



# **How to Read A Regional Business Newspaper**

**Strategies that Uncover  
New Biz Ideas  
or Hidden Job Opportunities**

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# 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?