

SAMPLE · COMPILED FROM A CLIENT ENGAGEMENT · PERSONAL DETAILS REMOVED

Your Monday brief

AT A GLANCE

Three items today. This week's main post is for LinkedIn: what local newsrooms learned from the World Cup that ended at MetLife yesterday. The backup is a new paper on what AI does to citizens' assemblies, which we'll save for later if the World Cup post runs Tuesday. The third is a quick Bluesky post responding to someone else's.

Main posts go up midweek, when LinkedIn is busiest, so today's brief is built for Tuesday and Wednesday. We're testing afternoon posting this week, so posts go out around 3pm. Anything to confirm before posting is flagged in yellow.

How items are scored, out of 15: relevance to your beat (30%) · edge, meaning how fresh or surprising the angle is (50%) · timeliness (20%).

THIS WEEK'S MAIN POST

ITEM 1 · LINK SHARE

What local news learned from the World Cup

Nieman Lab, Hanaa' Tameez, July 13 · **Score 13/15**

WHEN Tue Jul 21, around 3pm · Fades fast after the final, so Tuesday at the latest

VISUAL Text graphic of the reported facts (below)

Your angle: The tournament that ended in New York's backyard doubled as a stress test for local newsrooms, and what worked was showing up as neighbors and reading the meeting minutes.

LINKEDIN DRAFT

A public radio station and a Spanish-language newspaper spent part of the World Cup handing out Panini sticker packs in Chelsea, Massachusetts, the majority-Hispanic city across the Mystic River from Boston. WBUR and El Planeta planned to trade stickers for newsletter signups, then dropped the requirement partway through because the conversations went better without it. They handed out nearly 2,000 packs over two afternoons, and hundreds of families now know the people behind the journalism.

In Kansas City, a reporter at The Beacon found one of his best tournament stories in notes taken by Documenters, the folks paid to sit through public meetings, after they recorded local mayors worrying about World Cup hotel bookings.

The tournament ended yesterday at MetLife, in New York's backyard. Nieman Lab's roundup of what local newsrooms tried this summer is worth reading, partly because the experiments that worked were built for a World Cup but don't actually need one.

#LocalNews #CivicMedia #Journalism #WorldCup2026

BLUESKY DRAFT · 291 CHARACTERS

The World Cup ended in New York's backyard yesterday. One of its smartest audience experiments was a sticker table: WBUR and El Planeta gave out nearly 2,000 Panini packs in Chelsea, MA, then dropped the signup rule because conversations went better without it. Via @niemanlab.org #LocalNews

Chelsea, Massachusetts, this summer

A public radio station and a Spanish-language newspaper gave away nearly 2,000 packs of World Cup stickers.

Partway through, they stopped asking for newsletter signups. The conversations went better without them.

Reported by Nieman Lab, July 2025

VISUAL · TEXT GRAPHIC

1200 × 1200, for LinkedIn and Instagram. The reported facts in plain type, credited to Nieman Lab on the image.

Alt text: "In Chelsea, Massachusetts, a public radio station and a Spanish-language newspaper gave away nearly 2,000 packs of World Cup stickers, and stopped asking for newsletter signups partway through."

Posting with an image replaces the link preview, so the article link goes in the first comment.

CHECK BEFORE POSTING: The Nieman Lab handle is verified. The reporter is named in the source line, not tagged.

Your reply: [Post](#) [Edit](#) [Skip](#) [Add an image](#) One tap opens a reply. One word counts.

ITEM 2 · LINK SHARE · BACKUP MAIN POST

DemocracyNext: "deliberative muscles"

DemocracyNext, Claudia Chwalisz and colleagues · **Score 15/15**

WHEN Wed Jul 22 if Item 1 doesn't run; otherwise saved for later · Good for two to three weeks

VISUAL Photo of a citizens' assembly in session, openly licensed (below)

Your angle: Assemblies don't just produce recommendations. They produce more capable citizens. The paper names that output and asks which parts of it AI takes over when it's added for efficiency's sake.

LINKEDIN DRAFT

A citizens' assembly is slow on purpose. Strangers learn a hard subject together, argue about it, sit through the awkward stretches, and change their minds out loud. And they leave better at all of it than when they arrived.

A new DemocracyNext paper gives that overlooked output a name: deliberative muscles. Seven of them, from reasoning and dialogue to vulnerability and imagination. The authors' worry is what happens when AI joins these processes for the usual reasons (cheaper, faster, easier to scale), because a muscle weakens when something else does the work. Automate the summarizing, the synthesizing, the finding of common ground, and you can get smoother deliberation that leaves the deliberators no stronger than it found them.

It isn't an anti-technology argument. The paper maps, muscle by muscle, where AI genuinely helps and where it substitutes for the capacity the assembly was supposed to build. It's a test that applies well beyond assemblies, to newsrooms and classrooms and anywhere else the efficient version and the useful version aren't the same thing.

It's by Claudia Chwalisz and colleagues at DemocracyNext, and it's some of the clearest thinking I've seen on the question.

#DeliberativeDemocracy #CitizensAssemblies #AI #Democracy

BLUESKY DRAFT · 263 CHARACTERS

A citizens' assembly is slow on purpose. People build the muscles democracy runs on: reasoning, dialogue, vulnerability, imagination. New DemocracyNext paper on what happens when AI makes it 'efficient': a muscle weakens when it isn't used. #DeliberativeDemocracy



VISUAL · PHOTO

France's Citizens' Convention on Climate: 150 randomly selected residents in session, Paris, February 2020.

Credit, required with the post: Photo: GodefroyParis, CC BY-SA 4.0, via Wikimedia Commons.

Alt text: "Members of France's Citizens' Convention on Climate seated in a curved assembly hall, with the stage and screens at the front."

Posting with a photo replaces the link preview, so the paper's link goes in the first comment.

CHECK BEFORE POSTING: Tag DemocracyNext's organization page. The author is named in the text, not tagged.

Your reply: [Post](#) [Edit](#) [Skip](#) [Add an image](#) One tap opens a reply. One word counts.

JOINING THE CONVERSATION

ITEM 3 · QUOTE POST · BLUESKY

Jennifer Pahlka: "Government Reform Needs a Field"

Pahlka's Bluesky post, sharing Anne Healy's essay · **Score 13/15**

WHEN Mon or Tue, anytime · Good through this week

VISUAL The quoted post itself, which carries the essay's preview card

Your angle: Pahlka endorses Anne Healy's argument that government reform fails not for lack of ideas but for lack of a field: the training, research, and career paths every real profession has. Your beat is the scattered experiments, and this names why they stay scattered.

BLUESKY DRAFT · 282 CHARACTERS

After fifteen years working on government reform, Jennifer Pahlka says the missing ingredient isn't a better idea. It's a field: the training programs, research, and career paths that let reformers build on each other's work instead of starting over. Anne Healy makes the case well.

CHECK BEFORE POSTING: Post as a quote of Pahlka's post. Both women are named in the text, with no @ tags. We don't tag individuals who haven't engaged with you.

Your reply: [Post](#) [Edit](#) [Skip](#) [Add an image](#) One tap opens a reply. One word counts.

POSTING MECHANICS

LinkedIn: type each name after the @ symbol and pick it from the menu that appears, so the mention goes live. Bluesky: paste the article link, wait for the preview card to appear, then delete the pasted link text. Every Bluesky draft fits the 300-character limit with that in mind.

THE WEEK, STACKED

MON JUL 20: brief arrives; your replies set the schedule · Bluesky: Item 3

TUE JUL 21: proposed: Item 1 on LinkedIn around 3pm, Bluesky version the same day

WED JUL 22: backup day for Item 2 · Wednesday brief adds posts that join the conversation

THU JUL 23: open for replies and quote posts

FRI JUL 24: weekend brief, reading list, and the roundup of posts worth engaging with

Proposed, not assigned. Your replies decide, and nothing is posted without your approval.

First Person Strategies · The By Line · Drafts are proposals. Review, edit, and publish as you see fit.