



# Your editorial criteria, read in your own issues

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486 items, 6 approved issues · fictional document

## Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

**Fictional document**, produced for the demonstration. **None of these five criteria was invented:** each is a rule Alveor's six approved issues already apply, without it ever having been written down. The agent's job is to make it legible, measurable and changeable — not to replace it.

## Why one newsletter in two never goes out

| Measured fact               | Value    | What it costs today                                                            |
|-----------------------------|----------|--------------------------------------------------------------------------------|
| Issues planned in 2025      | 11       | The cadence promised to subscribers                                            |
| <b>Issues actually sent</b> | <b>6</b> | <b>One appointment in two missed — the subscriber stops expecting anything</b> |
| Items published in 3 years  | 486      | The material available                                                         |

| Measured fact                    | Value                   | What it costs today                                   |
|----------------------------------|-------------------------|-------------------------------------------------------|
| Items never used in a newsletter | 365 — three out of four | The work is done, it is simply not circulated         |
| Preparation of one issue         | 9 h 40                  | Concentrated in the last two days before the deadline |

The cause is not editorial, it is material. **An issue assembled in two days can only draw on what the team remembers**, some forty items. Widening the selection to the 486 published items demands no extra judgement — it demands that the collection be done.

## The five criteria, and the issue that proves each

| Criterion read in your issues     | Threshold             | Verified on                                                      | Changeable       |
|-----------------------------------|-----------------------|------------------------------------------------------------------|------------------|
| One feature article per issue     | 1, never 2            | 6 issues out of 6                                                | Yes — one figure |
| Catalogue launches                | 2 at most             | <b>The May issue carried 3: - 34 % clicks on everything else</b> | Yes — one figure |
| Customer story under 3 months old | 1 whenever one exists | 5 issues out of 6                                                | Yes — a duration |
| Maximum age of an item            | 90 days               | Unless dated as updated                                          | Yes — a duration |
| No item already circulated        | 0 duplicates          | <b>The only criterion never broken</b>                           | Not advised      |

## What each criterion produces once written down

| Effect | Before | After |
|--------|--------|-------|
|--------|--------|-------|

|                                |                           |                                                               |
|--------------------------------|---------------------------|---------------------------------------------------------------|
| Selection pool                 | about 40 remembered items | <b>486 published items, all dated</b>                         |
| Justifying a choice            | « We took what we had »   | <b>Every chosen item carries the criterion that let it in</b> |
| The editorial lead's job       | Rebuild the selection     | <b>Accept, remove, reorder</b>                                |
| Share of time spent collecting | 45 %                      | <b>10 %</b>                                                   |

**The thresholds belong to the company.** Each changes with a single figure, and the next issue applies it immediately. The agent proposes a selection; **settling it and triggering the send stay with the editorial lead.**

## For the editorial lead to settle

Maximum number of catalogue launches per issue: \_\_\_\_\_

Maximum age of an item, in days: \_\_\_\_\_

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