

What people THINK AI is



A magic plug and play box.

What AI ACTUALLY is



Invisible infrastructure inside the tools you already use every day. AI is only as good as the human who guides it.

ALREADY LIVING IN THE TOOLS YOU ARE USING



Transcription



Search & sort



Translation

You're probably already using it — without calling it "AI."

Never underestimate the power of YOU!



Be an H.I.T.L
(Human-in-the-loop)

Welcome to the age of slop.

EDITOR'S INBOX — MONDAY 9:04 AM

In today's rapidly evolving landscape...

In today's rapidly evolving media...

In today's rapidly evolving climate...

In today's rapidly evolving retail...

In today's rapidly evolving political...

In today's rapidly evolving startup...

The 24-year-old reopening her grandad's hardware store as a vending machine.

THE PARADOX

AI made writing free. It made getting read harder.

SMELLS LIKE SLOP

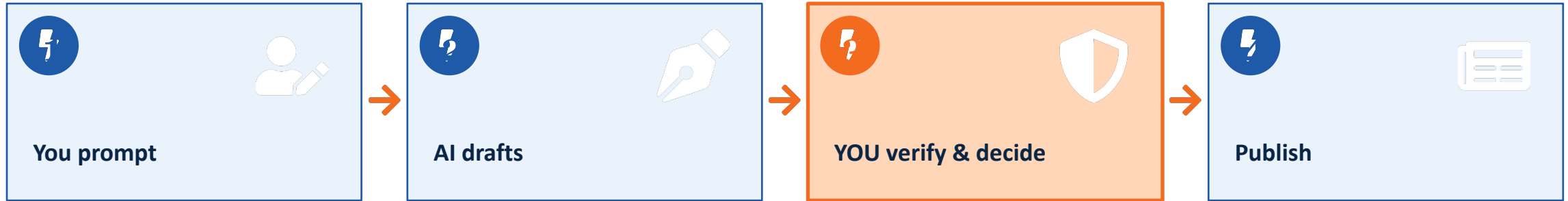
- Generic openings
- Buzzwords
- Five identical pitches
- Anything an editor has read 50 times this week

WHAT WINS

- Local nuance & named sources
- Cultural fluency
- Tension & contradiction
- Surprise & humour

ACCOUNTABILITY

You are the loop.



*Step 3 is **non-negotiable**.*

AI WILL

- Hallucinate names, dates, quotes & laws
- Miss cultural context, irony, local stakes
- Default to American or generic framing

THREE RULES OF ACCOUNTABILITY

1. The pitch/PR is yours.
2. The mistake is yours.
3. The lawsuit is yours.

Have an AI policy.

It is a must!

The Stoplight: what to hand AI, what to hold back.



NEVER AI

Red zone — humans only

- Personal source relationships
- Off-the-record info
- Final ethical / political calls
- Sensitive personal data
- Privileged / embargoed material
- Quote attribution



AI + HUMAN

Yellow zone — collaborate carefully

- Drafting story angles
- Summarising long documents
- Brainstorming hooks & headlines
- Translating a draft (you check)
- Restructuring a messy outline
- Comparing policy documents



GO AI

Green zone — let it run

- Audio / video transcription
- Grammar & spelling fixes
- Reformatting prose → bullets
- Interview question lists
- Converting timestamps & units
- Cleaning up your own notes

WHEN IN DOUBT, MOVE UP A COLOUR.

What an editor is actually looking for.

On a Monday morning an editor has 200 pitches, 6 hours and a hole to fill. They scan the first line. They're hunting for one of these five things.



A specific human

A named person doing something today.



A real place

A street, suburb, town. Not 'the region'.



A fresh number

47 years. 8-3 vote. \$4.2m. Specific. Checkable.



Tension or surprise

A contradiction, a broken promise, an unexpected turn.



A clear so-what

Why a reader gives the next 30 seconds.

INSTANT REJECTION

Generic opening · No named source · No timeline · No location · No reader stake · "In today's rapidly evolving ..."

180 seconds to read. Hands up for A. Hands up for B. Then we talk.

ICEBREAKER · 10 MIN

Which one is created by AI?

PITCH A

Subject: Filipino Ube Dessert in Auckland

Kia ora,

The growing popularity of ube desserts is making its way to Auckland with the launch of a new dessert destination dedicated to the iconic Filipino purple yam. Known for its vibrant purple colour, subtle nutty flavour, and strong cultural roots, ube has become a global food trend featured in cafes and dessert shops across Asia and North America.

The new concept aims to introduce Aucklanders to a modern and visually striking take on Filipino-inspired desserts, bringing a unique culinary experience to New Zealand's increasingly diverse food scene.

The dessert bar will offer a range of handcrafted ube creations, including cakes, pastries, ice cream, cookies, waffles, milkshakes, and specialty drinks designed to appeal to both Filipino communities and adventurous Kiwi food lovers. By combining authentic Filipino flavours with contemporary dessert presentation and social media-worthy creations, the business hopes to establish itself as a go-to destination for innovative sweets while celebrating Filipino culture through food, creativity, and community.

For features and interviews email me at carlateng@prnz.com.

Cheers,

Carla

PITCH B

Subject: The Filipino Viral Purple Dessert Trend Has Reached Auckland

Kia ora,

Auckland is about to get its very first Ube Dessert Bar — a bold, vibrant, and highly Instagrammable culinary concept celebrating the iconic Filipino purple yam that has taken global food trends by storm.

“Ube Dessert Bar” is bringing a first-of-its-kind experience to New Zealand, serving authentic Filipino-inspired desserts, drinks, pastries, and soft serves centred around ube — the naturally purple ingredient that has become a social media sensation across Asia and North America. With Kiwis increasingly embracing adventurous global flavours, this launch taps directly into Auckland's growing appetite for unique food experiences and culturally rich dining concepts.

This is more than just a dessert shop — it's a celebration of Filipino culture, creativity, and community. We would love to invite your team for an exclusive first look, tasting opportunity, interviews with the founders, and vibrant visuals perfect for television, digital, and lifestyle coverage.

Happy to arrange interviews, behind-the-scenes access, and launch-day filming opportunities.

Ngā mihi,

Carla Teng-Westergaard
Senior Public Relations Officer
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Both of them were made by AI

It's all about the PROMPT!

Stop chatting and start **PROMPTING!**

R-C-T-O: four lines, better pitch.

R	Role Tell the AI who to play — an editor, a journalist, or a media coach.	<i>e.g.</i> Act as a regional features editor who's seen 50 pitches this week and only commissions stories with a real human at the centre.
C	Context Anchor it to YOUR story — your work, your community, your audience.	<i>e.g.</i> I run a 12-person bakery in Wellington. We've just hired three refugees as apprentices through a local resettlement programme.
T	Task One verb, one deliverable. Be concrete.	<i>e.g.</i> Draft a 150-word pitch email a regional features editor would actually open and read past line two.
O	Output Spell out the format so you can use the answer right away.	<i>e.g.</i> Email. Subject line under 10 words. Opening sentence names the human. End with one offer — interview, photos, or site visit.

Prompts for Pitch A and Pitch B

PITCH A

Write me a media pitch email about the new Ube Dessert small business opening in Auckland.

PITCH B

Act as a veteran Public Relations Officer with a 100% success rate in getting story pitches featured on major TV stations (like TVNZ, Three) and top news agencies (like Stuff, NZ Herald).

Write an irresistible, high-energy media pitch announcing the launch of "Ube Dessert Bar" in Auckland.

Key Angles to Highlight: The Hook: It is Auckland's very first Ube Dessert Bar—a unique, first-of-its-kind culinary experience in New Zealand.

The Cultural Connection: It proudly highlights Filipino culture, bringing vibrant, authentic flavours to the forefront.

The Market Demand: Kiwis are adventurous foodies and are absolutely ready for this purple yam phenomenon.

Structure the output into two parts: 1. A punchy, click-worthy email subject line and short pitch tailored for a TV producer or lifestyle editor. 2. A formal, scannable press release with a strong headline, hook, body paragraphs, and a placeholder for media contact info.

Tone: Professional, captivating, culturally proud, and urgent (making editors feel like they'll miss out if they don't cover it).

PITCH B – with H.I.T.L

A specific human

A real place

A fresh number

Tension or surprise

A clear so-what

What editors are looking for in a pitch

Kia ora,

Auckland is about to get its very first ***Ube Dessert Bar*** — a bold, vibrant, and highly Instagrammable dessert destination celebrating the iconic Filipino purple yam that has become one of **Gen Z's favourite viral food trends worldwide.**

Founded by Keith Mendoza and located near Britomart Station at Commercial Bay, the ***Ube Dessert Bar*** is bringing a first-of-its-kind experience to New Zealand with Filipino-inspired desserts, drinks, pastries, and soft serves centred around ube — the naturally purple ingredient that has taken social media by storm across Asia and North America. **The ube craze has also swept across Aotearoa, with international food exports of ube products reaching approximately 1.7 million kilograms and valued at more than \$3.2 million.**

This is more than just another dessert opening — **it's a strong visual and cultural story about the rise of Filipino cuisine in New Zealand, the influence of Gen Z-driven food trends,** and Auckland's appetite for globally inspired experiences.

This is more than just a dessert shop, **it's a vibrant celebration of Filipino culture, creativity, and community through one of the world's most viral food trends. With visually striking purple desserts, strong Gen Z and social media appeal, and the growing popularity of Filipino cuisine in New Zealand, Ube Dessert Bar offers a fresh and highly visual story angle for lifestyle, food, culture, and business coverage.**

We would love to invite your team for an exclusive first look, tasting opportunity, and interviews with founder Keith Mendoza, alongside colourful visuals and behind-the-scenes moments ideal for television, digital, and print features.

Looking forward to hearing from you.

Ngā mihi,

Carla Teng-Westergaard
Senior Public Relations Officer
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01

EXERCISE · 10 MIN

EXERCISE 01 · 10 MIN

Build the Prompt.

Take a real story from your work this week. Write an R-C-T-O prompt that gets you a useful pitch angle — not generic mush.



OBJECTIVE

Practice R-C-T-O on a real story from your own work.



GOAL OF THE PROMPT

Replace 'just write me a pitch' with one that produces something you can actually use.



YOU'LL NEED

Your AI tool + one true thing that happened in your org this week.



ChatGPT



Claude



Gemini



Co-Pilot

Choose your AI tool

Let's do this
exercise in pairs.

The person next to
you is your partner.

Pick a story. Build the prompt.

STEP 1 — PICK ONE TRUE STORY FROM THIS WEEK

- A new customer who chose you over a bigger competitor — and why.
- A new hire with an interesting path into your team.
- A problem you solved that other small orgs probably also face.
- A milestone — anniversary, 100th client, a partnership, a renovation.
- A community moment your org was part of (volunteering, an event, a donation).
- Something that surprised you about your sector this month.

STEP 2 — FILL IN THE BLANKS, PASTE INTO YOUR AI

R

Act as _____ *(e.g., a journalist, an editor, a producer)*

C

I run _____. The story is _____. My audience is _____.

T

Draft _____. I could pitch to _____ *(e.g. a 150-word pitch email)*.

O

Format: _____. Length: _____. End with: _____.

Run it in your AI tool. Read what comes back honestly.

Make the prompt sharper. Then sharper still.

Your first output is rarely great. That's normal — and fixable. Three moves:

1 TIGHTEN THE ROLE

MUSHY:

“Act as a journalist.”

SHARP:

“Act as a Sunday lifestyle editor at a regional paper who has killed 30 pitches this week.”

2 ADD CONSTRAINTS

MUSHY:

“Write me a pitch.”

SHARP:

“150 words max. Subject line under 8 words. Lead with a person, not a fact. End with one offer.”

3 MAKE AI MARK ITS OWN WORK

MUSHY:

“Accept the first draft.”

SHARP:

“Now identify the 3 weakest lines in what you just wrote — and rewrite them.”

BONUS · Let AI improve your own prompt

Paste your prompt and add: *“Before you answer this, suggest 3 ways my prompt could be sharper — then ask me your 3 best clarifying questions.”*

DIY vs AI-polish? Both. Draft yours first so you own the message — then let AI challenge it. You stay in the driver's seat.

02

EXERCISE · 10 MIN

EXERCISE 02 · 10 MIN

Steal Like an Editor.

Find an opening line that hooked you. Get AI to teach you why — then use the same move on your own story.



OBJECTIVE

Learn the techniques that actually grab readers — by reverse-engineering ones that worked on you.



THE TRICK

Don't steal the words. Steal the move.



YOU'LL NEED

Your AI tool + a news site, newsletter, or LinkedIn post you actually read.

Find a hook. Steal the move.

STEP 1 — FIND AN OPENING THAT HOOKED YOU (2 MIN)

Open one of these. Pick a story you'd actually read past line one. Copy ONLY the first 2–3 sentences.

- A national news site (NZ Herald, Stuff, RNZ, BBC, Guardian).
- A trade publication for your sector.
- A newsletter you actually open (Substack, industry weekly, etc.).
- A LinkedIn post or blog that made you stop scrolling.
- A magazine you'd buy at the airport.

Steal the technique — never the words.

STEP 2 — REVERSE-ENGINEER THE MOVE (6 MIN)

R

Act as a writing coach who teaches journalism.

C

Here's an opening that worked on me: *[paste 2–3 sentences]*.

T

First, explain in 2 lines what technique this opening uses. Then write me a new opening for THIS story: *[your story]*.

O

Two clear sections — “TECHNIQUE” and “YOUR VERSION”. Keep both punchy.

[Have your partner check the opening you stole + your new opening.]

Build your swipe file.

AI will surface the same handful of moves over and over. Bank them. Reuse them. These three keep coming up:

1 SPECIFIC NUMBER FIRST

EXAMPLE:

“\$420 a week. That's what the average Auckland renter now spends just on commuting.”

WHY IT WORKS:

A number stops a scrolling eye. A vague number doesn't.

2 NAMED HUMAN IN LINE ONE

EXAMPLE:

“Sarah Mitchell didn't expect to be running a bakery. Three years ago she was a nurse.”

WHY IT WORKS:

Names beat categories. “A local mum” is forgettable. Sarah isn't.

3 UNEXPECTED CONTRAST

EXAMPLE:

“Most cafes close at 5pm. This one opens at 11.”

WHY IT WORKS:

Tension creates curiosity. Curiosity gets the click.

BONUS · Start a swipe file

Open a Note or doc. Call it “Swipe File.” Every time an opening line stops you scrolling — paste it. Add one line: *“What's the move?”* Ten of these = your personal pitch playbook.

The rule: *steal the technique, never the words. Same move, your story, your voice. That's not plagiarism — that's craft.*

03

EXERCISE · 10 MIN

EXERCISE 03 · 10 MIN

Verify and Don't Paste That.

AI gets you in trouble two ways: it makes things up, and it remembers what you told it. This exercise fixes both.



PART A · AUDIT

Take AI-written marketing copy. Mark every claim you'd need to verify before publishing.



PART B · REWRITE

Take a 'dangerous' prompt you might actually type. Make it safe — without losing the help.



WHY

AI doesn't know what's true. AI doesn't know what's confidential. You do.

Audit the copy.

PART A · AUDIT THIS AI-WRITTEN ABOUT US (4 MIN)

Sunrise Bakery · About Us

“We've baked Auckland's most-loved sourdough since 2012. Voted Best Local Bakery three years running at the Auckland Food Awards, we use certified organic flour from Canterbury's award-winning Hannaford Mill. Founder Sarah Mitchell trained at San Francisco's renowned Tartine before opening Sunrise. Featured in Cuisine and Dish, our loaves are loved by 9 out of 10 customers. Certified by the NZ Artisan Bakers Association.”

→ Mark every claim you'd need to verify. Aim for 5+.

*“We've baked Auckland's most-loved sourdough **since 2012**. Voted **Best Local Bakery three years running** at the **Auckland Food Awards**, we use certified organic flour from Canterbury's **award-winning Hannaford Mill**. Founder **Sarah Mitchell** trained at San Francisco's renowned **Tartine** before opening Sunrise. Featured in **Cuisine and Dish**, our loaves are loved by **9 out of 10 customers**. Certified by the **NZ Artisan Bakers Association**.”*

REMINDER TO

Clean the prompt.

DON'T PASTE THAT!!!

 WHAT NOT TO PASTE

“Help me write a sympathy message to the family of my employee Sarah Mitchell, 34, who died last week from cancer. Her husband John works at Westpac in Wellington. Send it from our team at Sunrise Bakery.”

 OUR CLEAN REWRITE

Rewrite it: zero real names, zero medical details, zero family info, zero employer info — but still useful enough to get a warm draft.

NEVER UNDERESTIMATE THE POWER OF YOU! BE A H.I.T.L

ALWAYS VERIFY, AUDIT, EDIT, DOUBLE-TRIPLE CHECK BEFORE DECIDING TO PUBLISH OR HIT SEND.

WHEN YOU HIT SEND! YOU OWN IT.

Rules you just wrote with your own hands.



VERIFY BEFORE PUBLISHING

- Every award or "best of" claim — does it exist? Did you win it?
- Every certification or membership — verify the body, verify it's current
- Every named person and their credentials — real? Trained where?
- Every statistic and "9 out of 10" — based on what survey?
- Every sourcing claim — "organic", "local", "within 100km"
- Every date and "since 20XX" — match your actual records



NEVER PASTE INTO AI

- Real names of customers, employees, donors, or anyone else
- Health, family, or financial details about anyone
- Confidential client info, contract terms, or pricing
- Anything from a private email or internal channel
- Photos of IDs, passports, or signed documents
- Anything you wouldn't put on a postcard

Tape this above your desk.



BEFORE I OPEN THE CHATBOT

- Is this task Red, Yellow or Green?
- Am I about to paste anything confidential? (If yes — STOP, rewrite.)



WHEN I PROMPT

- Did I give it a Role? (Job title + personality)
- Did I give it Context? (Audience, length, beat)
- Did I give it a clear Task? (One verb, one deliverable)
- Did I specify the Output format?



BEFORE I HIT SEND

- Verified every name, number, quote and study?
- Cut every AI tell-tale word? (delve, transformative...)
- Is there a detail in here only I could have got?
- If this gets a correction — am I willing to own it?

WHAT YOU TAKE WITH YOU

Three things, **one sentence.**



ONE FRAMEWORK

The Stoplight: Red · Yellow · Green.



ONE PROMPT

*R-C-T-O: Role · Context · Task ·
Output.*



ONE HABIT

*Verify everything before you hit
send.*

"If I hit send, I own it."

Thank you

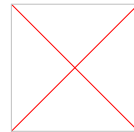
Let's connect



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