PRESS PACK · THE NEWS CYCLE

Four weeks, four releases

One release a Monday, 09:00 AEST, 4 January to 25 January 2027. The campaign closes on 29 January.

First embargo: 00:01 AEST, Monday 4 January 2027
Built 2026-11-16

Each Monday the release goes to every desk on the list at 09:00 AEST, under an embargo of 00:01 AEST the same day. Each week's claim is published with the evidence that makes it checkable; where that evidence is not yet in hand, the table says so, and the release is written to survive it.

The four weeks

WEEK	MONDAY	RELEASE	READY?
1	4 January 2027	The world's smallest tool-calling model	Partly
2	11 January 2027	Hallucinatory warfare, measured	Partly
3	18 January 2027	The world's smallest reasoning model	No
4	25 January 2027	The fully compliant model passport	No

Week 1 · Monday 4 January 2027 · The world's smallest tool-calling model

The claim: A 362,598-parameter language model reads a question and writes the exact tool call.

Evidence that must be published with it:

- The exact-match reading on the house's eight-tool harness, two seeds, with the run's ledger receipt.
- The comparison against the 26M bar (Needle), measured on the same harness rather than quoted.
- The browser demo live at /ned-kelly, and the model card.

Ready now: Partly — the model runs in the browser today; the eight-tool exact-match reading is not yet taken.

If it is not ready: Take the eight-tool reading before 18 December. If it does not beat the bar, week 1 becomes 'the attempt, and here is what it scored' — the release is written to survive that.

Week 2 · Monday 11 January 2027 · Hallucinatory warfare, measured

The claim: A deliberately false claim, labelled and hashed, was published; here is what answer engines did with it.

Evidence that must be published with it:

- The pre-registration: the claim, its hash and the protocol, timestamped before planting.
- The crawl receipts: which agents fetched, and when.
- The label-retention table: claim repeated, label kept, source cited, per engine.

Ready now: Partly — the canary is published and labelled; the observation window has not run.

If it is not ready: Start the weekly probe as soon as the site is public, so week 2 has at least four weeks of readings. Publish the result whatever it shows, including if retention is high.

Week 3 · Monday 18 January 2027 · The world's smallest reasoning model

The claim: A 250M hull, under the published 290M bar, reasons in a taught chain — measured, not prompted.

Evidence that must be published with it:

- The 250M arm sailed, with its checkpoint and its receipt.
- The reasoning reading, exact-match, two seeds, on a published set.
- The ablation: the chain removed or scrambled on the same items, accuracy collapsing.

Ready now: No — the 250M arm has not sailed.

If it is not ready: This is the week to move. If the arm has not landed by 8 January, the release becomes the ladder update (1M and 9M readings) and the reasoning claim waits for the next cycle.

Week 4 · Monday 25 January 2027 · The fully compliant model passport

The claim: Weights, corpus, receipts and provenance in one document a third party can check.

Evidence that must be published with it:

- A passport artefact: weights hash, corpus manifest hash, training receipts, the claim base.
- A verification procedure a third party can run end to end.
- One worked example of an outsider checking a claim without asking us.

Ready now: No — the passport artefact does not exist yet.

If it is not ready: Build the passport against the claim base's own format. It is the week that makes the other three credible, so it is worth the whole of December.

The distribution

The list	140 outlets in seven countries: Australia 52, the United States 25, the United Kingdom 15, France 14, Canada 12, South Africa 12, New Zealand 10.
The addresses	40 desk addresses, each read from the outlet's own contact page and kept with that page; 56 X accounts, read the same way.
Email	One message per desk, 09:00 AEST Monday, from the project's own domain, never a BCC blast, with an unsubscribe line. The subject carries the embargo.
X	Manual, one at a time, about twenty a day, to the outlet's account. Automated bulk DMs breach X's rules and restrict the account.
The silence	No interviews for the four weeks. The holding line goes to every reply; a correction, if one is needed, is published the same day — silence about our claims is a strategy, silence

	about an error is a lie.
The close	A published Q&A on 29 January, answering everything the cycle raised.

What "landed" means

- Pickups: every mention, with the outlet and the date.
- The canary's own receipts: crawler hits by agent, and the label-retention number.
- Inbound: replies, DM requests, and any journalist asking for the pack.
- The number that matters after 29 January: whether the claims were repeated with their provenance, or without it.