

# Educational Guide to the

## Long Island Business News

The pulse of Long Island business ... On-Line

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Dear Student and Teacher:

The LIBN is a wonderful resource for corporate information, technological trends, career contacts and a greater understanding of the economic development of Long Island.

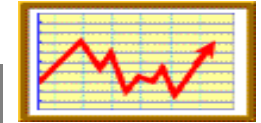
The activities in this guide will help you get the most from your weekly issue of the *Long Island Business News*.

**FRONT PAGE: CURRENT BUSINESS TRENDS – Long Island Corporate Development**

The beginning five pages of the newspaper details the latest developments in Long Island businesses. Your assignment is to choose three stores and complete the following chart:



<b>HEADLINE</b>	<b>CORPORATION (Name, location, Product/Service)</b>	<b>CAREER REFERENCE</b>	<b>NEW BUSINESS VOCABULARY</b>	<b>SUMMARY OF ARTICLE</b>



**CURRENT BUSINESS TRENDS – Long Island Corporate Development**

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**SPECIAL SUPPLEMENTS – Quarterly Industry Focus – Section B**

Each week the LIBN contains one to three special industry focuses. Choose one focus and complete the chart below. Your teacher may add additional questions.

**INDUSTRY FOCUS #1 – TITLE**

**What five corporations are mentioned or listed in this section:**

**What is the latest trend in this industry focus?**

**What careers/job titles are related to this industry focus?**

**LI CORPORATIONS – INDUSTRY LIST**

Each week the LIBN contains a list of the top Long Island Corporations in a particular industry.. Complete the chart below using the list. Choose the top five corporations geographically closest to your home or school.

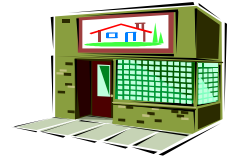


**INDUSTRY LIST:**

<b>CORPORATION</b>	<b>ADDRESS</b>	<b>CONTACT PHONE WEB ADDRESS</b>	<b># EMPLOYEES</b>

**GROWTH STRATEGIES FOR SMALL BUSINESS AND SALES LEADS – Digest**

Each week the LIBN contains information for small business owners. Complete the chart below. Your teacher may add additional questions.



**SMALL BUSINESS FOCUS:**

**Summary of article (include name or corporation and individual).**

**TIPS FROM THE TOP: Question:** \_\_\_\_\_

**Tips #1:**

**Tip #2:**



**GROWTH STRATEGIES FOR SMALL BUSINESS AND SALES LEADS – Continued**

**STARTUPS: - (Who and what?)**

**FOR THE RECORD: PATENT OF THE WEEK**



**STOCK REPORT**

Choose three Long Island corporations – preferably in the same industry area. Complete the chart below:

CORPORATION	CLOSING PRICE	DATE	PRICE 12 MONTH HIGH	PRICE 12 MONTH LOW

**CHARTING YOUR STOCKS' PROGRESS:**

Your teacher may ask you to chart your stocks on a weekly basis. Furthermore, you should find out as much as possible about the corporation you are charting. You will have the opportunity to do so in the next assignment.

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JOB TITLE	LOCATION	TYPE OF BUSINESS	SKILLS NEEDED	PERSONALITY TRAITS NEEDED

**WEEKLY INDUSTRY REPORTS:**

Each week the LIBN publishes stories about what is happening in specific industries. Each week you will see stories and business columns related to the following industries:

- |                       |                      |                      |                       |
|-----------------------|----------------------|----------------------|-----------------------|
| Advertising/Marketing | Law                  | Finance              | Health Care           |
| Real Estate           | High Tech            | Business Development | Not for Profits       |
| Start-Ups             | Education and Career |                      | Professional Services |

Choose one industry (preferably the industry that matches your chosen stocks) and complete the chart below:

**WEEKLY INDUSTRY REPORT:** \_\_\_\_\_

<b>CORPORATION</b> <b>(Name, location, Product/Service)</b>	<b>SUMMARY</b> <b>OF</b> <b>ARTICLE</b>

**NETWORKING: BIZ CALENDAR**

Long Island is noted for its opportunities to network with others in your field. Using the “Biz Calendar” page, find two networking meetings that would be of interest to you.



NAME OF NETWORKING ORGANIZATION	WHERE and WHEN

**ADVERTISEMENTS:**

Advertisements are a great lead to corporations for job opportunities. Find one ad of a corporation that you would consider sending your resume to.

CAREER AREA OF INTEREST	ADVERTISEMENT – CORPORATION