



# SEVEN DAYS IN ORGANIZATIONAL INTELLIGENCE

How organizations capture, govern and reuse what they know.

## Pilots Fight Sale of Spirit's Emails

Google agreed in August to pay \$10 million for a bankrupt airline's 100 million emails and 500 million Teams messages. On Friday, Spirit's pilots told the court the archive holds safety reports the airline promised to keep confidential.

## 02 IN THIS ISSUE

# Spirit's Emails, Rehires, Meeting Summaries

In a cluster analysis of hundreds of articles, about hundreds of organizations, these are the key developments and themes emerging.

Powered by [Hawkeye](#); analyzed by Claude, checked with ChatGPT, and human editorial oversight.

A bankrupt company's memory is up for sale, and this week more of the people whose work fills it objected in court. Spirit Airlines' pilots told a bankruptcy judge that the airline's email archive holds records it promised to keep confidential, weeks after a software vendor and an engine maker said parts of it were never Spirit's to sell. In the same week, Gartner forecast that companies will rehire many of the workers they cut for AI, citing the institutional knowledge that leaves with the people cut, and Apple announced a watch feature that keeps a meeting's summary and deletes the audio.

COVER IMAGE: [SPIRIT AIRLINES AIRBUS A321NEO N731NK](#) - TOMÁS DEL CORO / WIKIMEDIA COMMONS (CC BY-SA 4.0)

## 1

NEWS BRIEFS

WHAT GETS DELETED

## Spirit's Emails, Rehires, Meeting Summaries

Retired facts AI memory keeps serving, Bending Spoons buys Miro, and an archivist on TikTok.

2

FORESIGHT

## One Good Bet, One Wild Card

Proof that retired facts stay retired, and a meeting summary with no recording behind it.

---

3

COVER STORY

WHO OWNS THE ARCHIVE

## Spirit Airlines' Pilots Say Its Email Archive Holds Records It Promised to Protect

Pilots, a software vendor and an engine maker say the record was never only Spirit's to sell.

---

4

FEATURE 1

THE KNOWLEDGE THAT LEAVES

## Gartner Expects Companies to Rehire 30% of Workers They Replaced With AI

A layoff forecast, a maintenance survey, and what junior staff used to learn on the job.

---

5

FEATURE 2

WHEN THE SUMMARY IS THE RECORD

## Apple's New Watch Keeps the Meeting Summary and Deletes the Recording

Siri Recap, the notetaker lawsuits, and which version of a meeting a company keeps.

---

6

MOVERS AND SHAKERS

## This Week in the News

13 people on who owns, keeps and loses a company's record.

---

7

FUTURE

## The Future of Organizational Intelligence

Three important dates coming up in this field.

03 BROUGHT TO YOU BY

BROUGHT TO YOU BY

# Humanity Labs

---

Humanity Labs gives wealth management firms an AI Workforce that makes growth profitable. In a people-based business, serving more clients means hiring more people, so cost scales with revenue. The AI Workforce breaks that trap.

It works inside the systems your team already runs and delivers done work across the front, middle, and back office, while your people stay focused on the decisions that matter.

Every job it runs writes into one shared memory, building the firm's Organizational General Intelligence (OGI) so it gets smarter as it grows.

The result is the Firm of the Future: a firm that serves more clients and grows without adding cost at the same rate.

Humanity Labs works with some of the world's leading wealth management firms, which together oversee more than \$750 billion in client assets, and is backed by leading venture firms including Google Ventures and Vestigo Ventures.

Learn more at [HumanityLabs.ai](https://HumanityLabs.ai)

## IN THIS ISSUE

# Spirit's Emails, Rehires, Meeting Summaries

"An airline's institutional memory has always been treated as overhead. Think storage costs, retention policies, or compliance obligations. Pricing it at \$10 million USD reframes it as inventory."

- OAG, AVIATION DATA COMPANY, SEP 8

Most talk about organizational memory is about capturing it. This week, more of the news was about what comes after: who may sell a company's record, when it should be deleted, and whether a fact someone has marked as wrong stays out of the answers.

MOST NOTABLE

## AI Memory Systems Keep Serving Facts Marked as Revoked, a Study Finds

Many AI memory systems don't delete a fact that turns out to be wrong. They keep it, attach a label saying it has been revoked, and store the replacement beside it. Researchers Yi Ting Shen, Kentaroh Toyoda and Alex Leung tested five such systems across nine policy scenarios and nine language models, and report in a preprint posted Tuesday that none enforced the label by default: the revoked fact came back wherever the retrieval software could see it. The paper hasn't been peer reviewed. For a company, that means an AI assistant can keep quoting an old policy after someone has replaced it.

ARXIV

---

ALSO NOTABLE

## Product Leader Says Knowledge Articles Need Owners and Expiry Dates

Most company knowledge bases were built for people to search, and they rank results by relevance rather than by who has the authority to say what's current. Hemang Upadhyaya, a senior product and AI leader, argued in KMWorld on Wednesday that this gets risky once software acts on an answer, because it 'may recommend a product, approve an exception, update a customer record, route a service case, or start a workflow.' He proposes five fields for every article: an owner, a validity period, a scope, the level of action it can authorize, and an escalation path. A Reworked playbook the week before reached nearly the same list from three other practitioners.

KMWORLD

---

## Bending Spoons Agrees to Buy Miro a Week After Closing Airtable

Bending Spoons, an Italian company that buys software businesses and rebuilds them, agreed on Thursday to acquire Miro, the online whiteboard company, at an enterprise value of \$1.355 billion. Bending Spoons CEO Luca Ferrari said more than 250,000 organizations 'have integrated [Miro] into their workflows.' The deal came a week after Bending Spoons finished buying Airtable, the database and workflow tool, and its release says its transformations 'typically' mean 'reorganizing teams, overhauling technology, redesigning user interfaces.' Companies that keep years of planning on Miro boards have until the expected fourth-quarter close to check their export options and contract terms.

BUSINESS WIRE

## E-Discovery's Reference Model Makes Deleting Data a Formal Stage

The Electronic Discovery Reference Model, the diagram lawyers and records managers have used to describe electronic evidence since 2005, published its first substantive redesign on Tuesday, September 1. For the first time it names disposition as a phase of its own, defined as 'a systematic, defensible process to retain, delete, transfer or return data after use.' The model binds nobody and gets its authority from adoption, but records teams now have a definition to hold against their retention schedules. About 150 volunteers worked on it over roughly two years, and its trustees discuss it in a free webinar on September 15.

JD SUPRA

## American Express's Archivist Draws Twice Its Usual Social Engagement

Ira Galtman has been American Express's brand archivist for three decades, looking after the 176-year-old company's documents and artifacts. The company began filming short videos of him explaining its history in 2023, first for employees on LinkedIn. As of September it had posted 20, and they usually perform about twice as well as its social media benchmark, according to Aya Kanai, its head of enterprise content and communications, in a Business Insider profile published Sunday. Galtman says colleagues now stop him in the cafeteria to ask about their own business line's history.

BUSINESS INSIDER

## Privacy Group noyb Will Sue Schufa Over Records It Says Were Only Hidden

noyb, the Vienna-based privacy group chaired by Max Schrems, said on Thursday it will seek an injunction against Schufa, Germany's largest credit bureau, after Schufa rejected noyb's August 26 warning letter. noyb alleges that records such as settled loans, which Schufa deletes from view three years after payment, stay in its systems and are used for third parties' credit-score validations. Schufa holds data on more than 69 million people, noyb says, and rejects the 'shadow database' description. Schrems called Schufa's arguments 'utterly grotesque.'

NOYB

## FORESIGHT

# One Good Bet, One Wild Card

Two positions on where this week's evidence points, each with the two facts you would need to check it.

## GOOD BET

## 2027 RENEWALS OF AI KNOWLEDGE TOOLS

Companies buying AI knowledge and memory tools will start requiring vendors to show that a fact marked as retired stops appearing in answers, the way records teams already have to show that a deletion happened.

## EVIDENCE

- 01** Researchers tested five AI memory systems and found none blocked a revoked fact by default; the old fact came back wherever the retrieval software could see its label. The paper is a preprint and hasn't been reproduced. [arXiv, Sep 8](#)
- 02** EDRM 2.0, the reference model for electronic discovery, now defines disposition as 'a systematic, defensible process to retain, delete, transfer or return data after use,' which gives governance teams contract language to put in front of a vendor. [JD Supra, Sep 4](#)

A workplace dispute will turn on an AI meeting summary with no recording behind it, and a court or tribunal will have to decide whether that summary counts as the record of what was said.

---

#### EVIDENCE

- 01** Apple's Siri Recap, announced September 9, keeps only 'the contextual information needed for its summary' and discards the audio after processing, and Apple pitches it for takeaways from team meetings. [AppleInsider, Sep 9](#)
- 02** The UK Financial Conduct Authority's rules on non-financial misconduct took effect September 1, and firms must now establish what happened and how they responded, argues Oliver Blower, CEO of VoxSmart, which sells communications-capture software. [Financial Reporter, Sep 4](#)

## COVER STORY

# Spirit Airlines' Pilots Say Its Email Archive Holds Records It Promised to Protect

A bankrupt airline agreed to sell its email, chat and document archive to Google as AI training data. This week Spirit's pilots joined vendors and other unions in telling the court that the archive was never only Spirit's to sell.

## SOURCES:

ALPA FILING

ARS TECHNICA

OAG

COMPUTERWORLD

BUSINESS INSIDER

## QUICK TAKE

- Google won Spirit's August bankruptcy auction for the airline's internal data with a \$10 million bid; micro1, an AI training-data company, filed a \$12.5 million offer on September 3, after bidding had closed (- Ars Technica, Sep 10)
- The archive covers 80,000 email accounts, 100 million emails, 20 million SharePoint documents and 500 million Teams messages (- Ars Technica, Sep 10)

- The sale's deidentification clause protects 'a particular consumer' and says nothing about pilots or other staff, the pilots' union told the court (- ALPA filing, Sep 4)
  - The court takes up the objections on September 16 (- Ars Technica, Sep 10)
- 

Spirit Airlines, the bankrupt budget carrier, has stopped flying, and its estate is selling what's left in lots. One lot is the airline's working memory: its email, calendars, chat, documents and, in the sale agreement's words, its 'knowledge repositories and wikis.' Google won that lot at an auction in August, and a spokesperson told Ars Technica the data 'can be helpful in improving our products and AI models.' ([Ars Technica, Sep 10](#))

**Why it matters:** On Friday, September 4, the Air Line Pilots Association, the union for Spirit's pilots, told the bankruptcy court in Manhattan that the archive almost certainly holds records Spirit agreed to keep confidential. It lists training evaluations, medical certifications, fatigue reports, and reports pilots filed under three safety programs approved by the Federal Aviation Administration (FAA). The sale's deidentification clause, which requires identifying details to be stripped out, covers 'a particular consumer,' the union pointed out, not employees. ([ALPA filing, Sep 4](#))

**Between the lines:** The union's sharper point is about the links between records. Google's agreement requires Spirit to preserve 'referential integrity' across the data, so an email stays connected to the flight, the crew assignment and the report it discusses. Those links are what make the archive useful for training. The union argues they would also let someone work out which pilot filed which report, names or no names.

**The big picture:** OAG, an aviation data company, wrote on Tuesday that putting a \$10 million price on the archive turns airline memory from a storage cost into inventory, and that 'every solvent airline now has a reason to ask what its own operational record would fetch.' ([OAG, Sep 8](#))

1.7¢

Google's price per email or Teams message in the archive (computed)

15 yrs

How long Springshot says it spent building the software whose data sits inside

## Video player configuration error

Error 153

**Watch video on YouTube**

[Learn more](#)

Error 153

**Google seeks Spirit Airlines data amid bankruptcy battle** (WUSA9, Aug 19, 2026) Clip: 0:00-0:29. A WUSA9 news anchor, not named in the clip, reports Reuters' account that former Spirit employees had pushed back the sale hearing; the report predates this week's pilots' objection and the September 16 date.

CONTINUED ON NEXT PAGE →

## SEVEN DAYS IN ORGANIZATIONAL INTELLIGENCE

SUBSCRIBE

COVER STORY

ISSUE 5 • SEP 10 2026

## 07 COVER STORY

← CONTINUED FROM PREVIOUS PAGE

WHO ELSE SAYS PART OF IT IS THEIRS

The pilots aren't the only objectors. Springshot, a startup whose software ran Spirit's daily operations for its last three years, says its own intellectual property is mixed into Spirit's email and systems, and it has asked the court for a forensic review to separate that material out before anything changes hands. Its founder, Doug Kreuzkamp, told Ars Technica he knows 'there are tens of thousands of emails and documents' from his company on Spirit's servers. International Aero Engines, an engine maker, and the unions for machinists and transport workers filed their own objections in August. ([Ars Technica, Sep 10](#))

**Yes, but:** Google asked for the opposite in its agreement, which requires Spirit to ensure that 'No portion of the Assets has been deleted, modified, or removed,' apart from the planned deidentification and small removals to protect privileged material. Carving out what vendors and unions claim would shrink the dataset, and Ars reports it could make the data worth much less to Google. micro1, an AI training-data company, says its late offer would resolve the objections, but it doesn't commit to separating out vendor data.

**What's next:** Adam Schwartz, privacy litigation director at the Electronic Frontier Foundation, a digital rights nonprofit, told Ars it's the first time he's aware of a company trying to sell its employees' data, rather than its customers', as an asset in bankruptcy. The court takes up the objections on September 16. Apple is making a related argument in another case: in its trade-secret suit against OpenAI, its lawyers wrote in an August 31 filing that secrets

fed into an AI model may create 'irreversible and continually propagating uses.'  
([Business Insider, Sep 2](#))

**Your move:** For a company that's still operating, the practical question is what its own contracts say will happen to its record if it's sold or fails. Spirit's flight-data agreement with its pilots imagined the program ending in the 'destruction of all data,' not in an auction, and Kreuzkamp says he had assumed his customers' failures would end the same way.

"Bankruptcy cannot become the new land grab for AI. The possession of IP is not ownership."

- DOUG KREUZKAMP, SPRINGSHOT, SEP 10

# Video player configuration error

Error 153

Watch video on YouTube

Learn more

Error 153

**Google Buys Spirit Airlines (Data) and hits 1 Billion Users on Gemini!** (Alex The Analyst, Aug 20, 2026) Clip: 2:12-3:35. Alex Freberg, who runs the Alex The Analyst channel, walks through the sale terms three weeks before the pilots' objection and reads the deidentification clause as protecting customers, the same reading the union says leaves employees out.



## 08 FEATURE

THE KNOWLEDGE THAT LEAVES

# Gartner Expects Companies to Rehire 30% of Workers They Replaced With AI

Gartner says companies that cut staff to turn AI into cost savings lose institutional knowledge, and predicts many of those cuts will be reversed at a higher cost. A survey of maintenance teams shows how often that knowledge sits with a single person.

## SOURCES:

GARTNER VIA IT-ONLINE

COMPUTERWORLD

MRO MAGAZINE

FORTUNE

PERSONNEL TODAY

HAUFE

## QUICK TAKE

- Gartner predicts that by 2029, 30% of employees laid off because AI replaced them will need to be rehired, often at a significantly higher cost; Computerworld reports a 40% rate for large enterprises (- Computerworld, Sep 9)
- In Limble's survey of 686 US maintenance workers, 74% said critical equipment at their organization depends on one person's knowledge (- MRO Magazine, Sep 9)

- Half of C-suite leaders already see de-skilling in their organizations, a Boston Consulting Group study finds (- Fortune, Sep 9)
  - A German HR review finds no robust evidence yet that AI is broadly eliminating entry-level jobs (- Haufe, Sep 4)
- 

The previous issue looked at knowledge leaving through retirement. This week's forecast concerns the people companies choose to let go. Gartner, the research and advisory firm, predicted on Wednesday that by 2029, 30% of employees laid off because AI replaced them 'will need to be rehired, often at a significantly higher cost.' Its release says such cuts 'deplete talent pipelines and erode institutional knowledge.' ([IT-Online, Sep 10](#))

**Why it matters:** Tori Paulman, a vice president analyst at Gartner, said executives who treat AI 'primarily as a tool for cost cutting risk making reductions that are too deep and too soon.' She also told Computerworld that some executives blame AI for cuts that were budget decisions all along, which she calls 'AI washing.' ([Computerworld, Sep 9](#))

**By the numbers:** Limble, which makes maintenance software, surveyed 686 US maintenance and operations workers from July 29 to August 6. Those leaders ranked hiring and keeping technicians above adopting AI. 'The most valuable intelligence in many plants is still human,' said Gary Specter, Limble's CEO. ([MRO Magazine, Sep 9](#))

**Between the lines:** Junior staff used to build expertise by doing the routine work. Sheryl Estrada (Fortune), reporting on Boston Consulting Group's James Tucker, writes that finance teams now need junior staff 'in the room for real decisions' so they learn judgment by watching. ([Fortune, Sep 9](#)) Researchers writing in the Academy of Management Review warn of 'epistemic de-skilling' when managers hand their thinking to AI. ([Personnel Today, Sep 4](#))

**Yes, but:** The evidence on jobs lags the forecasts. A review by Haufe, a German HR publisher, finds no robust evidence yet that generative AI is broadly

replacing entry-level workers, but it does change what they do and how they learn. ([Haufe, Sep 4](#))

|                                                                                                                                  |                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <div>2 in 3</div> <div>Maintenance workers who hold critical knowledge that exists in none of their organization's systems</div> | <div>47%</div> <div>Share who have lost knowledge they could not recover after someone left</div> |
|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|

Video player configuration error

Error 153

Watch video on YouTube

Learn more

Error 153

**Unlocking Tribal Knowledge with AI: The Last Layer of Operational Excellence** (Industry 4.0 Club, Sep 2, 2026) Clip: 14:54-16:05. Sina Volkman, CEO and co-founder of find IQ, which sells knowledge-capture software to manufacturers, explains why a knowledge base built from experts' accounts starts out incomplete, since 'people might not remember correctly,' and improves only as technicians correct it. The fireside chat is hosted by Mike Yost and Mike Ungar of Industry 4.0 Club.

## 09 FEATURE

WHEN THE SUMMARY IS THE RECORD

# Apple's New Watch Keeps the Meeting Summary and Deletes the Recording

Apple says it built Siri Recap to remember what was said without keeping the audio. But companies watching the lawsuits over AI notetakers still have to decide which version of a conversation they keep as the record.

## SOURCES:

APPLEINSIDER

APPLE

COMPUTERWORLD

UC TODAY

LINE WORKS

ATLASSIAN

## QUICK TAKE

- Siri Recap on Apple Watch Series 12 and Ultra 4 keeps 'the contextual information needed for its summary' and discards the audio; it enters beta later this year (- AppleInsider, Sep 9)
- Class actions against Otter, Fireflies, Microsoft Teams and Granola allege recording without consent; none has been resolved (- Computerworld, Sep 8)

- In a LINE WORKS survey of 1,106 workers in Japan, 68.9% said they use meeting records to confirm and share what was said (- LINE WORKS, Sep 7)
- 

On Wednesday, Apple introduced Siri Recap for its new watches. In the launch video, the feature uses ambient listening 'to take high-level notes of your conversations, like takeaways from a team meeting,' each with a title, a summary and key points. Apple says it doesn't create or store audio recordings, and AppleInsider reports the watch discards the raw audio once it has processed it. ([AppleInsider, Sep 9](#))

**Why it matters:** Throwing away the audio protects privacy, and it also leaves nothing to check the summary against. Brian McGinnis, a partner at the law firm Barnes & Thornburg, told Computerworld his clients hear employees say 'half of what it recorded wasn't actually what I said, or it was interpreted incorrectly.' Apple pitches the feature for team meetings, and McGinnis notes that Granola, one of the notetakers being sued, already has an Apple Watch app. ([Computerworld, Sep 8](#))

**The legal picture:** The suits turn on consent and on reuse of what gets captured. In August, Judge Eumi K. Lee let core claims against Otter go forward and declined, at this stage, to accept Otter's argument that it acts as an extension of the meeting host. Tate Hilmoie, chief legal officer at Proto Hologram, a hologram communications company, told UC Today the exposure reaches employers too, and advised setting company meeting tools to 'non-recording' by default. ([UC Today, Sep 7](#))

**Between the lines:** Rachelle Rathbone (Atlassian) argued on Wednesday that AI output 'is good at describing what exists and bad at preserving why it exists.' ([Atlassian, Sep 9](#)) That leaves each company's records manager to decide whether the summary, the transcript or the audio is the version it keeps, before a judge has to make that choice for them.

# 15 sec

The most recent audio Apple's Live Rewind will replay

# 2 hrs

A venture-capital meeting Otter allegedly kept recording, per the complaint

## Video player configuration error

Error 153

[Watch video on YouTube](#)

[Learn more](#)

Error 153

**New Apple Watch Series 12 and Ultra 4: Everything announced about the ultimate wearable** (Apple, Sep 9, 2026) Clip: 9:52-10:55. Apple's launch video introduces Siri Recap, including its use for takeaways from a team meeting, and says the feature doesn't create or store audio recordings or identify speakers. The narrator isn't named in the video.



## 10 MOVERS AND SHAKERS

## MOVERS AND SHAKERS

# This Week in the News

13 people who made the news this week regarding Organizational Intelligence, ordered smallest-to-largest by their organization's estimated headcount. Tap a name to search LinkedIn.

## BOUTIQUE • UNDER 50 PEOPLE

2 PEOPLE

**Max Schrems**

Chair, noyb (Vienna)

LINKEDIN →

"Schufa's arguments are utterly grotesque" [P.4](#) →

**Sina Volkman**

CEO and co-founder, find IQ

LINKEDIN →

Explained why a knowledge base built from experts starts out incomplete and needs technicians to correct it.

## GROWTH • 50 TO 999 PEOPLE

4 PEOPLE

**Doug Kreuzkamp**

Founder, Springshot

LINKEDIN →

"The possession of IP is not ownership" [P.7](#) →

**Tate Hilmo**

Chief legal officer, Proto Hologram

LINKEDIN →

"just set it at non-recording" [P.9](#) →

Adam Schwartz

Privacy litigation director, Electronic Frontier Foundation

LINKEDIN →

"the first time I am aware of" [P.7](#) →

Gary Specter

CEO, Limble

LINKEDIN →

"The most valuable intelligence in many plants is still human" [P.8](#) →

SCALE • 1,000 TO 9,999 PEOPLE

2 PEOPLE

Brian McGinnis

Partner, Barnes & Thornburg

LINKEDIN →

"half of what it recorded wasn't actually what I said" [P.9](#) →

Luca Ferrari

CEO and co-founder, Bending Spoons

LINKEDIN →

"over 250,000 organizations have integrated into their workflows" [P.4](#) →

ENTERPRISE • 10,000 PEOPLE AND UP

5 PEOPLE

Rachelle Rathbone

Writer, Atlassian community blog

LINKEDIN →

"bad at preserving why it exists" [P.9](#) →

Tori Paulman

VP analyst, Gartner

LINKEDIN →

"reductions that are too deep and too soon" [P.8](#) →

James Tucker

Boston Consulting Group

LINKEDIN →

Argues finance teams need junior staff in the room for real decisions so they learn judgment.

# Ira Galtman

Brand archivist, American Express

LINKEDIN →

Brand archivist for three decades; colleagues now ask him about their own business line's history.

# Aya Kanai

Head of enterprise content and communications, American Express

LINKEDIN →

"about twice as well as the company's social media benchmark" P. 4 →

## SEVEN DAYS IN ORGANIZATIONAL INTELLIGENCE

FUTURE

ISSUE 5 • SEP 10 2026

11

THE FUTURE OF ORGANIZATIONAL INTELLIGENCE

# Subscribe

A weekly read on how organizations capture, govern and reuse what they know. Free, and it arrives before the vendor briefings do.

SUBSCRIBE

NO SPAM. UNSUBSCRIBE ANYTIME.

UPCOMING

NEAR-TERM

SEP 16 2026

## Hearing on objections to the Spirit Airlines data sale, US Bankruptcy Court, Southern District of New York

The court takes up the pilots', flight attendants', vendors' and other workers' objections to selling Spirit's internal archive to Google, including requests to carve out confidential safety data and vendor property.

MORE →

THIS QUARTER

OCT 25 2026

## ARMA InfoCon 2026, Savannah Convention Center

The main conference for records and information governance professionals, and their first since EDM 2.0 made disposition a formal stage of the e-discovery lifecycle.

MORE →

ON THE HORIZON

APR 13 2027

## KMWorld Europe 2027, London

The European edition of KMWorld returns to London for its second year, where knowledge managers can compare how their firms handle retention and retired knowledge in AI tools.

MORE →

### PREVIOUS EDITIONS

|             |                                     |   |
|-------------|-------------------------------------|---|
| Sep 3 2026  | Appraisal, Interviews, Substrate    | → |
| Aug 26 2026 | Schedules, Tickets, Polished Drafts | → |
| Aug 21 2026 | Retention, Tickets, Code Context    | → |

## 12

HOW THIS MAGAZINE WAS CREATED

## THE METHOD

# How This Magazine Was Created

This magazine, and all the magazines in the Humanity Labs AI Magazine series, were created using [Hawkeye](#), an AI system built for people who work in fields too large and too fast-moving to keep on top of alone.

Every week Hawkeye reads thousands of items across mainstream press, trade publications, government records, vendor announcements and company newsletters, then clusters them to find the themes that are actually emerging rather than the ones already being discussed.

For this issue the consideration set ran to roughly 200 candidate items across six source classes: journalism, vendor and company announcements, professional and trade publications, court and research records, event programs, and government releases. A first draft was written with Claude Opus, checked against primary sources, and edited by Marshall Kirkpatrick.

Where a claim rests on a company's account of its own product, this magazine says so on the page.