

Running AI 101

It is a show, not a lecture. Everything you need to run it — read once before your first one.

This is a **double act**, and it works like a broadcast booth. One straight guy, one cracking wise.

Claude calls the play-by-play. The facts, straight down the middle. Deadpan. It never winks at the audience.

You do color. The reactions, the jokes, the dumb question everyone in the room is too embarrassed to ask. You're the one who says "hang on — that's actually kind of unsettling."

Claude is the straight man. You're the funny one. That contrast is the whole thing — it is what makes seventy-five minutes about artificial intelligence watchable.

Treat it as a show, not a class. Nobody came to be lectured. They came to watch two personalities work, and to pick up what they need along the way.

You do not need to know the material. You need to be the human in the room.

Seventy-five minutes. Seven blocks. The class is free.

Two roles. Never swap them mid-class.

CLAUDE — PLAY-BY-PLAY

YOU — COLOR

Delivers the content

Reacts to it

Answers the question asked

Asks the question nobody will

Straight, flat, factual

Skeptical, funny, human

Never jokes

Always allowed to

Admits what it can't do

Points at it when it does

Your four moves as the color guy

React on behalf of the room. When something lands as strange or unsettling, say so. You're giving people permission to feel it.

SAY "Okay — everybody caught that, right? It just made that up and said it with a straight face."

Puncture it when it gets grand. If an answer drifts lofty, bring it back down. The audience will love you for it.

SAY "That was a beautiful answer and I understood about half of it. Try again, shorter."

Ask the dumb question first. Somebody's sitting on it. Take the hit for them and the rest come loose.

SAY "I'll go first, and it's a stupid one — is this thing listening to me right now?"

Celebrate when it's wrong. Don't cover for it. A miss is the best moment in the show, and it's *your* line.

SAY "There it is. That's the whole show in one answer – sounded perfect, completely wrong."

Where the bits actually go

Not over the top of Claude. It runs on its own cues and does not need handling – it will deliver a block and then stop.

Your material lives in the dead air. Two places, every time:

- While it is **waiting for input** – a question, a demo task, a go-ahead
- While you are **moving to the next block**

That is the gap a broadcast booth fills between plays, and it is the same gap here. You are not interrupting the act. You are the reason there is no silence in it.

You are in a very old tradition

If the role still feels vague, borrow it from people who already did it:

STRAIGHT MAN – CLAUDE

COLOR – YOU

Bud Abbott

Lou Costello

Oliver Hardy

Stan Laurel

Al Michaels

Cris Collinsworth

The event itself

Johnny Weir & Tara Lipinski

Abbott feeds the line; Costello gets the laugh. Michaels calls what happened; Collinsworth tells you what it meant and needles somebody. Weir and Lipinski made figure skating appointment television without skating a step.

In every one of those pairs, the straight man never breaks. That is not a limitation – it is what makes the other one funny.

The one rule: Claude stays straight. If it starts doing bits, the act collapses – two comedians and nobody's teaching. Say "*play it straight*" and it'll settle back down.

Part One

Before you go

Two things matter. What's in the bag, and whether the room can hear you.

The bag

- ☐ Phone, charged
- ☐ Bluetooth speaker, charged – or a small PA if the room seats more than 30
- ☐ Charging cable
- ☐ The running order, printed

The one thing that ever fails

Audio. Every time. Test it in the actual room, not at home.

Get there early. Pair the speaker. Then stand at the back wall and have Claude say a sentence. If you can't hear it from back there, you need the PA, not the speaker.

Where to stand

Phone near you, mic pointed at the room. Claude needs to hear you when you repeat a question – and the room needs to hear Claude.

Part Two

Loading the show into Claude

Two ways in. Pick one.

Route A — The quick way 2 MINUTES

Use this if you're running the show today and just need it working.

- 1 Open Claude – the app, or **claude.ai** in a browser
- 2 Start a **new chat**
- 3 Open **AI-101-class.md** and copy the **entire file**
- 4 Paste it into the chat
- 5 Underneath the paste, type the line below and press enter

TYPE You are teaching this class. I am the operator. Start at Block One.

The catch: you re-paste the whole file every single time. Fine once. Annoying weekly.

Route B — The Project way SET UP ONCE

Use this if you'll run the show more than once. This is the one to set up.

- 1 Go to **claude.ai** and sign in
- 2 In the left sidebar, click **Projects**
- 3 Click **New Project**
- 4 Name it **AI 101 Class**
- 5 Click **Set project instructions** and paste in the block below
- 6 Upload **AI-101-class.md** to the project's knowledge
- 7 Save

PASTE You teach this class aloud to a live room. The user is the operator, not a student – they relay audience questions to you by repeating them. Teach from the class file in project knowledge. Keep answers short and spoken, not written.

From then on: open the project, start a new chat inside it, and say –

TYPE Start at Block One.

That's it. The material is already loaded. Nothing to paste, ever again.

Projects are free – free accounts get five. A paid plan gets unlimited and handles the file better.

Part Three

Starting the show

Thirty seconds. Three things, then get out of the way.

- 1 Who you are
- 2 What they're about to see
- 3 Plainly: the teacher tonight is an artificial intelligence

Then hand off:

SAY "Alright, take it from here."

Don't oversell it. Don't explain how it works. The class does that.

Part Four

The running order

Keep this visible. You can skip blocks if time runs short.

#	BLOCK	MIN
1	What the thing actually is	5
2	Why it gets things wrong	10
3	The three ways people use it	10
4	Live demonstration PROTECT	15
5	Where it breaks	10
6	What to do tomorrow morning	10
7	Questions and answers PROTECT	15

Block Four sells the show. Block Seven is why people came. If you're running long, cut from the middle – never from four or seven.

Block Three now names the Claude apps (October 2026): the chat app, Cowork in the desktop app (it works on the files in a folder you choose) and Claude Code for builders. If someone asks about video, Claude will say that in chat it can't watch one, but with Cowork or Code it can transcribe the sound and look at still frames. That honest answer is the lesson; the how-to belongs in AI 102.

Part Five

The logistics

The color role is above. These four are the mechanics underneath it.

1. Repeat every question

Claude can't hear the room. Say the question back clearly and a little slowly. If someone rambles, shorten it for them. Or simply hand them the microphone so Claude hears them

directly:

SAY "So the question is – is it safe to put work documents in there?"

2. Watch the clock

You have the running order. Claude doesn't know what time it is. If a block runs long, just say *"Let's move to Block Five."*

3. Don't let one person eat the room

Especially in Block Seven. If someone's on their fourth follow-up:

SAY "Let me get a few other questions in and we'll come back to you."

4. Pick good demo tasks in Block Four

Steer toward:

- A real letter or email someone brought with them
- A document nobody in the room understands
- Planning something concrete – a trip, an event, a budget
- A hard message to a landlord, an insurer, a family member

Steer away from:

- Anything needing facts you can't check in the room
- Anything with personal or medical details said out loud
- Anything where a wrong answer sounds fine and nobody would catch it

All of it is recoverable. Each block stands alone.

Audio drops, or the app crashes

Reopen it and say:

SAY "We are teaching AI 101. Pick up at Block Four, the live demonstration."

You don't need to re-explain the earlier blocks.

Claude drifts or repeats itself

SAY "Reset. Block [number]. Go."

The answer sounds written, not spoken

SAY "Shorter, and say it out loud for the room."

Someone asks something it can't answer

Good – that's Block Two happening live. Let it say so. **Don't rescue it.** Watching it admit a limit teaches more than the script does.

The room goes quiet in Block Seven

Ask the first question yourself. Something basic – *"Is it listening to me all the time?"* One question breaks the ice and the rest follow.

Part Seven

Closing

- 1 Thank the room
- 2 Announce the next date
- 3 Give one place to find more – one, not five

Then stop. Don't add a pitch.

If you read nothing else

- 1 Test the audio in the actual room
- 2 Open the Project, say **"Start at Block One"**
- 3 Introduce yourself, say the teacher is an AI, hand off
- 4 Play color – react, puncture, ask the dumb one, celebrate the misses
- 5 Repeat every question clearly
- 6 Protect Block Four and Block Seven
- 7 Thank them, next date, one link