

A TALK ABOUT

AI in the newsroom.

— How to think about it. How to build with it.

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BEFORE

Digital reporter

English language team lead

ALSO NOW

RTL Luxembourg AI Committee

RTL Group AI Board



We got it wrong.

- 01 Gave everyone a ChatGPT account.
- 02 Paid for a pile of subscriptions across the web.
- 03 Ran the Copilot pilot.

We set everyone up to learn tools that didn't fit their work.

AI isn't a tool. It's a discipline.

We asked the wrong question. “How do I use AI for task X?” gets you marginal gains on tasks that weren't the bottleneck.

Three waves.

Three different failure modes for newsrooms.

WAVE 01

ChatGPT for everyone.

Prompting is a skill. Inconsistent prompts → wildly inconsistent output across the newsroom.

WAVE 02

CustomGPTs.

More consistent — but still stuck inside a chat window. Still one task at a time.

WAVE 03

Agents & vibecoding.

Different in kind, not degree. You can now build the thing you actually need.

OLD QUESTION

How do I get AI to do task X?

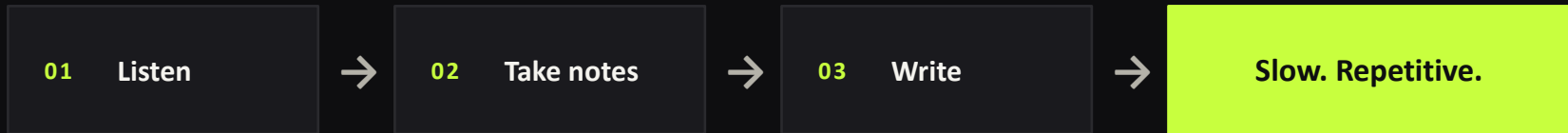
NEW QUESTION

How do we want to work — and what's stopping us?

Most of you work on the journalism side, not management. If I were talking to managers, I'd say review every workflow. But starting with *you* is better. Map your own work. Find what you'd love to change. **You own it.**

The radio-to-article problem.

Most of our journalism is on radio or TV. Then it has to become articles. On three sites. In three languages.



Hours per report. Errors slip through. Nobody enjoys it.

...then the radio team asked for one **more thing.**

“Can we export clips for the on-the-hour news?” Click any quote → standalone mp3.

1

day
TO BUILD

0

developers
INVOLVED

daily

use
ACROSS TEAMS

The skill wasn't technical. It was knowing how people actually work.

The screenshot displays the AudioStory interface, which is divided into two main sections: Transcript and Article.

Transcript Section:

- Buttons: Expand all, Collapse all, Re-detect themes.
- Audio player: 0:00 / 10:40.
- Clip basket (1): Pierre Jans (18:38 - 18:48 (2.2s)).
- Tags: Interview, dsean, ass, och, gleich, op, RTLU, ze, fommen.
- Buttons: Preview, Export MP3.
- Text: Schauspielerinnen. Ech hu weider a Filmer gemaach, weider Theater gesplitt, zwar weesentlech manner wéi ech dat virdru gemaach hunn, dat wäert elo erëm eng Haaptbeschäftegung ginn an dorobber freeën ech mech och.
- Footnote: [29] 10:31 Pierre Jans
- Text: Ma merci, Hâr Marc Buong, fir e Besoin am Studio Rendez-vous am Wahlkampf war

Article Section:

- Buttons: + Save version, Copy article, Copy without tags, Regenerate...
- KICKER: Invité vun der RTL-Redaktioun
- TITLE: "Responsibility without equal": Marc Baum on war, wages, and why rules i
- LEDE (212/250): In conversation with RTL Today Radio's Pierre Jans, déi Lénk deputy Marc Baum lays out why international law, social fairness, and party
- BODY (956 WORDS) [Edit text]:

with an act of aggression against Iran, and on the other, by Israel, which is bombing Lebanon in violation of international law, with hundreds, even thousands of innocent civilians losing their lives. That's not acceptable" [src:2] .

Baum resists the idea that international law is a matter of perspective, insisting: "It's not a question of legitimacy, it's a question of law. And in terms of international law, the attack on Iran cannot be justified" [src:4] . For him, this is not mere theory but a lived reality with profound consequences. "We see that the world economy hangs by a very thin thread... It's not just about oil, it's about other fundamental elements, like fertiliser production. World food security is hanging by a silk thread. If you go to war, you really have to think about the consequences. That's not happening here, and it's a firestorm that risks bringing us to the brink of a third world war. That is a responsibility without equal" [src:6] .

Pull quote candidate: "It's a firestorm that risks bringing us to the brink of a third world war. That is a responsibility without equal."

From radio to article — in minutes.

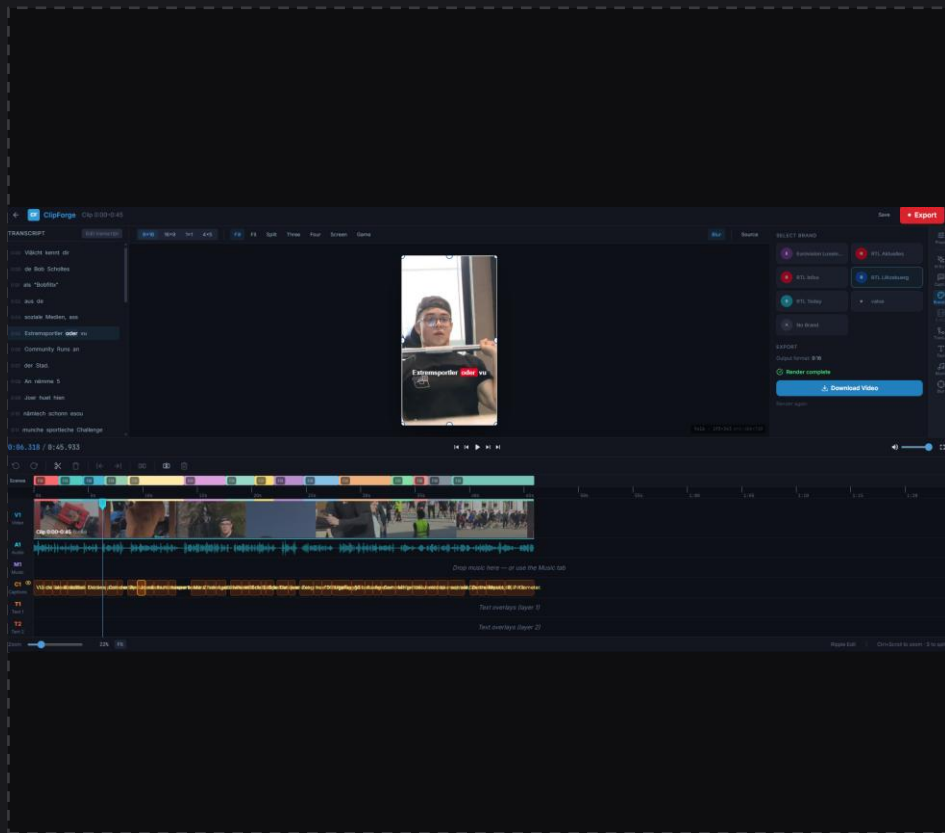
Upload audio. Get a sourced article. Every claim jumps to the audio that backs it. Hallucinations can't hide.

1 day

TO BUILD

0 devs

INVOLVED



WHAT WE BUILT

Same brain, different format.

Opus Clip doesn't speak Luxembourgish. The local vendor wanted thousands a month. So we built our own.

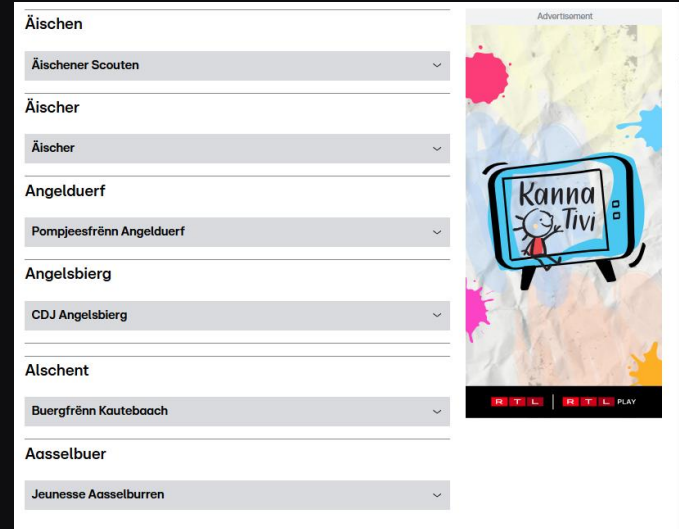
- / Finds social-ready clips
- / Brand-style captions
- / Translates 3 languages
- / Manual editor for cuts

Per campaign event. By email. To the whole newsroom.
Manually pasted into the CMS. Looked terrible on the site.

200

EMAILS PER EVENT

The 200-email problem.



Newsroom CC'd

Manual paste

Bad output

A workflow tool that also reaches readers.

The screenshot shows an internal admin interface for managing submissions. At the top, there are tabs for 'Submissions', 'Embed', 'Appearance', and 'Settings'. Below the tabs, there are filters for 'All (9)', 'Pending', 'Approved (9)', and 'Rejected', along with a search bar for 'Search commune or name...'. A list of submissions is displayed, each with a commune name, a date (e.g., '4 MAI 2026'), an organizer name, and a status (e.g., 'Approved').

Commune	Date	Organisateur	Status
Capellen	4 MAI 2026	John Johnathala	Approved
Berdorf	4 MAI 2026	Bolke Bobble	Approved
Niederanven	4 MAI 2026	Bon Le Pipier	Approved
Luxembourg City	4 MAI 2026	Fred Fredsson	Approved
Hesperange	4 MAI 2026	Martin Jonsson	Approved
Hesperange	4 MAI 2026	Martin Jonsson	Approved
Gadasodjtsad	3 MAI 2026	asdad asdad	Approved

ADMIN — INTERNAL

The screenshot shows a public-facing widget for a submission. At the top, there is a search bar with the text 'Such no enger Gemeng...'. Below the search bar, there is a map of Luxembourg with a location pin for 'Lorentzweiler'. A pop-up window displays details for the location, including the organizer 'PmpI', the date '5. Mai 2026', the time '19:00', the address '272 rue druppelle', and a comment 'Little comment'. To the right of the map, there is a list of submissions, each with a commune name, a date, and a status. The submission for 'Lorentzweiler' is highlighted in red.

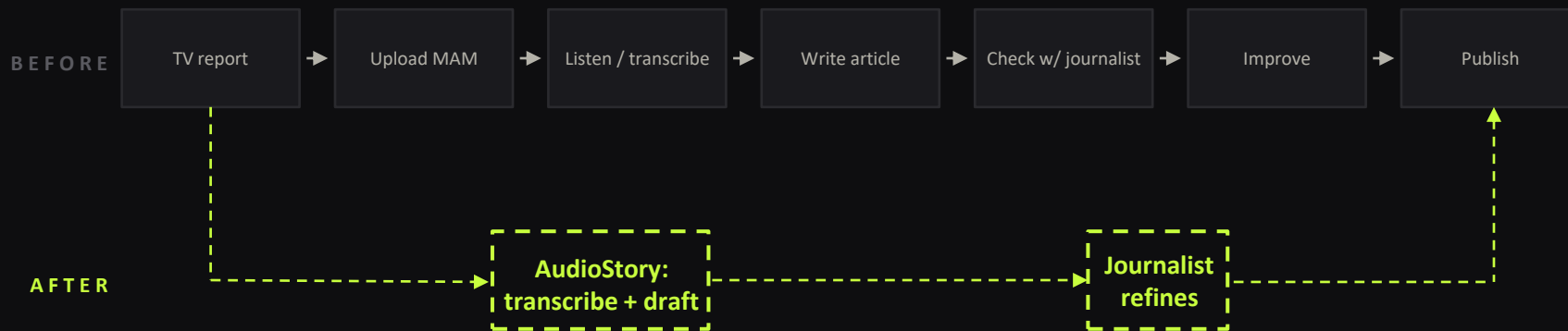
Commune	Date	Status
Capellen	1 MAI 2026	11:00
Berdorf	5 MAI 2026	12:00
Hesperange	5 MAI 2026	19:00
Niederanven	5 MAI 2026	14:00
Test	19 MAI 2026	18:00
Lorentzweiler	5 MAI 2026	19:00

WIDGET — PUBLIC

Same workflow thinking. Internal pipeline and reader-facing product, one build.

We mapped every workflow.

Departments. Frustrations. Time spent. Then we redesigned around the bottlenecks.



Each tool collapses two or three steps into one. Repeat across every department.

One front door to every tool we build.

- / **One place for every tool**
No hunting through bookmarks.
- / **One place to update prompts**
Update once. Every tool reflects it.
- / **Shared docs feed every tool**
Editorial standards flow into everything.
- / **Update once, propagate everywhere**
Compounding kicks in.

The screenshot displays the 'AI COMMAND CENTER' interface for user 'Schéine Mëtteg, mjonsson'. At the top, there is a search bar with the placeholder text 'Search tools or press Ctrl+K...' and a 'Ctrl+K' button. Below the search bar, it indicates '23 tools · 23 showing'. The main section is titled 'MY TOOLKIT' and shows '3 pinned · drag here to pin'. Three tools are pinned to the toolkit:

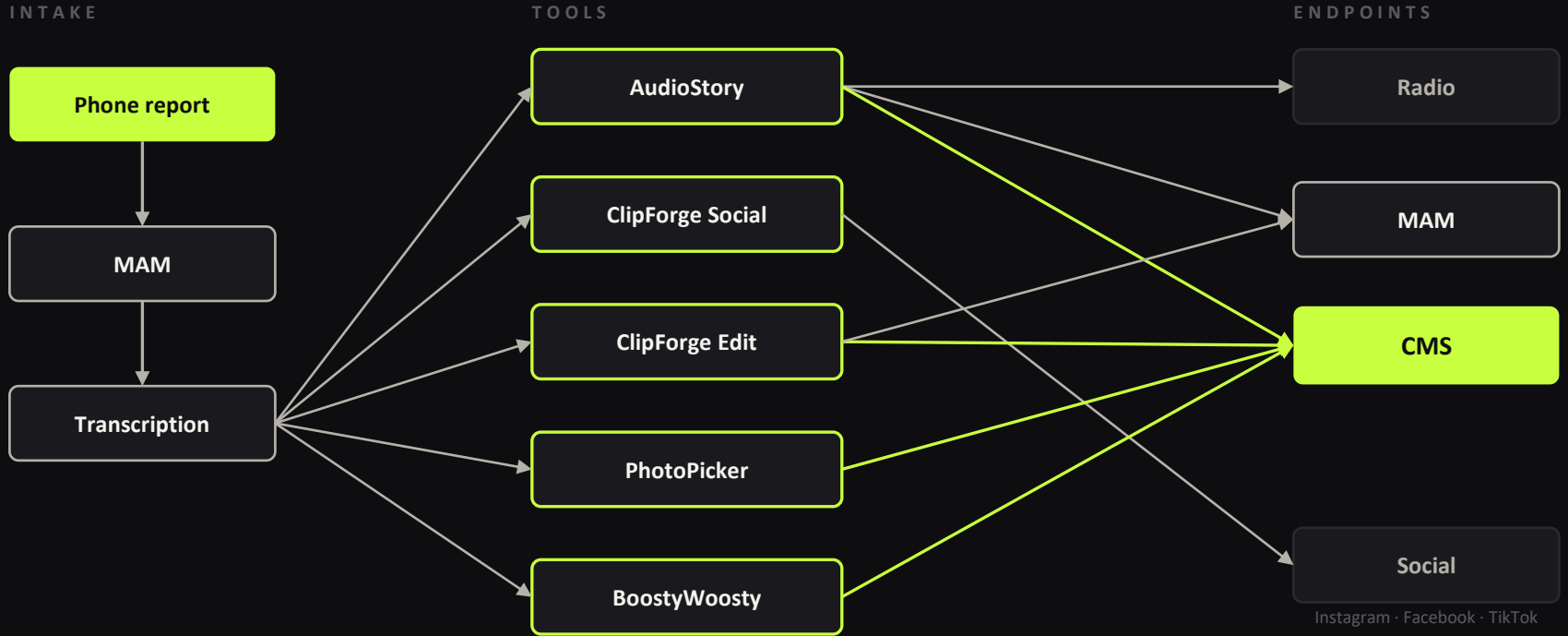
- Caption Rater** (Pinned): Help us improve LU captions and transcripts!
- Invite Article Writer** (Pinned): Generate articles from interview audio.
- Translator** (Pinned): Translate articles between LU/FR/EN with link preservation.

Below the toolkit, there are filter tabs: 'All', 'Editorial 11', 'Production 9', and 'Generic 3'. The search results show 23 results. The visible results include:

- Virginie's tool** (Generic)
- Caption Rater** (Generic)
- Invite Article Writer** (Editorial)
- Kloertext Article Writer** (Editorial)
- Translator** (Editorial)
- Clipforge** (Production)
- Fact Check** (Editorial)
- Audio Story** (Editorial)

Everything maps around **one flow.**

One phone report enters once — and the platform routes it to every tool and endpoint that needs it.



Who can use what — and why.

RTL James Admin
LÉTZEBOURG

GENERAL

- Dashboard
- Analytics
- Projects
- Users**
- Access Packages

TOOLS

- Invite
- Kloertext
- Translator
- Fact Check
- Story Builder
- Key Elements Generator
- Explainer
- Social Text
- Report Bot
- Photo Studio
- Shot Logger

User Management

USER	ROLE	ACCESS PACKAGE	STATUS	TOOL OVERRIDES	LAST SEEN	ACTIONS
mjonsson martin.jwork@gmail.com	Admin	None	Active	+ Virginie's tool + Staff Photo Studio	Just now	Edit
ipocervina ian.pocervina@rtl.com	Manager	None	Active	None	48m ago	Edit Deactivate
rroos rroosraoul@gmail.com	User	None	Active	None	3h ago	Edit Deactivate
mlehmann maura.lehmann@rtl.lu	User	None	Active	None	3h ago	Edit Deactivate
ocatani olivier_catani@clt-ufa.com	User	None	Active	None	4h ago	Edit Deactivate
sweber samantha.weber@rtl.com	User	None	Active	None	6h ago	Edit Deactivate
kevin kevin_kayser@rtl.lu	User	None	Active	+ RTL Signal	9h ago	Edit Deactivate
thoffmann tom_hoffmann@clt-ufa.com	User	None	Active	None	1d ago	Edit Deactivate
lykayser lynn_kayser@clt-ufa.com	User	None	Active	None	1d ago	Edit Deactivate
cwartz	User	None	Active	None	1d ago	Edit Deactivate

01

User management

Add, remove, audit at the platform level.

02

Groups & roles

Permissions by team, not by person.

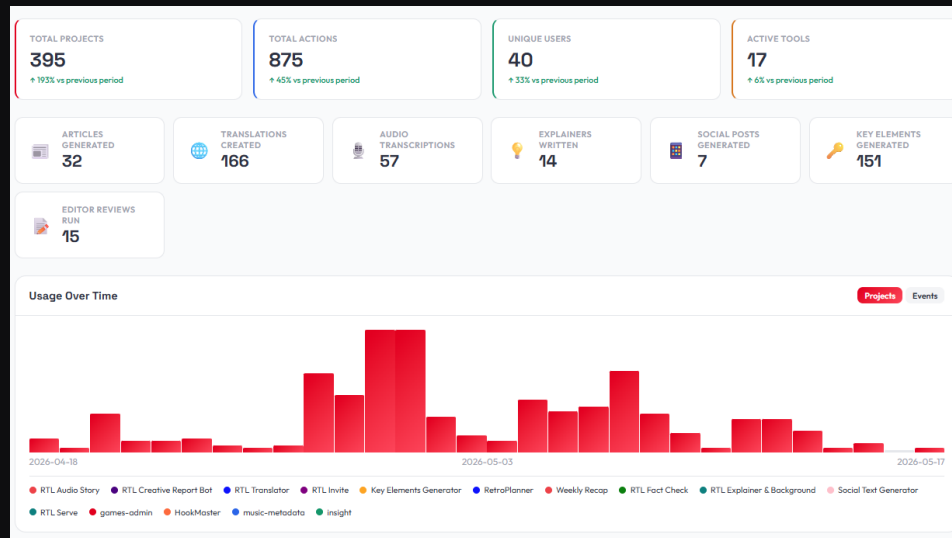
03

Per-tool access

Sensitive tools stay behind the right doors.

Prompts in one place. Usage in another.

The screenshot shows the 'Prompts & Config' interface with two prompt editors. The 'Main Prompt' editor contains a 2952-character prompt for an experienced news editor at RTL Luxembourg, focusing on writing clear, accurate, and well-structured news articles based on transcripts. The 'Editor Prompt' editor contains a 1122-character prompt for a senior editorial reviewer, focusing on fact-checking and improving the text. Both editors include a 'What changed?' field, a 'Save' button, and a 'Version History' dropdown.



CENTRALISED PROMPTS

USAGE STATISTICS

And there's **much more.**

AudioStory and Signal are two of many. The platform compounds.

SHIPPED · IN DAILY USE

- / Translator
- / Fact Check Translator
- / Video Subtitler + Translator
- / Key Elements Generator
- / Social Text Generator
- / HookMaster (social video)
- / Radio Daily Quiz generator
- / Explainer & Background
- / Shot Logger
- / Promo Prep Helper
- / Blur tool

IN PROGRESS

- / **News Radar**
- / **Poll & Quiz Maker**
- / **Word Games**

Every tool came from mapping a workflow first.

01

Start with the work, not the tool.

Map your workflows in detail before you map your AI.

02

Internal tools and reader-facing products are the same discipline.

Signal fixed a workflow — and shipped a widget.

03

Build a platform, not a pile.

Compounding only happens when the pieces fit together.

The shift isn't AI literacy. It's process literacy.

What are you trying to solve?

—

I'd rather hear your bottlenecks than keep talking about ours.