

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.
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- 01 *News24* is part of a media company that is _____ *108* _____ years old.
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- 02 In 1998 *News24* was an aggregation ____ *service* ____ and “was subscriptions
to wires”.
- 03 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 _____.