Leadership in Digital Media Economics
JOMC 719, spring 2013

Finding Articles

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Articles

Articles about Companies & Industries
- Business Source Complete
  Industry reports, company profiles, market research reports, SWOT analyses and more. Articles about thousands of companies.
- Factiva
  Global news and business information articles. Includes Dow Jones Interactive and Reuters Business Briefing.
- LexisNexis News
  Business articles from newspapers, magazines, journals, wires & transcripts. Also: Company financial reports; company profiles; SEC filings & reports; corporate directories.

Daily Readings
- Wall Street Journal (web; some free content)
- Wall Street Journal (via ProQuest; all content free for UNC)
- New York Times Business Section
- See also the New York Times Business Section via Gale. No images, content free for UNC.
- Palisade.org
- Business Week
- Fortune
- Forbes

Business Source Complete
Powered by EECO2net
Tips for Efficient Searching

• Search by Ticker Symbol!
  – Expand results: search by company name

• Limit results by...
  – Publication type
  – Date

• Don’t limit by “full-text”
  – Use Find @ UNC to find the full-text
  – Online or via Interlibrary Loan
Articles: Look Outside the Box
Finding full-text

1. **Princess Complex.**
   ![Add to folder]
   ![HTML Full Text]

2. **November Debt Sales: $109 Billion.**
   ![Add to folder]
   ![Find @ UNC]

3. **ESPN, Parks Propel Disney.**
   ![Add to folder]
   ![Find @ UNC]

4. **Disney brings Vader, Indiana Jones into the House of Mouse.**
   ![Add to folder]
   ![HTML Full Text]

→ full-text of the article

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**Citation:**

*(NOT) THE TWITTER ELECTION.*

Author: Burgess, Jean
Journal: Journalism practice
ISSN: 1751-2786
Volume: 6
Issue: 3
Page: 384

Sorry, we don't have online access to this article

**No Luck Online?**

Step 1: Look for this in print in the UNC Libraries
Step 2: Request it from another library via Interlibrary Loan
Step 3: Have a question? Contact us.
The Washington Post Company SWOT Analysis

Swot Analysis:
The Washington Post Company (Washington Post or "the company") is a diversified education and media company that offers educational services, newspaper print and online publishing, television broadcasting, and cable television systems. The company has a diverse portfolio of offerings that enables it to leverage opportunities in different markets and support topline growth. However, intense competition in the education and media industry may increase pricing pressures and adversely impact the company’s market share and operating margins.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>Diverse portfolio of offerings</td>
<td>Weak financial performance</td>
</tr>
<tr>
<td>Strong brand portfolio</td>
<td>Lack of scale</td>
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</tbody>
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<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>Positive outlook for online advertising market</td>
<td></td>
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<tr>
<td>Strategic partnerships</td>
<td>Intense competition</td>
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<tr>
<td>Increasing trend of e-reading</td>
<td>Rising paper prices</td>
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<tr>
<td>Strong outlook of e-learning to boost its revenue</td>
<td>Dependence on the US Federal financial aid</td>
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</table>
Look through the rest of these resources for even more articles about your company & industry