

*Reading Regional
Business Newspapers:
Strategies to Uncover
A New Biz Idea or Hidden Job Opportunity*



English: Interior of a London Coffee-house, 17th century
"Where customers gathered to exchange ideas, and lies...
and engage in newspaper reading.

Dee Adams

Reading Regional
Business Newspapers:
Strategies to Uncover A New Biz Idea
or Hidden Job Opportunity,
Dee Adams, ISBN: **978-0-9831539-7-9**

Copyright © 2014 by Dee Adams. All Rights Reserved.
www.nichecreativity.com

The author is not affiliated with any organization mentioned.
Organizations listed in this guide did not pay a fee for mention.
And this material complies with the Digital Millennium Copyright Act (DMCA). It is to be used by the original purchaser only for personal or single-classroom use solely. The material may not be posted or distributed for public viewing or copied by more than one teacher unless a multiple site license is purchased.

About the Author

Dee Adams has authored two books and online class material for people who are considering self-employment, and written for California Job Journal and the Simply Hired blog. She has maintained an ad-free multicultural blog for budding entrepreneurs since 2008.

www.nichecreativity.com

Member AIPP.org

Contents

Introduction

Goal

First Things First

Materials

Historical Profiles

Cobb

Cornish

Curtis

Russwurm

Article Reprints

Cookie Monster Turns Mogul

Successfully Selling Your Small Press Book

Worksheets

Biz Word Vocabulary Search

Activities: Gathering Info/Questions/Newspaper Analysis/ Google Earth

Selected Headlines, /Questions

Questions Based on Newspaper Selected

References

Links

Answer Key

Introduction

Many educators regard the newspaper as real world teaching tool, but the focus is often on daily periodicals. Editorial content in business newspapers is written for a specialized audience of executives, professionals, and small business owners.

This material is intended to supplement traditional Newspaper in Education lessons. And is written primarily with reference to regional business newspapers rather than large metropolitan newspapers.

Daily newspapers include business related content but with human-interest appeal. For example, see the Cookie Monster article in this file. However, trade journal or business newspaper articles, such as *Successfully Selling Small Press Books* have a different slant and purpose.

Goal

Learn about small business issues and economic possibilities in a specific town or city.

Rather than relying solely on trending data on the web or merely scanning help wanted positions or business opportunity ads, readers are encouraged to read and think using simple questions designed to foster critical thinking, playing What If through an entrepreneurial lens.

Students become more aware of how to theorize possibilities regarding events that take place in their city or town through re-imagination and how to apply that information to their career or entrepreneurial aspirations.

First Things First

1. Review the historical profiles of players in the newspaper industry
2. Answer the Vocabulary worksheet
3. Review the articles
4. Choose a newspaper
5. Select an activity from the activity sheet
6. Complete the worksheets

Materials Needed

1. Print or online copy of a regional business newspaper
Note: Print or e-copy editions of local business newspapers may be obtained via trial subscription or referenced at the public library.
2. Worksheets...included
3. Internet connection (Optional)*
*Old school methods can be substituted.

Activities



For an independent student or group discussion

- Interview a small business owner or person of interest profiled in your choice of article or feature. See the next paragraph for tips.

Gathering Information

Info Interviews

Budding entrepreneurs to verify the accuracy of print and online information can adapt a networking tool, usually used by job hunters, informational interviews. Brief sessions with business owners or trade organization officials by phone or in person can be highly informative.

Questions sent in advance might include several of the following:

- Describe your company and what it does
- Describe the tasks or activities in a typical day
- What kind of aptitudes or skills and personality should one possess?
- What kind of lifestyle does this business involve?
- What do you like most about running this business?

- What do you like least about this business?
- How do you get into this business?
- What causes stress in this business?
- What advice would you give to someone considering this business?
- If you could change the business in some way, what would that involve?
- How is this industry changing?
- Is there a book, website or organization that you would recommend?