



The weekly report playbook

How to research, verify, design and publish The Adaptive Intelligence Report every week, built from Issue 001.

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01

WHAT IT IS

The week's biggest AI moves, explained like a consulting report

The Adaptive Intelligence Report turns one week of AI news into a 10-page designed report. Every issue answers three questions in plain English: what changed, why it matters, and what to do next.

Audience

Professionals, educators and leaders who don't track AI daily.

Cadence

Weekly. Deep-dive topics move to a Degrees of Change-style Field Report.

Time

About 3 hours of your time per issue with Claude doing research and layout.

WHAT EVERY ISSUE SHIPS WITH

- **The report PDF:** 10 pages, letter size, dark cover plus alternating white and dark pages.
- **A LinkedIn post:** hook, the three stories as arrows, the pattern, Like / Share / Follow, a comment question.
- **A document title** of 58 characters or fewer, for example *Adaptive Intelligence Brief 001: 96 Hours That Changed AI*.
- **A first comment** linking the most-questioned primary source.
- **Optional quick cuts:** the "week in 30 seconds" and "Monday Morning" pages as single images for midweek posts.

THE STANDARD

Every claim is sourced in the appendix, every term a newcomer might not know is defined, and the cover number matches the timeline.

02 THE METHOD

The SIGNAL Method: six stages every week

EXHIBIT 1

From raw news to a published report

S Scan Search the past 7 days across government, regulators, companies and incidents. Output: 10–15 candidates	I Isolate Pick 3 stories that affect people’s work and connect. Name the pattern. Output: 3 stories + pattern	G Ground Confirm each fact at a primary source or two major outlets. Output: Fact sheet + links	N Narrate Write What happened / What it means for you. Define every term. Output: Pages 3–6 copy	A Apply Write Raulvin’s Read and five Monday Morning moves. Output: Pages 7–8 copy	L Launch Render, run quality gates, write post and title, publish. Output: Live post
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Source: Raulvin Coke, built from Issue 001

WEEKLY RUN SHEET

When	Stages	Your time
Thursday	Scan and Isolate	30 min
Friday morning	Ground and Narrate	45 min
Friday afternoon	Apply; Claude builds the report	45 min
Posting day	Quality gates, post, first comment	30 min

SEARCH PROTOCOL

Three passes, 15 to 25 searches: a wide scan by lane (government, regulators, companies, incidents), a deep check of each claim at the primary source, and a gap check for follow-ups and conflicts.

03 ANATOMY

Issue anatomy, page by page

Same skeleton every week. Readers learn where to look; you only change the content.

Page	Section	What goes on it
1	Cover (dark)	Dot-wave art, big hours or days number, one-line hook, dates, name and tags
2	Contents	Sections with color wave strips, About, How to read it, independence statement
3	Week in 30 seconds	Four big numbers, a dated timeline exhibit, the pattern in one sentence
4	Story 1	Insight headline, plain-English body, one exhibit, What it means for you
5	Story 2 (dark)	Feature treatment for the most visual story; diagram plus a leader question
6	Story 3	Insight headline, exhibit, short named quote, What it means for you
7	Raulvin's Read (dark)	The pattern in two boxes plus three moves
8	Monday Morning	Five verb-led moves as a numbered exhibit plus one closing line
9	What to watch	Five signals for next week plus the closing call to comment and follow
10	Appendix	Every claim with source, link and status; corrections policy

HEADLINE RULE

Write headlines as findings, not topics. Not “The FTC probe” but “Regulators are moving in, and the focus is what AI agents can do.”

04 EXHIBITS

Exhibits and plain-English rules

Exhibit	Use it for	Issue 001 example
Big numbers	Opening the week with four proof points	96 hours · 14434 · ~700 agents · 15 states
Dated timeline	Showing how the week unfolded	Mon to Thu, four events
Changes / doesn't	Scoping a policy honestly	What EO 14434 changes vs. what it doesn't
Before / after flow	Explaining a new system simply	Agency websites vs. one AI chatbot
Stack	Showing pressure at several levels	Federal, state, company enforcement
Numbered moves	Turning insight into action	Audit, Verify, Limit, Diversify, Review

PLAIN-ENGLISH RULES

- Define every agency, legal term or technical term on first use: “the FTC, the federal consumer-protection agency.”
- Every diagram must read correctly at a glance; arrows point the way the story moves.
- Scope claims exactly as sources do; a terminology order is not a new law.
- Short, exact quotes only, one per source, with a named person and title.
- No DM call to action. Close with a question and Save / Share / Follow.

05

DESIGN AND GATES

Design, quality gates and the weekly prompt

- **Cover:** near-black page, original dot-wave art drawn in code (cyan to magenta to amber), big serif number and hook in white. Change the wave colors each issue so covers feel fresh but related.
- **Interior:** white report pages with navy serif headlines; pages 5 and 7 are dark feature pages. Gradient bar across the top of white pages.
- **Type:** Georgia-style serif headlines, condensed sans labels, Arial body. Letter size, rendered HTML to PDF.

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| ☐ Cover number matches the timeline span | ☐ Every claim in the appendix with source, link, status |
| ☐ Secondary sources confirmed, flagged or cut | ☐ Every newcomer term defined in plain words |
| ☐ Diagrams read correctly at a glance | ☐ Independence and corrections statement included |
| ☐ Footer: Founder · CEO · Entrepreneur · Futurist | ☐ Cover art original; no imitation of another firm |
| ☐ Title 58 characters or fewer | ☐ Final file is a real PDF |

Build Issue [###] of The Adaptive Intelligence Report in the Issue 001 report template.

Week covered: [start date] to [end date].

1. SCAN: Three-pass search of the past 7 days.
Show 10-15 candidate stories, one line each.
2. ISOLATE: Recommend the top 3 and the pattern.
Wait for my pick.
3. GROUND: Verify every claim; cut what fails.
4. NARRATE: Pages 3-6 in plain English.
5. APPLY: Raulvin's Read + five Monday Morning moves.
6. LAUNCH: Render the 10-page PDF (dark cover, alternating white and dark pages, appendix), run the quality gates, then write the post, a 58-character title and the first-comment link.