## A Successful News Website

**World News Media Congress, 2022** 

## LISTENING TASK

You will hear Adriaan Basson, Editor-in-Chief of the South African news website News24 making a presentation about the successful transformation of that company. Read through questions 1 to 7. Listen carefully and fill in the gaps with up to FOUR words





per gap. Question 0 has been completed as an example. You will hear the information twice.

| 00 | News24 started as a free breaking news website.   |  |
|----|---|--|
| 01 | News24 is part of a media company that is108 years old.   |  |
|    | In 1998 News24 was an aggregation service and "was subscriptions to wires".   |  |
|    | Building trust is very important if you want people to pay for your journalism.   |  |
| 04 | Mr. Basson thinks that quality journalism is essential _ to retain/ to keep subscribers.                                    |  |
| 05 | The first thing to win the competition battle is hiring (to hire) the right people/ having (to have) a fantastic team       |  |
| 06 | Mr. Basson says that "slow news speed" is suitable for investigative/ in-depth/ probing/ analytical content.                |  |
| 07 | The company hired more sub editors to improve the quality of the writing/ written texts/ written word/ grammar and spelling |  |