

Success Story

By RUPERT MORGAN

The New York Times America's no. 1 newspaper

The legendary newspaper has been in existence for almost 170 years. And it shows no signs of stopping!

Love it or hate it

America's bestselling newspaper is extraordinary in the vehement reactions it inspires. Those on the right* of American politics, particularly the US president Donald Trump, hate it because it symbolises everything they despise* about the liberal attitudes of New York's cosmopolitan elites. But many on the American left* hate it for being too moderate. Even its own readers, while devoted* to the paper, love to criticise it. Ultimately, the reason why everyone has an opinion about the *Times* is that no other paper matters* as much as *The New York Times*. It's in a class* of its own.

125
Pulitzer Prizes **1** won by the *Times*, far more than any other US paper.



The new New York Times building in midtown Manhattan was completed in 2007.

A famous Square

Times Square in New York is world famous, but did you know that it is named after *The New York Times*, whose offices were once there? Originally called Longacre Square, its name was changed in 1904 when the paper moved into the newly built Times Tower. The offices soon proved* too small for the expanding* newspaper, but the *Times* left its mark on the square in the form of "the zipper*". This electronic news bulletin began running* around Times Tower in 1928. It gave instant headlines* decades* before the internet, famously* announcing the end of the Second World War to cheering* crowds in the Square.



Benedetta Demis/Alpa

Sunday madness!

For generations, Sunday morning in New York was characterised by couples brunching as they read that day's *Times*. The Sunday edition (1.1 million copies*) is no ordinary newspaper. It is really big, with many different sections* on every subject imaginable – not just news and culture, but business, finance, health* and more, much more. The biggest-ever Sunday edition was produced in 1987 – it was 1,612 pages long and weighed 5.4 kg!



150
Number of countries the *Times* reported from in 2016. They have 13 foreign* bureaux.



The newsroom of *The New York Times* in 1942.

Library of Congress

The "Gray" Lady

The *Times* debuted in 1851. About 100 years later, people started calling it "the Gray" Lady". The nickname* wasn't just about its longevity or the lack* of colour pictures, but its high moral tone, designed to appeal* to cultured*, intellectual readers. There is something schoolmistress-like* about the *Times*, whose slogan is "All the News That's Fit* to Print!" – a pompous rejection of sensationalism, and a commitment* to objective reporting. It's probably the best newspaper in the world, just not the most exciting.

Facts, facts, facts!

In an era* of "fake news", the *Times* is a reliable* source of information. The copy* editors are reputed to be ferocious, driving* the journalists crazy with their fastidious fact-checking. As a result, it is considered "the paper of record*", whose information can be trusted*. But this devotion* to accuracy can go too far at times. After the First World War, for instance, the *Times* was the only paper in the world that printed the 440 articles of the Treaty of Versailles in their entirety. How many New Yorkers read all of that?



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A digital revolution

Like other papers, the *Times* has suffered a massive decline in print sales due to the effect of the internet. Now selling only half the copies* it sold in 2000, it has laid off* 30% of its staff* in the past five years. But today, it seems to have been reborn as an international digital paper, experiencing a huge surge* in mostly young subscribers over the past two years. Now with over 2.6 million subscribers, it earns* more than \$1 billion* a year just from subscriptions. The future looks secure*.

VOCABULARY P.34

appeal to: plaire à
class of its own: (to be in a ...): être à part

commitment: engagement
cultured: cultivé
despise: mépriser
devoted: fidèle

fit to print: digne d'être publié
gray: gris
lack: manque
left: gauche

matter: importer
nickname: surnom
right: droite
schoolmistress-like: scolaire

Pulitzer Prize: le prix Pulitzer, créé en 1904, est une récompense prestigieuse remise dans différents domaines allant du journalisme à la musique en passant par la littérature.

hillion: milliard
cheering crowds: foule en fête
copy: exemplaire

copy editor: secrétaire de rédaction
decade: décennie
devotion to accuracy: dévouement à l'exactitude

drive crazy: rendre dingue
earn: gagner
era: époque
expanding: en croissance

famously announcing: célèbre pour avoir annoncé...
foreign: à l'étranger

headline: gros titre
health: santé
lay (p. laid) off: licencier
prove: s'avérer

record (paper of ...): journal de référence
reliable: fiable
run around: contourner
section: rubrique
secure: assuré

staff: personnel
surge in subscribers: hausse d'abonnements
trusted (be ...): être digne de confiance
"zipper": flash info

bayard
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WORLD

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Espagne, Grèce,
Portugal : 7,25 €
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veganism
save
the planet?**



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