



No, it's
**Not a
robot.**

What I'll talk about:

Why generative AI is full of %@!*
(And how to use it)

Prompt design — and **dangers**

Open one of these tools:

ChatGPT: chat.openai.com

Google Gemini: gemini.google.com

Claude claude.ai

'Custom GPTs': chatgpt.com/gpts (limits)

These are Large Language Models (LLMs)

Pick a story:

It can be an issue: e.g. housing

It can be an event: e.g. doctors striking

It can be an angle: e.g. wide variations in
how much school sports kit costs



“What ChatGPT deals
in is **not truth**; it is
plausibility.”

Tim Harford

“Bullshitters are worse than liars. They don’t care whether something is true or false. They care only about rhetorical power — if a listener or reader is persuaded.”

Harry Frankfurt, author of *On Bullshit*, paraphrased

But...

Not all our work is about facts.

But...

Not all our work is about facts.

Journalism is also about creativity.

But...

Not all our work is about facts.
Journalism is also about creativity.
Succinctness and **clarity**.

But...

Not all our work is about facts.
Journalism is also about creativity.
Succinctness and clarity.
Coding.

But...

Not all our work is about facts.
Journalism is also about creativity.
Succinctness and clarity.
Coding.
And reflexivity.

“They’re language models,
meaning **they’re really
good at tasks involving
language**. But they’re not
fact models, or verification
models, or math models.”

Gina Chua

The editorial workflow

- Pre-production: loosen up **ideas**, break down and distil **systems and rules**, aid with **planning**.
- Research: scope (diverse) **sources**, explore **documents**, form advanced **searches**, and write/fix **code** for scraping and analysis
- Production: identify **jargon, bias**
- Post-production: **optimise** and **reversion**

Ideas and inspiration.

Generate 10 story ideas about
[ENTER YOUR TOPIC HERE]

Generate 10 story ideas about [the climate visa]



Sure, here are 10 story ideas centered around the concept of a "climate visa":

1. **A New Beginning:** Follow the journey of a family from a small Pacific island that has been granted climate visas to relocate to New Zealand due to rising sea levels. Explore their struggles with leaving their home, integrating into a new culture, and the emotional impact of becoming climate refugees.
2. **The Climate Visa Activist:** A young environmental lawyer fights to establish a new international policy for climate visas. The story follows her battles in court, the opposition she faces from powerful industries, and her personal sacrifices, leading to a landmark global agreement.
3. **Climate Visa and the American Dream:** A Midwestern American town facing severe drought opens its doors to climate visa holders from Sub-Saharan Africa. The influx of new residents brings cultural exchanges, economic challenges, and a renewed sense of community as they all work together to rebuild.
4. **The Last Generation:** Set in 2050, a journalist documents the final years of a village in the Arctic Circle before...

OK. Generate 10 ideas for features about [the climate visa]



Certainly! Here are 10 feature ideas about the climate visa:

1. **"A New Home: Personal Stories of Climate Visa Holders"**: Dive deep into the lives of several climate visa holders, exploring their journeys from climate-stricken homelands to new beginnings in host countries. Highlight their struggles, adaptations, and hopes for the future.
2. **"The Making of a Climate Visa: Behind the Policy"**: Explore the political and bureaucratic processes involved in creating and implementing climate visa policies. Interview policymakers, activists, and legal experts about the challenges and breakthroughs in establishing this new form of migration.
3. **"Cultural Exchange: How Climate Migrants Enrich Their New Communities"**: Highlight the positive cultural impacts of climate visa holders on their new communities, showcasing stories of cultural exchange, integration, and mutual enrichment.
4. **"Economic Boon or Burden? The Financial Impact of Climate Visas"**: Analyze the economic effects of climate migrants on local economies, examining both the challenges and benefits. Include perspectives from economists, business owners, and the migrants themselves.

Prompt design is a CAREful skill.

- **Context:** describe the situation (role, employer, events)
 - **Ask:** request specific action
 - **Rules:** provide constraints (audience, story type, length)
 - **Examples:** demonstrate what you want
- + Iterate, refine, and combine outputs ([break down into steps](#)) *The last 10% is 90% of the effort*

How can I improve this prompt:
Generate 10 ideas for features about the climate visa



To improve this prompt, you could consider the following suggestions:

1. Be more specific about the context of the "climate visa".
2. Define the scope or purpose of the features you're looking for.
3. Specify any constraints or requirements for the ideas.
4. Indicate the target audience or beneficiaries of these features.
5. Request a brief explanation for each idea.

Here's a revised version of the prompt:

"Generate 10 innovative features for a hypothetical 'climate visa' program designed to address global climate change. For each feature, provide a brief explanation of its potential impact. Consider aspects such as eligibility criteria, benefits, duration, and obligations for visa holders. Ensure the ideas are diverse, covering environmental, economic, and social dimensions of climate action."

Flourish[®] Webinar

Transform your visualizations with AI-based tools

Hosted by data visualization specialist
Mafe Callejón



<https://www.youtube.com/watch?v=afDhG8swkuM&t=700s>

Systems.

You are an [investigative] journalist **working for a [national broadcaster] aimed at an audience [aged 20-40]**. Identify parts of the [UK school system] that might be suitable for an investigation.



Investigating the UK school system for an audience aged 20-40, who are likely to include young parents, recent graduates, and individuals interested in societal issues, would benefit from focusing on current and pressing issues within education. Here are several suitable topics for investigation:

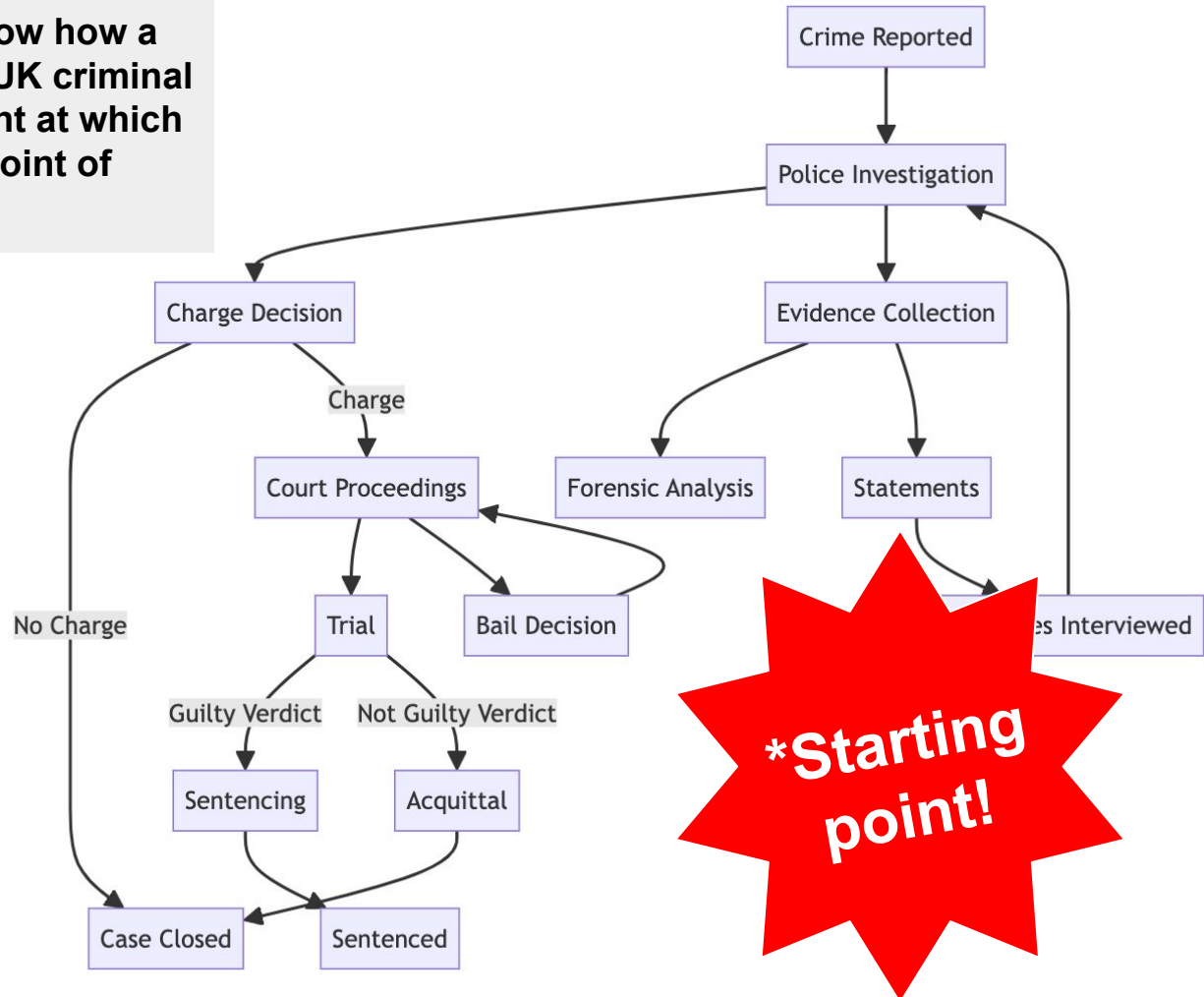
1. **Impact of COVID-19 on Education:** Investigate how the pandemic has affected schools, students, and educational outcomes. This could include issues like remote learning effectiveness, disparities in access to technology, and mental health implications for students and teachers.
2. **Student Mental Health:** Explore the mental health challenges faced by students, including stress, anxiety, and access to mental health support within schools. Investigate whether schools are adequately equipped to address these issues.
3. **Diversity and Inclusion:** Investigate how schools are promoting diversity and inclusion among students and staff. This could include examining policies on racial diversity, LGBTQ+ inclusivity, and accommodations for students with disabilities.
4. **Student Debt and Financial Literacy:** Investigate the impact of tuition fees, student loans, and financial literacy education within schools. Explore how well-prepared students are for managing finances post-education.
5. **Employability Skills:** Explore how well schools are preparing students for the job market. Investigate initiatives related to vocational education, work placements, and partnerships with businesses.
6. **Digital Skills and Technology Integration:** Investigate how technology is used in classrooms and whether schools are adequately preparing students with digital skills. This could include issues like access to technology, digital literacy, and cybersecurity education.
7. **Environmental Education and Sustainability:** Investigate how schools are addressing environmental issues and promoting sustainability. This could include curriculum content, eco-friendly practices within schools, and

Tip: make it visual with Mermaid

1. Prompt: “Write code in Mermaid to explain _____”
2. (Make it human-centred, e.g. “How a person moves through the system”)
3. Paste the code generated on mermaid.live/edit

Or: use the Custom GPT [Diagrams: Show Me](#)

Write code in Mermaid to show how a person moves through the [UK criminal justice] system from the point at which [a crime is reported] to the point of [sentencing]



You are a [UK journalist] writing for a [rural] audience looking for [feature] story ideas relating to [education]. What **rules** do [UK schools] have to follow in relation to [school uniform]?



In the UK, rules regarding school uniforms are typically set by individual schools, but they must adhere to general guidelines and legal considerations. Here are some key aspects and rules related to school uniforms in the UK:

1. **Autonomy of Schools:** Schools in the UK have the autonomy to set their own uniform policy, including items such as colors, types of clothing, and any additional requirements like blazers, ties, or specific shoes.
2. **Legal Requirements:** While there is no national law mandating school uniforms in the UK, schools have the authority to enforce their own uniform policies as long as these policies are reasonable and comply with relevant laws.
3. **Equality Act 2010:** Schools must ensure that their uniform policies do not discriminate against any particular group protected under the Equality Act 2010, such as race, religion, disability, or gender. For example, policies should accommodate religious dress or allow flexibility for disabled students.
4. **Affordability:** The Department for Education's guidance suggests that schools should consider the cost implications of their uniform policies on parents and ensure that uniforms are affordable and value for money.
5. **Consultation:** Schools are encouraged to consult with parents, students, and staff when setting or changing uniform policies to ensure they reflect the views and needs of the school community.
6. **Exceptions and Special Circumstances:** Schools may make exceptions or accommodations for students in certain circumstances, such as financial hardship or medical conditions.
7. **Enforcement:** Schools have the authority to enforce their uniform policies and may impose sanctions, such as detention, for non-compliance. However, policies should be applied consistently and fairly.
8. **Public Opinion and Debate:** Uniform policies sometimes become a topic of public debate, especially when they are perceived as too strict or when they clash with individual freedoms or cultural practices.

Planning

'[Telegraph] staff were also permitted to use AI
"to predict story development and lines that
might be pursued on a long-running story"'

You are a journalist writing for a specialist health magazine aimed at people working in the UK health sector. The number of NHS dentists has been declining for many years now. **Make a list of potential developments in this issue, or future storylines to plan ahead for.** Do not write a story.



1. **Impact of COVID-19:** Investigate how the pandemic has exacerbated the shortage of NHS dentists and explore recovery strategies.
2. **Workforce Challenges:** Analyze the reasons behind the declining numbers of NHS dentists, including retirement trends, job satisfaction, and recruitment difficulties.
3. **Government Initiatives:** Review current and proposed government policies aimed at increasing the number of NHS dentists, such as training incentives, retention strategies, and funding allocations.
4. **Technology Integration:** Explore how advancements in dental technology and telemedicine could alleviate workforce pressures and improve patient access to dental care.
5. **Regional Disparities:** Investigate geographical variations in dentist availability across different regions of the UK and the impact on local healthcare services.
6. **Role of Dental Hygienists and Therapists:** Assess the potential role expansion of dental hygienists and therapists in delivering primary dental care and supporting NHS dentists.
7. **Patient Perspectives:** Survey patients and community groups to understand how the shortage of NHS dentists affects access to dental care and health outcomes.
8. **Educational Pathways:** Examine the capacity and effectiveness of dental education programs in meeting the demand for NHS dentists, including barriers to entry and student retention.
9. **Private Sector Influence:** Investigate the interaction between NHS dental services and the private sector, including its impact on workforce retention and patient care.
10. **Future Projections:** Consult with experts to forecast future trends in dental care demand, workforce supply, and healthcare policy implications for NHS dentists.

I am an investigative journalist planning to approach a private clinic for an interview for a story about the growing influence of the private sector on NHS dentistry. **Suggest strategies to consider in making my approach.**



1. Research and Preparation:

- **Understand the Clinic:** Research the private clinic thoroughly, including its history, services offered, patient demographics, and any affiliations with NHS services if applicable.
- **Identify Key Contacts:** Find out who the appropriate person is to contact for interviews, such as the clinic manager, head dentist, or PR representative.

2. Craft Your Pitch:

- **Clear Objective:** Clearly define the purpose of your story and why you are interested in interviewing someone from their clinic.
- **Value Proposition:** Highlight how participation will benefit the clinic, such as raising awareness of their services or presenting their perspective on an important healthcare issue.

3. Professional Communication:

- **Initial Contact:** Reach out via email or phone with a concise introduction of yourself and your publication, explaining your interest in speaking with them.
- **Respect Their Time:** Acknowledge that you understand they are busy and propose a specific time frame for the interview.

Tip: teach your assistant

- Explain the [8 angles approach](#) to data journalism
- Or the [Iceberg Model](#) (systems thinking)
- Or the ['5 Whys'](#)
- [Story-based inquiry](#)
- [Eisenhower Matrix](#)

You are an editor in a data journalism team at a UK news website. I am going to give you some information about types of story angles that can help you suggest story ideas based on any dataset.

Here are the first four angles. Please just confirm you understand this, and then I will give you some data to generate ideas for.

Scale stories — those which identify a big problem, or the size of an issue which has become topical — are often the easiest and quickest to do.

Change stories are even more interesting — if you do find that things have changed. The release of unemployment figures, for example, will see reporters analysing the figures to see if unemployment has gone up or down. A lack of change can be newsworthy too: if the government has pledged to cut crime and it's not changing, then that's important to report.

Ranking stories are all about what, who, when and where are the best or worst when it comes to a particular metric. It might also be about how a category or place relevant to the audience ranks against others.

Variation stories focus on areas where we would expect people to be treated equally, or have equal access to certain facilities — and reveals that people are not treated equally, or don't have equal access. These are often called 'postcode lottery' stories

OK, here are the first two rows of a dataset on the gender pay gap at each company in the UK. Use the four angles I explained to suggest 10 story ideas for this data:

EmployerName	Address	CompanyNumber	SicCodes	DiffMeanHourlyPercent	DiffMedianHourlyPercent	Women earn more than men?	DiffMeanBonusPercent	DiffMedianBonusPercent	MaleBonusPercent	FemaleBonusPercent	MaleLowerQuartile	FemaleLowerQuartile	MaleLowerMiddleQuartile	FemaleLowerMiddleQuartile	MaleUpperMiddleQuartile	FemaleUpperMiddleQuartile	MaleTopQuartile	FemaleTopQuartile	Female top quartile 50 or above	No link?	Name	Position	CompanyLinkToGPGInfo	ResponsiblePerson	EmployerSize	CurrentName	SubmittedAfterTheDeadline	DueDate	DateSubmitted
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"Bryanston School",Incorporated "Bryanston House,
Blandford,
Dorset,
United Kingdom,

DT11 0PX"	226143	85310	19.6	32.5	FALSE	0	0	32.4	67.6	38.2	61.8	44.9	55.1	53.3	46.7	FALSE	FALSE	Michael McGovern	Chief Operating Officer	https://www.bryanston.co.uk/employment	Michael McGovern (Chief Operating Officer)	500 to 999	"Bryanston School",Incorporated	FALSE	05/04/2019 00:00:00	03/04/2019 13:43:34
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Sources.

Danger ahead: knowledge cutoff (and RAG)

ChatGPT/Gemini is only trained on data up to a particular date (e.g. Jan 2022, April 2023, Nov 2023 depending on platform/version)

This is their 'knowledge cutoff'.

Retrieval Augmented Generation (RAG) is a way of improving responses by augmenting the query with other information

AI tools like Perplexity and Factiverse's custom GPT use RAG to augment your prompt with results of current searches. Others like AnythingLLM ("open-source, private, chat with your documents") augment with documents you connect it to.

What is currently happening in French politics



As of my last update in January 2022, I don't have real-time information, but I can give you an idea based on recent trends. French politics have been dynamic, typically involving debates over economic policies, social reforms, and EU relations. President Emmanuel Macron has been a central figure, implementing reforms aimed at liberalizing the economy while facing opposition from various political factions. Issues such as immigration, climate change, and national security also play significant roles in shaping political discourse. For the latest updates, it's best to consult recent news sources.

Suggest sources for an investigative feature on the [influence of the private sector on NHS dentistry].



1. Academic Experts:

- Contact academics specializing in healthcare policy, economics, and dentistry. They can provide data-driven insights into trends, challenges, and impacts of private sector involvement in NHS dentistry.

2. Government and Regulatory Bodies:

- Speak with representatives from NHS England, the Department of Health and Social Care, and relevant regulatory bodies like the Care Quality Commission (CQC). They can provide official perspectives on policies, regulations, and oversight of NHS-private sector interactions.

3. Healthcare Professionals:

- Interview NHS dentists, dental hygienists, and therapists working both in NHS practices and those who have experience or insights into private dental clinics. Their firsthand experiences can provide a frontline view of how the private sector impacts patient care and workforce dynamics.

4. Patient Advocacy Groups:

- Reach out to patient advocacy organizations focused on healthcare access and patient rights. They can offer insights into how the availability and quality of dental care provided by the private sector affect diverse patient groups, including marginalized communities.

5. Trade Unions and Professional Associations:

- Contact dental trade unions (e.g., British Dental Association) and professional associations representing dentists and dental care professionals. They can provide perspectives on workforce issues, including recruitment, retention, and the impact of private sector competition on NHS dentistry.

6. Community Representatives:

- Interview community leaders or representatives from diverse communities within the UK. They can share how the accessibility and affordability of dental care, influenced by the private sector, impact different

You are a [UK journalist] working on an investigation into [schools' contracts with suppliers of school uniform and sports kits]. Write an FOI request that can be sent to [each school] asking for details of the contract - **anticipating potential exemptions that they may try to use to refuse the request**



I am writing to request information under the Freedom of Information Act 2000 regarding the contracts your school has with suppliers of school uniforms and sports kits. Specifically, I am seeking the following details:

1. **Names of Suppliers:**
 - The names of all companies or organizations currently contracted to supply school uniforms and sports kits to your school.
2. **Contract Terms:**
 - The start and end dates of each contract.
 - The total value of each contract.
 - Any financial incentives or rebates received by the school from the suppliers.
 - Details of any exclusivity agreements within the contracts.
3. **Procurement Process:**
 - A description of the process used to select the current suppliers, including any tendering or competitive bidding process.
 - Copies of the tender documents or requests for proposals (RFPs) issued by the school.
4. **Price Lists:**
 - The price lists provided by the suppliers for school uniforms and sports kits.
5. **Contractual Obligations:**
 - Any clauses related to the quality and specifications of the uniforms and sports kits

Should you feel that any of the information requested is exempt from disclosure, please provide a full explanation of which exemptions apply and why, including a consideration of the public interest test.



In particular, I anticipate that exemptions might be cited under Sections 41 (Information provided in confidence) and 43 (Commercial interests) of the Act. In such cases, I request that you:

- Specify the nature of the information withheld and the reasons for applying the exemption.
- Consider the public interest arguments in favor of transparency and accountability, particularly given the impact on parents and students.
- Provide as much of the requested information as possible without compromising the exempted material.

If any part of my request is unclear, I would be grateful if you could contact me as soon as possible for clarification. I am willing to refine or narrow the scope of my request to assist in its fulfillment.

Suggest sources for an investigative feature on [the influence of the private sector on NHS dentistry].

[Factiveuse custom GPT response](#)



1. **Government and Official Reports:**

- NHS Digital: Annual reports on NHS dental activity and workforce statistics.
- Department of Health and Social Care: Policy documents and reports on NHS dentistry.
- Office for National Statistics (ONS): Data on healthcare expenditure and private sector involvement.

2. **Scholarly Articles:**

- PubMed and Semantic Scholar: Research papers on the impact of privatization on dental care quality and accessibility.
 - Example: "The impact of private sector involvement on NHS dentistry in the UK" (Check citation counts on Semantic Scholar for credibility).
- Journal of Dental Research: Articles on healthcare policies affecting dentistry.

3. **News and Media:**

- The Guardian, BBC News, and The Telegraph: Investigative articles and news reports on NHS dentistry and private sector influence.
- Health Service Journal (HSJ): In-depth articles and analysis on NHS policies and private sector partnerships.

4. **Expert Opinions and Interviews:**

- British Dental Association (BDA): Position papers and statements on the state of NHS dentistry.
- Interviews with NHS dentists, private dental practitioners, and healthcare policy experts.

5. **Case Studies and Patient Stories:**

- Collect testimonials from patients who have experienced both NHS and private dental care.
- Case studies from regions with significant private sector involvement in dental services.

6. **NGOs and Advocacy Groups:**

“Elephant in the room”



**“Elephant in the room
photorealistic style”**



**“Elephant in the
newsroom photorealistic
style”**



Notice anything missing in these images?

**“Elephant in a newsroom
photorealistic. People in the image
must reflect the diversity of society”**



**“Elephant in a newsroom with
diverse people - photorealistic
style”**



Danger ahead: bias and diversity

When prompted; “Who are the twenty most important actors of the 20th Century?”
ChatGPT did not name a single actor of colour

When prompted: “What are the important events in the life of Winston Churchill?”
Bing failed to mention his controversial views on race, his controversial role in the Bengal famine, and his controversial views towards the Jews or Islam.

When prompted: “What are important facts about the American founding fathers?”
Chat GPT failed to mention that any of them owned slaves.

([Research](#) by The Sir Lenny Henry Centre for Media Diversity, Birmingham City University)

Generative AI Diversity Guidelines

1. Be aware of built-in bias
2. Be transparent where appropriate
3. Build diversity into your prompts
4. Recognise the importance of source material and referencing
5. Report mistakes and biases
6. GAI-generated text should be viewed with journalistic scepticism

The Sir Lenny Henry Centre for Media Diversity, Birmingham City University

Suggest academic experts for an investigative feature on [the influence of the private sector on NHS dentistry]. **Make sure they represent the diversity of society.**



1. **Dr. Sandra White**

- *Expertise:* Health Economics and Policy
- *Diversity:* Known for research on healthcare financing and the impact of private sector involvement on healthcare delivery, including disparities in access based on socioeconomic factors.

2. **Prof. Raj Rattan**

- *Expertise:* Public Health and Health Services Research
- *Diversity:* Has studied healthcare inequalities among ethnic minorities and marginalized populations, including access to dental care and the role of private providers.

3. **Dr. Susan Nasser**

- *Expertise:* Dental Public Health
- *Diversity:* Focuses on dental epidemiology and oral health disparities, particularly among vulnerable populations such as elderly, children, and minority communities.

4. **Prof. Ravi Sharma**

- *Expertise:* Healthcare Management and Policy
- *Diversity:* Researches healthcare system governance and the role of private providers in improving healthcare outcomes, with a focus on equity and access.

5. **Dr. Fatima Ahmed**

- *Expertise:* Social Determinants of Health
- *Diversity:* Investigates the impact of social and economic factors on healthcare access to dental care and implications of private sector involvement.

6. **Prof. Mohammed Patel**

- *Expertise:* Health Equity and Policy Analysis

***Starting point!**

Suggest data sources for an investigative feature on [the influence of the private sector on NHS dentistry]. **Make sure sources are included which have data on under-represented groups.**



1. **NHS Digital**
 - Provides comprehensive statistics and data on NHS dental services, including patient demographics, treatments provided, and workforce statistics. They offer breakdowns by age, gender, ethnicity, and socioeconomic status, which can highlight disparities in access and treatment.
2. **Office for National Statistics (ONS)**
 - Offers population-level data that can provide insights into demographic trends, health outcomes, and socioeconomic factors affecting access to dental care. Look for surveys and reports that include data on health inequalities and access to healthcare services.
3. **Care Quality Commission (CQC)**
 - Publishes inspection reports and data on healthcare providers, including private dental clinics. Their reports can provide insights into service quality, patient safety, and compliance, which are crucial for understanding the impact of private sector involvement.
4. **British Dental Association (BDA)**
 - Represents dentists and provides reports, surveys, and data on workforce, economics, and patient access to dental care. They may also offer perspectives on the implications of private sector influence on NHS dentistry.
5. **Local Health Authorities and NHS Trusts**
 - Contact local health authorities and NHS trusts to obtain data specific to their regions, including dental service provision, waiting times, patient demographics, and collaboration with private providers. They can provide insights into regional variations and local initiatives.
6. **Patient Surveys and Feedback**

***Starting point!**

Suggest document-based sources for an investigative feature on [the influence of the private sector on NHS dentistry]. Make sure sources are included which relate to under-represented groups.



1. **NHS England and NHS Improvement Publications:**

- **Annual Reports:** Review annual reports that outline NHS dental service provision, including data on patient demographics, access issues, and partnerships with private sector providers.
- **Policy Papers:** Look for policy documents that discuss the integration of private sector services into NHS dental care, funding models, and initiatives aimed at improving access for under-represented groups.

2. **Care Quality Commission (CQC) Reports:**

- **Inspection Reports:** Access CQC inspection reports of private dental practices and NHS dental services. Look for findings related to service quality, patient safety, and accessibility for diverse demographics.
- **Thematic Reviews:** Explore thematic reviews that may highlight specific issues concerning the private sector's impact on NHS dental care, including disparities affecting under-represented groups.

3. **Office for National Statistics (ONS) Reports:**

- **Health Surveys:** Utilize health surveys conducted by ONS that include data on dental care, access to dental care, and socioeconomic factors. Look for reports that disaggregate data by age, sex, and geographic location to uncover disparities.
- **Population Census Data:** Analyze census data that provides demographic information to understand healthcare access and outcomes for under-represented groups.

4. **British Dental Association (BDA) Publications:**

- **Research Reports:** Access research reports and surveys published by the BDA regarding workforce issues, patient access to dental services, and the impact of private sector involvement on NHS dentistry.
- **Position Papers:** Review position papers or policy briefs that discuss the implications of private sector influence on dental care provision, including perspectives on equity and access.

***Starting point!**

Search.

Google dorks (advanced searches)

- [DorkGPT](#) (specify websites, doc types, time ranges, language)
- Henk Van Ess's [Google Word Sniper](#) will generate advanced search queries ([follow his newsletter](#) too)
- And his [AI Search Whisperer](#) suggests better searches
- Custom GPTs: [Dork Genius](#) (search [chatgpt.com/gpts](#) for 'dork' for others); [EarthGPT](#) helps with satellite imagery

**PDFs on the Metropolitan police website
mentioning strip search between October 1
2023 and December 31 2023**

**site:met.police.uk filetype:pdf "strip
search" after:2023-10-01
before:2023-12-31**

Summaries.

Danger ahead:



Danger ahead: token limits, hallucination

Generative AI tools have a “token limit” on both input and output. 1 token = ~4 words. In practice this means it cannot ingest too much text in a prompt, or generate text beyond a certain word count.

Try **breaking it down into sub-tasks** that can be later combined. You can ask ChatGPT to break it down for you too.

GenAI tools can **hallucinate** incorrect or misleading information, especially where it has insufficient training data or doesn't understand your prompt. Reduce the risk of hallucination through **reducing ambiguity, giving examples/templates**, iteration (e.g. yes/no confirmations) and **grounding** (limit sources used).

Check and **always follow up on initial responses**.

6 ways to prevent hallucinations

1. **Limit the possible outcomes** (yes/no; multiple choice)
 2. Pack in relevant data and sources unique to you
 3. Create a data template for the model to follow
 4. **Give the AI a specific role—and tell it not to lie**
(+ explicitly [instruct](#) the LLM to stick to the provided material)
 5. Tell it what you want—and what you don't want
 6. Experiment with the temperature in [ChatGPT Playground](#) (lower = more predictable/less 'creative')
- + Also: “**break long summaries down** into [chunks](#) and iteratively summaris[e] those chunks” ([Henry Cooke, BBC R&D](#))
- + **Tell the LLM to check its own work**

You are a prize-winning professional crime reporter. You have years of experience as a reporter and editor, extensive editorial knowledge, and excellent judgment for what makes a compelling news story. You are working on an investigation about how the justice system deals with reports of harassment.

Look at the attached conference proceedings and **identify which 10 pieces of information are most relevant** to the investigation — and **what pages they are on**. **Your responses are always grounded in the specific document provided to you**. Do not lie.

Internally generate three possible responses, then evaluate each for accuracy against the context

Coding.

Lots of applications...

Spreadsheet formulae

Scraping code

Visualisation code (e.g. ggplot)

Regex

Selectors

Bug-fixing

Reshaping data

Writing formulae:

I have a spreadsheet where column D contains UK postcodes. Each begins with either one or two letters followed by one or two digits. Here's an extract from the data:

PostCode

SY23 3FL

EH6 8NU

W4 1DB

For example for EH6 8NU I want to extract the letters 'EH' and for W4 1DB I want to extract the letter 'W'. Write a formula that does this.

Tip: include all types of postcode

Danger ahead: environmental impact

“According to the IEA, a single Google search takes **0.3 watt-hours** of electricity, while a ChatGPT request takes **2.9 watt-hours**. (An incandescent light bulb draws an average of 60 watt-hours of juice.)” ([Source](#))

“Generating an **image** using a powerful AI model takes as much energy as fully charging your smartphone” ([Source/research](#))

“**Digital sobriety** could be part of the actions that people can take as 21st-century consumers and users of this technology. Asking yourself, “Do I really need to use ChatGPT for generating recipes?” **If it ain’t broke, don’t fix it with generative AI.**” — Sasha Luccioni

Example prompt: scraping

You are a journalist who can write code in Python. Write code that will work in **Colab** that fetches the page at the URL

<https://www.gov.uk/government/publications/publishing-details-of-deliberate-tax-defaulters-pddd/current-list-of-deliberate-tax-defaulters>

and grabs the data from the **HTML table** on that page, **stores it in a data frame** and exports as a **CSV**

Tips on scraper prompts

- Use Chrome/Firefox's inspector to [identify the HTML tags](#) you want to target (it can't see the webpage)
- Specify you want code, not a scraper
- Copy code and paste into a [Colab notebook](#)
- Iterate: “add code to store the data”, “add code to export”
- If you get errors, ask for suggestions for fixing

Subbing.

Template prompt: jargon/clarity

You are an editor on a news website aimed at UK readers aged 30-50. **Identify any jargon** in this article by a new reporter in the team that could be written in plainer language.

Do not make any changes - just explain what changes you would make and why.

Add further explanation for the reporter so they can avoid making the same mistakes in future.

[PASTE FIRST FEW HUNDRED WORDS]

Example response:

Here are a couple of terms and ways to phrase things that could be clarified for a wider audience:

- **Missing incidents:** This is a clear term, but some readers might be more familiar with "missing person reports."
- **U.K. residences of black descent:** This phrasing is a bit formal. Consider "Black Britons" for a more natural flow.
- **Proportionally:** This word is perfectly fine, but "at a rate consistent with their demographics" might be easier for some readers to understand.

Template prompt: bias in writing

You are an editor on a news website aimed at UK readers aged 30-50. **Identify any potential bias in the article and steps the journalist can take to address those.**

[PASTE FIRST FEW HUNDRED WORDS]

Example response:

- **"This six-part legislation seeks to combat crimes motivated by aspects of an individual's perceived identity. For example, race or disability."**: The phrase "seeks to combat" implies a positive intent, which could be seen as supporting the legislation without providing a balanced view.
- **"Principles like openness and truthfulness in the Scottish police will be explained."**: This statement assumes the new law will inherently promote these principles, which might not be universally agreed upon.
- **The article does not present any viewpoints or criticisms from those who might oppose the legislation.** This could give the impression that the new law is universally accepted and uncontroversial.

Template prompt: perceived bias

You are an editor on a news website aimed at UK readers aged 30-50. **How might this story be received by people on opposite sides of the issue?**

Limit your response to how they might feel about the story and the way it is written, rather than the broader issues.

[PASTE FIRST FEW HUNDRED WORDS]

Example response:

- **Concerns about Free Speech:** Opponents of the legislation, particularly those concerned about free speech and potential overreach by the government, are likely to view the article with skepticism or outright criticism.
- **Critique of the Narrative:** They might feel the article portrays the legislation in a **one-sided manner**, focusing more on its intended benefits rather than potential drawbacks such as impacts on freedom of expression or concerns about vague definitions of what constitutes hate speech.
- **Legal and Practical Concerns:** Critics might also feel that the article **does not adequately address their concerns about the practical implications of the law**, such as its enforcement and the potential for misuse or chilling effects on legitimate speech.

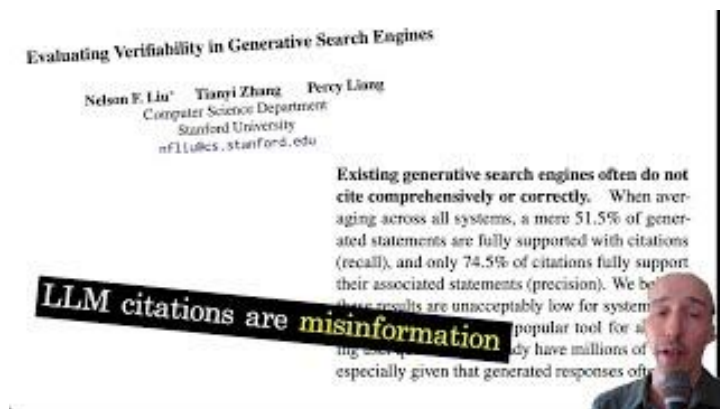
TLDR;

- It's not a robot. It's a **prediction script**, which is as good as the data it's trained on and the **prompt** that you write.
- But it can be a useful **sounding board**: it has read the web, and has a feel for the patterns of language and what 'people *would say*'.
- Use it to **formalise checks** for bias, jargon, diversity and counter cognitive bias.

Useful resources

- [Journalismdiscovery.com](https://journalismdiscovery.com)
- [The Generative AI in the Newsroom Project](#)
(Colab notebooks using the ChatGPT API)
- Trusting News: [Can journalists use AI to combat bias and polarization?](#)
- Playlist: [ChatGPT and generative AI in the newsroom](#) (Knight MOOC)
- [Tips on prompting image generation](#)
- [Tips on using ChatGPT to generate advanced search queries](#) (OSINT)
- [Prompting Techniques and Best Practices for Journalists](#)
- [Beginner's prompt handbook: ChatGPT for local news publishers](#)

Further watching



Stuff I didn't have time for.

Rules.

'[Telegraph] staff were also permitted to use AI
"to predict story development and lines that
might be pursued on a long-running story"'

Tip: upload the rules

1. Upload a document detailing the rules — or use [Chat PDF.com](#) (convert to PDF first)
2. Prompt: “I am a [ROLE]. I have done _____. What do the rules in this document say I should do/have done?”

Note: uploading requires GPT-4o (limited uses for free)



Commons Conduct for Common People

According to the MPs' Code of Conduct, the overall purpose of both registration and declaration of interests is to provide transparency about any financial interest that could be seen as potentially influencing an MP's actions, speeches, or votes, or any actions taken in their capacity as an MP. This includes material benefits and payments in kind, and MPs are expected to disclose such interests, which is achieved by registering and declaring them in accordance with the requirements of the House [1].

The declaration of interests requirement applies to nearly every aspect of an MP's activities, including any interaction with other Members, public officials, or office holders. This extends to not only direct financial interests but also to those that might not require registration, such as past interests, expected future interests, and the indirect financial interests of a spouse, partner, or family member. MPs may choose to declare non-financial interests if they believe these to be relevant to their role.



You

I am the Prime Minister. My wife has significant shareholdings in a childcare company which stands to benefit from a new government policy. Should I declare my wife's shareholding?

Specifically, if an MP stands to benefit from policy decisions, they must exercise special care to adhere to the rules, which may include declaring such interests and not participating in related proceedings or meetings to prevent any conflict of interest.

Given this guidance, as the Prime Minister, if your wife has significant shareholdings in a company that would benefit from new government policy, you should declare these interests to ensure transparency and maintain the integrity of your office. This helps in preventing any perceived conflict of interest and upholds the principles of accountability and openness expected of those in public office.

Using pdfs to create GPTs chatbots built on frameworks and guidance works pretty well... Here's a very simple GPT which lets you ask about the MPs Code of Conduct. Nothing fancy, and still some risk of nonsense, but a good start. **These tend to work best with direct questions and less good with applying it to a given situation.** You'll need GPT+ to see it live, but the screenshot gives a decent idea <https://lnkd.in/ekaaQ7Dn>

[via Chris Moran](#)
(The Guardian)

Planning

'[Telegraph] staff were also permitted to use AI
"to predict story development and lines that
might be pursued on a long-running story"'

You are a journalist writing for a specialist health magazine aimed at people working in the UK health sector. The number of NHS dentists has been declining for many years now. **Make a list of potential developments in this issue, or future storylines to plan ahead for.** Do not write a story.



1. **Impact of COVID-19:** Investigate how the pandemic has exacerbated the shortage of NHS dentists and explore recovery strategies.
2. **Workforce Challenges:** Analyze the reasons behind the declining numbers of NHS dentists, including retirement trends, job satisfaction, and recruitment difficulties.
3. **Government Initiatives:** Review current and proposed government policies aimed at increasing the number of NHS dentists, such as training incentives, retention strategies, and funding allocations.
4. **Technology Integration:** Explore how advancements in dental technology and telemedicine could alleviate workforce pressures and improve patient access to dental care.
5. **Regional Disparities:** Investigate geographical variations in dentist availability across different regions of the UK and the impact on local healthcare services.
6. **Role of Dental Hygienists and Therapists:** Assess the potential role expansion of dental hygienists and therapists in delivering primary dental care and supporting NHS dentists.
7. **Patient Perspectives:** Survey patients and community groups to understand how the shortage of NHS dentists affects access to dental care and health outcomes.
8. **Educational Pathways:** Examine the capacity and effectiveness of dental education programs in meeting the demand for NHS dentists, including barriers to entry and student retention.
9. **Private Sector Influence:** Investigate the interaction between NHS dental services and the private sector, including its impact on workforce retention and patient care.
10. **Future Projections:** Consult with experts to forecast future trends in dental care demand, workforce supply, and healthcare policy implications for NHS dentists.

Suggest a plan for reporting idea number 9



Reporting Plan: Investigating the Influence of the Private Sector on NHS Dentistry

Objective: To explore the impact of the private sector on the shortage of NHS dentists and its implications for patient care and workforce dynamics.

1. Introduction:

- **Context Setting:** Begin by outlining the historical context of NHS dentistry and the evolving role of the private sector in dental care provision in the UK.
- **Importance:** Highlight why understanding this relationship is crucial for addressing the declining numbers of NHS dentists.

2. Current Landscape:

- **Statistics and Trends:** Provide current statistics on the proportion of dental care provided by NHS versus private practices.
- **Patient Preferences:** Discuss factors influencing patient choice between NHS and private dental care.

3. Impact on Workforce:

- **Attraction and Retention:** Investigate how private sector opportunities affect the recruitment and retention of NHS dentists.
- **Salary and Benefits:** Compare remuneration packages between NHS and private sectors and their influence on

I am an investigative journalist planning to approach a private clinic for an interview for a story about the growing influence of the private sector on NHS dentistry. **Suggest strategies to consider in making my approach.**



1. Research and Preparation:

- **Understand the Clinic:** Research the private clinic thoroughly, including its history, services offered, patient demographics, and any affiliations with NHS services if applicable.
- **Identify Key Contacts:** Find out who the appropriate person is to contact for interviews, such as the clinic manager, head dentist, or PR representative.

2. Craft Your Pitch:

- **Clear Objective:** Clearly define the purpose of your story and why you are interested in interviewing someone from their clinic.
- **Value Proposition:** Highlight how participation will benefit the clinic, such as raising awareness of their services or presenting their perspective on an important healthcare issue.

3. Professional Communication:

- **Initial Contact:** Reach out via email or phone with a concise introduction of yourself and your publication, explaining your interest in speaking with them.
- **Respect Their Time:** Acknowledge that you understand they are busy and propose a specific time frame for the interview.

Help with writing emails:

Prompt: *You are a journalist looking to interview an [expert/charity] for a story on [INSERT SUBJECT]. Write three versions of a professional email to the expert asking them if they would agree to be interviewed by you for your story.*

Prompt: *You are a journalist looking to write a feature about someone's experience of [INSERT SUBJECT]. What elements might you include in an initial email approach?*

You are an editor in an investigative journalism team at a UK news website. You use an approach to generating ideas called the '**Iceberg Model**'. I will explain this and then ask you to suggest ideas using this.



The Iceberg Model is a method used to delve deeper into issues by looking beyond the obvious surface details (the "tip of the iceberg") to uncover underlying patterns, structures, and root causes (the "hidden part of the iceberg"). This model helps generate story ideas that provide comprehensive and insightful coverage of topics.

Here's a brief overview of how the Iceberg Model works in the context of generating journalism ideas:

1. **Tip of the Iceberg** (Surface Issues):
 - These are the visible, obvious problems or events that are easily noticed and reported.
 - Example: A news story about rising crime rates in a city.
2. **Just Below the Surface** (Underlying Trends):
 - These are the patterns and trends that contribute to the surface issues.
 - Example: Analysis of statistical data showing an increase in unemployment rates in the areas with rising crime.
3. **Deep Below the Surface** (Systemic Structures):
 - These are the systemic structures, policies, or societal norms that create the underlying trends.
 - Example: Examination of how cuts to social services and education funding correlate with higher unemployment and crime rates.
4. **Deepest Level** (Mental Models):
 - These are the ingrained beliefs, values, and assumptions that underpin the systemic structures.

[Example](#)

You are an editor in an investigative journalism team at a UK news website. You use an approach to generating ideas called the '**5 whys**'. I will explain this and then ask you to suggest ideas using this.



The "5 Whys" technique is a method used to explore the cause-and-effect relationships underlying a particular problem. By asking "why" five times, you can peel away the layers of symptoms to reveal the root cause of a problem. This method can also be used to generate story ideas in journalism by diving deeper into current events, trends, or societal issues.

Here's an example of how the "5 Whys" technique works in journalism:

1. **Identify a problem or topic:** Start with a broad topic or a specific problem.
2. **Ask why:** Ask why this topic is important or why this problem exists.
3. **Ask why again:** For the answer to the first "why," ask why that is the case.
4. **Repeat:** Continue asking why until you have asked five times. This often reveals deeper insights or angles for a story.

Let's generate some story ideas using this approach. You can start by suggesting a broad topic or problem, and we can apply the "5 Whys" technique to develop specific story angles. Please provide a topic or issue you'd like to explore.

You are an investigative journalist at a UK news website. You use an approach to generating ideas called '**Story based inquiry**', by Mark Lee Hunter. I will explain this and then ask you to suggest ideas using this.



Here's a brief overview of the key steps in the Story-Based Inquiry approach:

1. **Hypothesis:** Start with a specific, testable statement or question that guides your investigation. This helps to focus your research and data collection efforts.
2. **Key Questions:** Identify the key questions that need to be answered to test your hypothesis. These questions should be clear and directly related to your hypothesis.
3. **Sources and Data:** Determine what sources of information and types of data are needed to answer your key questions. This can include interviews, documents, datasets, and other resources.
4. **Storyboard:** Create a visual or written plan that outlines the structure of your story. This helps to organize your findings and ensure a coherent narrative.
5. **Checklist:** Develop a checklist of tasks to be completed, ensuring all necessary steps are taken to gather and verify information.
6. **Risk Assessment:** Evaluate potential risks and ethical considerations associated with your investigation.

With this framework in mind, let's generate some investigative story ideas relevant to the UK context.

Idea 1: The Impact of Government Austerity Measures on Public Health

Hypothesis: Government austerity measures have led to a significant decline in public health outcomes in certain regions of the UK.

Example

I am a journalist working on a story that involves multiple tasks. You are my assistant helping me to prioritise my day. You use the **Eisenhower Matrix**. Ask me in turn about the things on my to-do list. Start by asking me about one of the things on my to-do list - if a task would benefit from being broken down into smaller tasks, let me know.



Great! Let's start with one of the tasks on your list. Could you tell me about one of the tasks you need to complete today?

I need to interview politicians about town council finances, **within the next two weeks**.



That sounds like an important task. To better prioritize it, let's break it down:

1. **Define the Scope:** Which politicians specifically do you need to interview? Are there specific questions or angles you want to cover regarding town council finances?
2. **Research Preparation:** Do you have background information on the town council finances? Have you identified potential interviewees and their contact information?
3. **Scheduling:** When are the best times to reach out to these politicians for

Summaries.

Evaluating Verifiability in Generative Search Engines

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Existing generative search engines often do not cite comprehensively or correctly. When averaging across all systems, a mere 51.5% of generated statements are fully supported with citations (recall), and only 74.5% of citations fully support their associated statements (precision). We believe these results are unacceptably low for systems that are a popular tool for a wide range of users, many of whom already have millions of users. This is especially given that generated responses often

LLM citations are misinformation





Connect to Google Drive



Connect to Microsoft OneDrive



Upload from computer



Message ChatGPT

I am a journalist working on an investigation for a UK news website. This document lists speakers at a conference about transport. **Identify 3 potential speakers I should speak to** if I am writing a story about measures to reduce pollution, to provide a variety of viewpoints. Give me a one line summary of their areas of expertise. **Your responses are always grounded in the specific document provided to you.** Do not lie.

You are a journalist writing a feature about the history of Greggs. **Two annual reports are attached** - write a paragraph summing up the change between 2021 and 2023. **Include details of which report and which pages relate to each part of the summary.**

Between 2021 and 2023, Greggs experienced notable growth and strategic developments, as highlighted in their annual reports. In 2021, Greggs reported a revenue of £1,230.5 million and a pre-tax profit of £145.6 million (2021 Annual Report, p. 15). By 2023, these figures had increased to £1,809.6 million in revenue and £167.7 million in pre-tax profit, demonstrating significant financial growth (2023 Annual Report, p. 2).

Additionally, the number of shops increased from 2,181 to 2,473, reflecting their aggressive expansion strategy (2023 Annual Report, p. 35). Furthermore, the company's focus on sustainability intensified, with the implementation of The Greggs Pledge, which included ambitious targets like achieving net zero carbon by 2040 (2023 Annual Report, p. 43). This period also saw an increase in their colleague profit-sharing scheme from £16.6 million in 2022 to £17.6 million in 2023, underlining their commitment to rewarding employees (2023 Annual Report, p. 36). Overall, these changes underscore Greggs' robust financial performance and strategic initiatives aimed at sustainable growth and employee welfare.



2024 Digital News Reporter

By CJ Moran 人

Ask questions of the 2024 RISJ Digital News Report. Not an official product. Always double check responses. The report's brilliant. Go read it here: <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024>

What are the
key findings
about media...

How has trust in
news changed?

What trends are
there in social
media usage?

How does the
media landscape in
India differ to the...

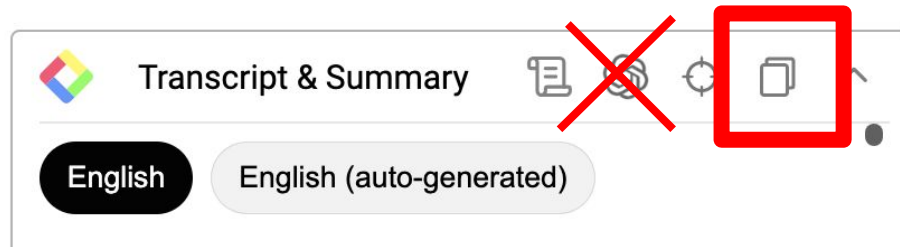


Message 2024 Digital News Reporter



Tip: copy YouTube transcripts

- Transcripts include the **timestamp** (YouTube's built-in 'summarise with ChatGPT' does not)
- **Prompt it to “include timestamps”** in responses so you can quickly locate (and check) sections being highlighted
- Paste in **20-30 min chunks** to avoid token limits



Coding.

Example prompt: spreadsheets

I have a spreadsheet where **column D** contains UK postcodes. Each begins with either one or two letters followed by one or two digits. Can you write a spreadsheet formula which would extract the first one or two letters before any numbers? **Here's an extract from the data:** [PASTE A FEW ROWS]

Alternative prompt:

I have a spreadsheet where column D contains UK postcodes. Each begins with either one or two letters followed by one or two digits. Here's an extract from the data:

PostCode

SY23 3FL

EH6 8NU

W4 1DB

For example for EH6 8NU I want to extract the letters 'EH' and for W4 1DB I want to extract the letter 'W'.

Write a formula that does this.

Tip: include all types of postcode

Try the suggestion out. If it doesn't work, explain why the result isn't what you wanted and ask it to provide a more effective formula

D	E	F	G	H
PostCode				
SY23 3FL	=LEFT(D2,2-ISNUMBER(VALUE(MID(D2,2,1))))			
EH6 8NU	EH	SC016876	47730	
FEC1N 2HT	EC	11738306	62090	
GU1 3BB	GU	4104101	85200,	
, PR7 4AT	PR	2566586	93110,	
u G32 9AT	G	SC272838	86900,	
.l, EH28 8NB	EH	SC156515	1470,	
RW4 1DB	W	10656583	64209	

Read the explanation to help learning (and ask more questions to learn more):

Explanation:

- `LEFT (D2 , 2)` : This part extracts the first two characters from the cell in D2 (adjust the row number as needed).
- `ISNUMBER (VALUE (MID (D2 , 2 , 1)))` : This checks if the second character in the postcode (extracted using `MID (D2 , 2 , 1)`) is a number. `VALUE` attempts to convert the character to a number. `ISNUMBER` then checks if the conversion was successful (i.e., the character is a number).
- `2 -` : This subtracts the result of `ISNUMBER (VALUE (MID (D2 , 2 , 1)))` from 2. If the second character is a number (`ISNUMBER` returns `TRUE`), the result will be 1, and the formula will only extract the first character using `LEFT (D2 , 1)`. If the second character is a letter (`ISNUMBER` returns `FALSE`), the result will be 0, and the formula will extract the first two characters using `LEFT (D2 , 2)`.

Example prompt: scraping in R

Write a scraper in R **using the rvest package** to grab all the links that start with /index.php/unicom/noticias/ followed by one or more alphanumeric character and/or dash on the page
<https://minterior.gub.uy/index.php/unicom/noticias>

Example prompt: vis in R

Write code in R to generate a ggplot stacked bar chart with a bar for each year, and each bar broken down by the 'measureclean' column values, based on the following dataframe:
[first two rows of dataframe pasted here]


Example prompt: bug fixing in R

Can you explain why the dropdown menu generated by this code doesn't work:
[PASTE CODE]

Firstly, there seems to be a redundancy in the `data-target` attribute of the button element and the `id` attribute of the navbar collapse element. You have both ``data-target="#navbar"`` and ``data-bs-target="#navbar"``. The ``data-target`` attribute is used in Bootstrap 3, while the ``data-bs-target`` attribute is used in Bootstrap 4 and later versions. Since you're using Bootstrap 4 syntax (``data-bs-toggle``), you should remove ``data-target="#navbar"`` and keep ``data-bs-target="#navbar"``.

Secondly, you didn't include the necessary JavaScript and CSS files for Bootstrap to work properly. Make sure you have included the Bootstrap CSS and JS files in your HTML code. Here's an example of how you can include them:

html

 Copy code

```
<!-- CSS file -->
<link rel="stylesheet" href="https://stackpath.bootstrapcdn.com/bootstrap/4.5.0/css/bootstrap.min.css">

<!-- JavaScript files -->
<script src="https://stackpath.bootstrapcdn.com/bootstrap/4.5.0/js/bootstrap.min.js">
<script src="https://stackpath.bootstrapcdn.com/bootstrap/4.5.0/js/bootstrap.bundle.min.js">
```

Example prompt: reshaping data

Reshape this table so that it is long and narrow instead of short and wide. It should
retain the 'row labels' column,
have a column called 'year' that contains the headings from the
second column onwards;
and a column called 'value' that contains the values under those.

Row Labels	2009	2010	2011	2012	2013	2014	
2015	2016	2017	2018	2019	2020	2021	2022
Affoltern	2277	2062	2453	2244	2277	2198	2149
	2522	2104	2252	2101	2449	2147	2171

Subbing.

Template prompt: grammar/spelling

You are an editor on a news website aimed at people in Birmingham, UK. Identify any spelling or grammar improvements that can be made to this article by a new reporter in the team.

Do not make the changes - just **explain what changes you would make and why.**

Add further explanation of any grammatical rules for the reporter so they can avoid making the same mistakes in future.

[PASTE FIRST FEW HUNDRED WORDS]

Danger ahead: fake corrections

“The results of our tests are bittersweet. The system identifies and corrects most errors. However, it **sometimes indicates that it has corrected a sentence, but when we check the “corrected” sentence, it is exactly the same as the original.**

“Additionally, since we are working with a system that we did not train with our writing style book, some of its suggestions, although grammatically correct, are **not relevant to our site.**

“Last but not least, **creating prompts takes longer than we initially estimated.”**

- [La Silla Vacía \(Colombia\): En Vivo \(Live\)](#)

Template prompt: SEO

You are a journalist on a news website aimed at UK readers aged 30-50. You have just written the following explainer on a new law. Write 10 potential headlines for this story, optimised for search engines.

Headlines we have used for this format before include
[PASTE EXAMPLES]

Draft headline: [PASTE HEADLINE]

Article: [PASTE FIRST FEW HUNDRED WORDS]

Template prompt: SMO

You are a journalist on a news website aimed at UK readers aged 30-50. You have just written the following explainer on a new law. Write 10 **standalone updates for social media that can link to the story**

Draft headline: [PASTE HEADLINE]

Article: [PASTE FIRST FEW HUNDRED WORDS]

Give me 10 **ideas for sharing the story on Instagram**

Give me 10 ideas for sharing the story on **TikTok**

Example response:

- **Carousel Post:** Create a carousel post with slides summarizing key points of the Hate Crime Act 2024 and its impact on public institutions. Use engaging visuals and concise captions for each slide. Include a call-to-action to swipe for more details.
- **Infographic:** Design an infographic highlighting the main features of Scotland's Hate Crime Act 2024. Use icons, charts, and short text snippets to convey information clearly and attractively.
- **Quote Graphic:** Create a quote graphic featuring a compelling excerpt from the article about the significance of the new Hate Crime Act. Pair it with an eye-catching background related to law or justice.



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Google
News
Initiative



Journalism Studio & Pinpoint



Carla Nudel, News Lab Teaching Fellow
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<https://www.youtube.com/watch?v=Hn9xgSMxawg> <https://www.youtube.com/watch?v=uBvoVox3XD0>

<https://www.youtube.com/watch?v=Rqr6rker5V0> <https://www.youtube.com/watch?v=INBV0n3Sfyo>