

Part 3

You will hear part of an interview with a man called Tony Elliott who founded a magazine called *Time Out*. For questions 15–20, choose the answer (A, B, C or D) which fits best according to what you hear.

- 15 Tony says that *Time Out* was unlike other publications in 1968 because
- A it was written by one person.
 - B information was more accurate.
 - C it had a comprehensive list of events.
 - D it was in the form of a magazine.
- 16 What experience did Tony have of publishing?
- A He had worked for *What's On*.
 - B He had written numerous articles.
 - C He had transformed an existing magazine.
 - D He had started a student magazine.
- 17 Why did Tony leave university?
- A He wanted to go to France.
 - B He didn't have time to study.
 - C He had failed his French examinations.
 - D He had found an alternative career.
- 18 According to Tony, what led to the magazine becoming a weekly?
- A some market research
 - B the quantity of information
 - C technical improvements
 - D external pressure
- 19 Tony says the big publishers were not interested in this type of magazine because
- A it was popular with students.
 - B it was considered too expensive.
 - C it came out too frequently.
 - D it threatened their publications.
- 20 Tony says that, compared to 1968, people who buy *Time Out* today are
- A more intelligent and active.
 - B more likely to be parents.
 - C more or less the same age.
 - D more mature and professional.