



Andrew Morse Steps Down as AJC President; Paul Curran Appointed

Description

Andrew Morse, the president and publisher of The Atlanta Journal-Constitution (AJC), has announced his departure after more than three years in the role. He made this announcement during a town hall meeting with staff, stating that his last day will be June 30. Morse has played a significant part in reshaping the AJC into a digital news platform.

During Morse's leadership, the AJC moved its offices back to Midtown Atlanta, having spent years in the suburbs. Paul Curran, a veteran of Cox Enterprises, will take over as the new president and publisher. Curran has considerable experience in digital media, suggesting a continued focus on the AJC's digital transformation.

Morse's time at AJC saw a major effort to engage younger audiences through innovative online content, aiming to adapt to changing media consumption habits. The transition included new subscription models and digital strategies that have significantly altered how the AJC operates.

The media landscape continues to shift, with many traditional newspapers refocusing on digital-only models. This trend reflects broader changes in how audiences access news, particularly as more readers prefer to engage with online content.

As Curran steps into his new role, the AJC will likely focus on enhancing its digital offerings further and attracting a diverse readership. The leadership transition comes at a pivotal time as the media company seeks to sustain its relevance in a competitive market.

Vocabulary List:

1. **transformation** //ˌtrænsfər'meɪʃən// (noun): big change in how something works
2. **subscription** //səb'skrɪpʃən// (noun): regular payment to receive a service
3. **engage** //ɪn'geɪdʒ// (verb): to get people interested and involved
4. **landscape** //'lændskeɪp// (noun): the general situation in an area
5. **pivotal** //'pɪvətəl// (adjective): very important at a particular time
6. **platform** //'plætfɔrm// (noun): a website or service for sharing content

Comprehension Questions



Multiple Choice

1. Who announced their departure from The Atlanta Journal-Constitution?
Option: Paul Curran
Option: Andrew Morse
Option: Cox Enterprises
Option: Midtown Atlanta
2. When is Andrew Morse's last day at The Atlanta Journal-Constitution?
Option: June 1
Option: June 15
Option: June 30
Option: July 1
3. Who will take over as the new president and publisher of AJC?
Option: Andrew Morse
Option: Paul Curran
Option: Cox Enterprises
Option: Midtown Atlanta
4. To which location did AJC move its offices during Morse's leadership?
Option: Downtown Atlanta
Option: Midtown Atlanta
Option: The suburbs
Option: Cox Enterprises
5. What major effort did Morse focus on during his time at AJC?
Option: Print media
Option: Engaging younger audiences
Option: Sales strategies
Option: Increasing subscriptions
6. What type of models are many traditional newspapers refocusing on?
Option: Digital-only models
Option: Print-only models
Option: Television broadcasting
Option: Radio broadcasting



True-False

7. Andrew Morse has been president of AJC for over five years.
8. Paul Curran has experience in digital media.
9. AJC's office move to Midtown Atlanta occurred during Morse's leadership.
10. Morse's leadership did not include efforts to engage younger audiences.
11. The AJC is focusing on enhancing its print media offerings.
12. The media landscape is shifting towards more digital engagement.

Gap-Fill

13. Andrew Morse announced his departure after more than three years in the role and stated his last day will be _____.
14. Paul Curran is a veteran of _____ Enterprises.
15. Morse's time at AJC included a major effort to engage _____ audiences.
16. Many traditional newspapers are increasingly refocusing on _____ models.
17. The AJC moved its offices back to Midtown Atlanta after spending years in the _____.
18. The media company seeks to sustain its _____ in a competitive market.

Answer

Multiple Choice: 1. Andrew Morse 2. June 30 3. Paul Curran 4. Midtown Atlanta 5. Engaging younger audiences 6. Digital-only models

True-False: 7. False 8. True 9. True 10. False 11. False 12. True

Gap-Fill: 13. June 30 14. Cox 15. younger 16. digital-only 17. suburbs 18. relevance

CATEGORY

1. Business - LEVEL4



POST TAG

1. AJC president
2. AJC publisher
3. andrew morse
4. B2
5. ESL learning
6. esl news
7. Level 4
8. paul curran

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