Factiva
User’s Guide

Welcome to Factiva. This user guide will show you everything you need to know to access and utilize the wealth of information available from Factiva.

The Factiva program is an Internet-based database that may be accessed by using one of the network computers in the McLeod Business Library in Alan B. Miller Hall.

Mason School of Business graduate students, undergraduate students with a business major, faculty and staff may also access this program through the Mason School of Business network.

Other College of William & Mary students, faculty and staff may access Factiva by going to the Earl Gregg Swem Library home page at http://www.swem.wm.edu

Select Research on the Home page header, then Library Databases in the menu column on the left. On the Library Databases page select Business & Economics from the list. Factiva will be on the list displayed.

Introduction

The Factiva database includes global content with the Dow Jones Newswires and the Wall Street Journal. Factiva offers multiple language interfaces and multilingual content covering more than 31,000 sources from more than 200 countries in 26 languages, including nearly 600 continuously updated newswires (including Dow Jones, Reuters and the Associated Press). And more than 2,300 sources are available on or before the date of publication.
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The Opening Screen

The Factiva program opens with the Search tab displayed.

The Factiva screen has five tabs that open different features of the program. These tabs are Home (see page 4), Search (see page 5), Alerts (not available with the current subscription), News Pages (see page 19), and Companies/Markets (see page 24). Each tab has a secondary menu bar below the row of tabs. The menu bar appears as each tab is selected.

There is also a Settings/Tools/Support selection with a drop down menu. The menu has items grouped into four areas (plus a Logout selection). These areas are Lists, Language, Settings and Customer Service. See page 42 for information about these selections.

Above the Factiva header is a Dow Jones products bar. The items on this bar open various products available from Dow Jones. You must have a subscription to each product in order for it to open.
Direct Link

The Direct Link feature of Factiva gives you the option to bypass the Factiva.com home page and go directly to a specific URL within Factiva.com. You can create Direct Links and then make them available to other Factiva users via e-mail or in a Word document.

To create a Direct Link go to a screen for which you wish to create a Direct Link. If Direct Links are supported for the screen you are viewing, you will see a Direct Link selection in the tab menu bar for that area.

1. Click the Direct Link selection. This will open the Direct Link window.
2. Copy the URL.
3. You can either:
   • Paste the URL into an email message to be sent to end users of your choice, OR
   • Make the URL available online.

In either case, when users click the link, they will go directly to the specified part of Factiva.com as long as they have access to it on their accounts.

Home Tab

Selecting the Home tab will open a page with a search feature and links to articles in current issue of the Wall Street Journal. Clicking on a link will open the full text article.

To make a search enter a term into the search box and click on the Search button.

The Options selection in the search function opens a new section of the search function. This new section allows limited options to help narrow your search. You may choose from the Source menu or the Date Range menu.

The results of your search will be displayed on a Results page. See page 11 for information about the Results page.
Search Tab

The Search tab has three items in its menu. These selections are Search Builder, Saved Searches and Direct Link (see page 4). The Search Builder selection is the one that is displayed when the tab is first opened.

Search Builder

The Search Builder selection screen has five areas: The Free Text Search box, the Search Form selection (see page 10), the Date box, the Duplicates box, and the Intelligent Indexing area. The individual listings in the Intelligent Indexing area may be expanded or contracted by clicking on the item name or the arrow icons next to the item name.

Free Text Search

The Free Text Search function is the primary interface for making a search of the material in the Factiva database. You may use as few or as many of the boxes and sources as you need.

The most basic search may be made using only the Free Text Search and Date boxes. These are the only boxes that you must use in order to make a search. Enter the search terms you want to use in your search into the Free Text Search box and select the date range you want to use from the selections in the Date drop-down menu.

You also have the option to use the Duplicates function. This function identifies any duplicate items that may be included in your search results. This function is usually on but you have the option to turn it off or change the level of duplication recognition. Click on the down arrow next to the Duplicates box and this will display three choices. Off, Identical and Similar. The Identical selection is the default selection. The Similar selection identifies the highest number of
duplicate items. The Identical selection uses a more rigorous criteria of identifying duplicate items and thus identifies the least number of duplicates. Off will turn this function off.

The Examples link by the Free Text box will open a help window with some suggestions and examples of how you might enter terms to get the results you want.

You may click on one of the Search buttons at this stage of the process and get some results.

This will open the results page with a list of articles that matched your criteria. Please go to page 11 for information about the results page.

You may use more of the Search features to narrow your search. The more complex search features are accessed by expanding the Intelligent Indexing areas. These are expanded by clicking on the item name or the arrow icons by each area.

To perform a search using all the search features follow the steps below:

1. Expand the Intelligent Indexing areas and select the topics you want to use to narrow the search. (See the Intelligent Indexing Areas section below.) You may open only one area at a time, as a new area is opened any other open area is closed. As you make selections in the various topic areas the selected topics are displayed next to the name of each section.

2. Expand the More Options area and select the options you want to use in your search. Please go to page 10 for information about the More Options area.

3. Enter your search terms into the Free Text Search box.

4. Select the date range you want to use in your search.

5. Click on one of the Search buttons to begin your search. The results will be displayed on a results page. Please go to page 11 for information about the results page.

Intelligent Indexing Areas

The Intelligent Indexing areas may be expanded by clicking on the item name or the arrow icon by the area you want to expand.

These areas are Source, Author, Company, Factiva Expert Search, Subject, Industry, Region, Look Up, Language, and More Options.
Functions common to most of the Intelligent Indexing areas

The Intelligent Indexing areas are the expandable displays available for each area (by clicking on the item name or the arrow icon next to the area name).

The Intelligent Indexing is the display next to the area name. Each area starts with everything selected (e.g., All Sources, All Companies, All Industries, etc.). Exceptions to this are the Factiva Expert Search, Language and Look Up areas. The Language area has English displayed as the default language and Look Up and Factiva Expert Search have nothing displayed.

As you select specific items in each area that item is displayed in the Intelligent Indexing areas.

**Search function.** The Source, Author, Company, Subject, Industry, Region, and Look Up areas have a search function near the top of the expanded area. You may use this function by entering a search term into the box and clicking on the arrow icon next to the box.

The results of the search will be displayed in the area below the box, replacing the list of items that were displayed when the area was first expanded.

**Display area listing.** The large area below the search box has the items for that area displayed in an outline style of listing. Clicking on the plus icon next to a heading will expand that heading to reveal more topics. You may continue to expand the outline until there are no more plus icons but only icons with dots, which indicate the lowest level.

Each item in the list will have “i”, up arrow, and exclude icons. The “i” icon will open an information window about that topic. The up arrow icon will place that item’s code in the **Free Text Search** box at the top of the page. The exclude icon will exclude that item from the search. If you select an item that has more items below it (e.g., sub-topics) the code will reflect the heading topic and all items under it.

Items are added to the Intelligent Indexing area beside the area name by clicking on the topic in the list. Items are added to the list using the Boolean OR operator. If you want to change the operator to AND, click on the radio button next to And next to the box. The Source, Author and Look Up areas do not have this selection option.

Once an item is selected and is displayed in the Intelligent Indexing area next to the item name, you may change the function to NOT or remove the item by clicking on the down arrow next to the item name. This will display two selections: **Not** and **Remove**.
Source

Clicking on the arrow icon next to the Source area will open the Source features in the display area. Please refer to page 7 for information about common features of these areas.

Below the search box is the Select Source Category data field that has a drop-down menu with eight selections: My Source Lists, All Sources, Top Sources, By Industry, By Language, By Region, By Title A-Z, and By Type. As each item is selected the list of sources below the boxes changes.

The large area below the Select Source Category box has the sources in an outline style of listing. Clicking on the plus icon next to a heading will expand that heading to reveal more topics.

The Source area does not have the OR/AND selections. Multiple selections are added to the heading using the OR operator.

Author

Clicking on the arrow icon next to the Author selection will expand the Author area display. Please refer to page 7 for information about common features of these areas.

The top of the display area has a search box.

When the Author area is first opened, the display area is blank. As you type a term into the box a list of suggested items is displayed.

Company

Clicking on the arrow icon next to the Company selection will expand the Company area display. Please refer to page 7 for information about common features of these areas.

The top of the display area has a search box.

When the Company area is first opened, the display area lists saved company lists (if any are available).

Factiva Expert Search

Clicking on the arrow icon next to the Factiva Expert Search selection will expand the Factiva Expert Search area display. Please refer to page 7 for information about common features of these areas.
The display area displays four topics in an expandable list.

**Subject**
Expanding the **Subject** area by clicking on the arrow icon next to the Subject name will open the Subject area display in an outline style listing. Please refer to page 7 for information about common features of these areas.

Near the top of the display is the search box. You may use this search function to find subjects that match your search term.

**Industry**
Clicking on the arrow icon next to the **Industry** selection will expand the Industry area display in an outline style listing. Please refer to page 7 for information about common features of these areas.

There are about 30 industries listed in a scrolling menu.

Near the top of the display is the search box.

**Region**
Clicking on the arrow icon next to the **Region** area name will expand the Region features in the display area. Please refer to page 7 for information about common features of these areas.

There are more than 15 regions listed in a scrolling menu.

The top of the display area has a search box.

**Look Up**
The Look Up area is opened by clicking on the arrow icon next to the area name.

The Look Up area has a search function box that allows you to search all areas at the same time. After entering your search term in the box, click on the arrow icon next to the box to begin your search.
The results are displayed in the area below the box. Please go to page 7 for information about the display area features held in common with the other areas.

The search results are grouped according to the various areas (i.e., Sources, Companies, Region, etc.). Each section is separated by a heading (e.g., Source Results).

**Language**

The Language area may be expanded by clicking on the arrow icon next to the area name.

There are more than 20 languages listed in a scrolling menu. English is already selected and is listed in the Intelligent Indexing area. Other languages may be selected as needed.

The interface language will remain in English (that is, all the program names, instructions, buttons, etc.). See Factiva Header Links, page 42, to change the interface language.

**More Options Area**

The More Options area may be expanded by clicking on the arrow icon by the area name. This expands the area to display two drop-down menus and some items that may be excluded from a search.

The drop-down menu for the Search for free-text terms in: box has four selections: Full Article, Headline and Lead Paragraph, Headline, and Author. Select the one you want by clicking on it. The drop-down menu for the Sort results by: data field has three selections: Most Recent First; Oldest First; and Relevance.

You also may select categories to exclude from the search: Republished news, Recurring pricing and market data, and Obituaries, sports, calendars, etc.

**Search Form**

The Search Form selection changes the top part of the search page. The Free Text Search box is replaced by four boxes where you may enter terms and have the database make a search following the specific guidelines of the box. The rest of the search page remains the same as the Free Text Search selection. See page 5 for information about the rest of the search page. Click on the Search button when you are ready to begin your search.
Results Page

When you have finished setting up your search click on one of the Search buttons. The results of your search are displayed in the Search tab.

The results page has seven tabs across the top for Dow Jones, All, Publications, Web News, Blogs, Pictures, and Multimedia. The default display is to have all results listed. Clicking on the Dow Jones (see page 16), All (see page 12), Publications (see page 14), Web News (see page 14), Blogs (see page 15), Pictures (see page 15), or Multimedia (see page 16) tabs will change the list to include the type search results for the tab selected.

The right side of the tab row has a button: Modify Search. This link will take you back to the Search Builder page with your original options and search terms still entered so that you may modify them instead of recreating your search.
All Tab

The All tab opens with three drop-down menus in the header below the row of tabs. The header also includes a row of icons and Frames buttons on the right side.

Header Drop-Down Menus

The three menus are Sort by, Duplicates and Display Options. The Sort by menu has three selections: Most Recent First, Oldest First, and Relevance.

The Duplicates menu allows you to turn the Identify Duplicates feature on or off. You have three selections: Duplicates: Off, Duplicates: Identical and Duplicates: Similar. See page 5 for information about the Identify Duplicates feature.

The Display Options menu has four selections: Full Article; Keywords in Context; Full Article/Report plus Indexing; and Headline, Lead Paragraph, Plus Indexing. Select the one you want by clicking on it.

Header Icons and Frames Link

To use the icons at least one article must be selected. Articles are selected by clicking on the check box next to the article number.

The icons, located below the row of tabs, are:

- View Selected Articles, this will open the selected article in the display area;
- E-Mail Selected Articles, this allows you to send an electronic copy of the article to an e-mail address;
- Format for Printing, this opens a menu box with two selections, Headline Format and Article Format. Clicking on one of these selections opens the selected format in a new window in a printer friendly format;
- Format for Saving, this opens a menu box with two selections, Headline Format and Article Format. Clicking on one of these selections opens the article in a new window in the selected format. You must select Save As in the File menu. This opens the Save Web Page window where you may select the destination for the file and give it a name;
- Download Articles in RTF Format and Download Articles in PDF Format, these open a menu box with three selections: Headline Format; Article Format; and Headline, Article and TOC. Clicking on one of these selections will open the selected articles in the selected format in a new window;
- The Read Post Processing FAQs icon will open a FAQ Article page in a new window. This page has Frequently Asked Questions about articles.
The **Frames** buttons will create two side-by-side frames in the main display area. The left side will contain the list of search results and the right frame will contain information about your search criteria. When an article is selected and the article title or the **View Selected** icon is clicked on, the article will appear in the right frame.

**Search Results List**

The articles found during your search are listed in the display area. They are listed 100 to a page.

The header for the list indicates the number of headlines (articles) found and your location within the list (i.e., 1-100 of 283,870).

**Discovery Pane**

The Discovery Pane is in the left column of the page below the heading. This Pane gives you a breakdown of the results. The Pane is divided into numerous sections of topic areas. The top three are Companies, Executives, and Authors. Each entry in the sections has a number next to it that indicates how many articles in the results list include that item (company, executive, authors, industry, etc.). Clicking on the item will filter the results so that only the articles that include that item are displayed. You may narrow the results further by clicking on more filters in the Discovery Pane.

**Results List**

The check box in the header will place a check mark in all articles’ check boxes when clicked on. All check marks may be removed from the article check boxes by clicking on the header checkbox when it has a checkmark in it. This applies only to the currently displayed page. Also, there is a limit of 100 articles that may be selected at one time.
The header also has links for you to use to navigate through the list. Click on the Next 100 link and you will be taken to the next page of 100 articles. To go back to previous pages you may click on the Previous 100 link.

Each entry on the list includes a check box, the number of the article in the list, the title of the article (this is a link that will open the article), a line of information describing the source of the article, and the lead paragraph of the article. See page 17 for information about the Article page.

**Publications Tab**

The Publications tab opens with three drop-down menus in the header below the row of tabs. The header also includes a row of icons.

**Header Drop-Down Menus**

The three menus are Sort by, Duplicates and Display Options. See page 5 for information about the Identify Duplicates feature.

**Header Icons**

The seven icons, located below the row of tabs, are: View Selected Articles, E-Mail Selected Articles, Format for Printing, Format for Saving, Download Articles in RTF Format, Download Articles in PDF Format, and Read Post Processing FAQs. These icons work in a similar manner as those on the All tab. Please go to page 12 for information about these icons.

To use these icons at least one article must be selected. Articles are selected by clicking on the check box next to the article number.

The rest of the page is similar to the All tab. Please go to page 13 for information about the results list and Discovery Pane.

**Web News Tab**

The Web News tab opens with two drop-down menus in the header below the row of tabs. The header also includes a row of icons.

**Header Drop-Down Menus**

The menus are Sort by and Duplicates. The Sort by menu has three selections: Most Recent First, Oldest First, and Relevance. Select the one you want by clicking on it. The Duplicates menu allows you to turn the Identify Duplicates feature on or off. See page 5 for information about the Identify Duplicates feature. The Web News tab does not have the Display Options menu.

**Header Icons**

The seven icons, located below the row of tabs, are: View Selected Articles, E-Mail Selected Articles, Format for Printing, Format for Saving, Download Articles in RTF Format, Download Articles in PDF Format, and Read Post Processing FAQs. These icons work in a similar manner as those on the All tab. Please go to page 12 for information about these icons.
To use these icons at least one article must be selected. Articles are selected by clicking on the check box next to the article number.

The rest of the page is similar to the All tab. Please go to page 13 for information about the results list and Discovery Pane.

**Blogs Tab**

The Blogs tab opens with a drop-down menu in the header below the row of tabs. The header also includes a row of icons.

**Header Drop-Down Menu**

The Sort by menu has three selections: Most Recent First, Oldest First, and Relevance. Select the one you want by clicking on it.

**Header Icons**

The seven icons, located below the row of tabs, are: View Selected Articles, E-Mail Selected Articles, Format for Printing, Format for Saving, Download Articles in RTF Format, Download Articles in PDF Format, and Read Post Processing FAQs. These icons work in a similar manner as those on the All tab. Please go to page 12 for information about these icons.

To use these icons at least one article must be selected. Articles are selected by clicking on the check box next to the article number.

The rest of the page is similar to the All tab. Please go to page 13 for information about the results list and Discovery Pane.

**Pictures Tab**

The Pictures tab opens with two drop-down menus in the header. The header also includes a row of icons and Frames buttons on the right side.

**Header Drop-Down Menus**

The two menus are Sort by and Display Options. The Sort by menu has three selections: Most Recent First, Oldest First, and Relevance.

The Display Options menu has four selections: Full Article; Keywords in Context; Full Article/Report plus Indexing; and Headline, Lead Paragraph, Plus Indexing. Select the one you want by clicking on it.

**Header Icons and Frames Link**

The seven icons, located below the row of tabs, are: View Selected Articles, E-Mail Selected Articles, Format for Printing, Format for Saving, Download Articles in RTF Format, Download Articles in PDF Format, and Read Post Processing FAQs. These icons work in a similar manner as those on the All tab. Please go to page 12 for information about these icons.
To use these icons at least one article must be selected. Articles are selected by clicking on the check box next to the article number.

The **Frames** buttons will create two side-by-side frames in the display area. The left side will contain the list of search results and the right frame will contain information about your search criteria. When a picture is selected and the picture title or the **View Selected** icon is clicked on, the picture will appear in the right frame.

**Discovery Pane**

The Discovery Pane only has only one section: Keywords. Each item in this section will filter the results to display only the results that contain that item.

The rest of the page is similar to the **All** tab. Please go to page 13 for information about the results list and Discovery Pane.

**Multimedia Tab**

The **Multimedia** tab opens with one drop-down menu and a row of icons.

**Header Drop-Down Menu**

The **Sort by** menu has three selections: **Most Recent First**, **Oldest First**, and **Relevance**.

**Header Icons**

The seven icons in the header are similar to and operate similarly as the icons in the **All** tab header. Please go to page 12 for information about these icons.

To use these icons at least one article must be selected.

The rest of the page is similar to the **All** tab. Please go to page 13 for information about the results list and Discovery Pane.

**Dow Jones Tab**

The **Dow Jones** tab opens a page similar to the **All** tab. The articles listed are gathered from Dow Jones news services.

There are three drop-down menus, seven icons, and the Frames buttons in the header. See page 12 for information about the menu and icons.

Please go to page 13 for information about the results list and Discovery Pane.
**Article Page**

When you select an article to view it is opened in the display area of the results page (All, Publications, Web News, Blogs, Pictures, Multimedia, or Dow Jones) you are in.

An article is selected by either clicking on the title of the article in the results list or by clicking on the check box next to the article in the results list and clicking on the View Selected icon in the header.

The *Article* page header is similar to the headers for the results page tabs. It uses the same icons and has similar drop-down menus. Please refer to page 12 for information about the *All* tab header.

The *Frames* buttons on the right side of the header will return you to the results page with two side-by-side frames, the left frame will have the results list and the right side will have information about your search criteria until you select an article. Once an article is selected it will be displayed in the right side frame.

The *Return to Headlines* link will return you to the results list.

The Discovery Pane will display the same topic and items as the Results page so that you may filter the results without having to return to the results list.

The article display itself has a header that tells you which article in the list of results you are looking at (e.g., Article 8). Below the header is the title of the article and information about the article.

The article text follows the top matter.
Saved Searches

Clicking on the Saved Searches selection Search tab menu will open the saved searches page with no results. The Saved Searches function is not included in the current subscription.

Alerts Tab

The Alerts tab has three items in its drop-down menu below the row of tabs. These selections are View Alerts, Manage Alerts, and Direct Link. The View Alerts selection is the one that is displayed when the tab is first opened.

The function to set up alerts is not part of the current subscription.
News Pages Tab

The News Pages tab has four menu items in the secondary menu below the row of tabs. These selections are Mobile News Pages, Group Pages, Factiva Pages, and Direct Link. The Factiva Pages selection is the one that is displayed when the tab is first opened. See page 4 for information about the Direct Link selection.

Just below the row of tabs is a box with a drop-down menu. This menu gives you numerous choices of countries and subjects to display. The News Pages display changes with each selection, including the language the articles are in. The default display is United States—Academic.

Factiva Pages

The Factiva Pages selection opens with the page divided into four sections. The sections are Quote List, Editor’s Links, What’s New on Factiva.com and Newsstand.
Newsstand

The newsstand section lists seven newspapers and magazines and has its own search function.

To run a search enter your search terms in the box and click on the Run Search button. This will open a search results page. The results list will include only articles found in the periodicals listed in the Newsstand page. Please go to page 12 for information about the All tab result page.


Each periodical has a header dividing that periodical’s articles from the others. The headers include two boxes with drop-down menus. The box menu on the left lists the publication dates of the issues included in the newsstand. The right box menu lists various categories of articles available. The default selection is Front Page or Cover Story, depending on whether the periodical is a newspaper or a magazine.

Items are selected by clicking on the one of your choice. The list of articles changes according to the date or type of article selected.

Clicking on an article’s title will open the full text article in a similar format of the regular Article page. Please go to page 17 for information about the Article page.

Quote List

The Quote List section of the News Pages tab includes a box with a drop-down menu. Group: United States is the only selection.

This display gives you the latest standing of three indexes and information about when the display was last updated and the source.

Editor’s Links

The Editor’s Links section gives you links to some other web sites the editors feel are of interest to their readers.

What’s New on Factiva.com

The What’s New on Factiva.com section links you to information about new developments on the web site.
Group Pages

The Group Pages selection opens with the World page displayed. The World box has a drop-down menu with three selections. These selections are U.S. Sports, World and World Sports. Change the page by clicking on one of the selections.

World

The World page is divided into five sections. The sections are Company, Quotes, Web Resources, World: Top Sources, and World News.

Company

The Company section allows you to search for a company using either a ticker symbol or the company name. To run a search, select Ticker or Company Name by clicking on the selection in the drop-down menu then enter your search term into the box and click on the Search button. The Company List box and selection is not supported in this subscription.

The results will be displayed under the Companies/Markets tab. Please see page 24 for information about the Companies/Markets tab.

Quotes

The Quotes section allows you to search for quotes on various instruments. You may search for stocks, funds, or historical corporate bonds by entering your search term into the appropriate box and clicking on the associated Get Quote button. The results will be displayed under the Companies/Markets tab. Please see page 24 for information about the Companies/Markets tab.

You may also search for Currency (Spot Rate) and Common Market Indexes quotes by using the drop-down menus for those boxes. Select the currency or index by clicking on your selection in the menu. Then click on the associated Get Quote button. The results will be displayed under the Companies/Markets tab. Please see page 24 for information about the Companies/Markets tab.
World: Top Sources

The World: Top Sources section allows you to search only selected news sources. To set up a search click on the check boxes next to the sources you want to search. You may search one or all.

When you have made your selections, click on the Search button. This will open the Search tab with your chosen sources entered in the Intelligent Indexing area beside the Sources name. Please go to page 5 for information about the Search Builder.

Web Resources

The Web Resources section offers numerous links to a variety of useful web sites. The links are grouped into nine expandable topics. These topics are Business Tools, Calculators, Company Info, Personal Investment Planning, Government, Reference, Technology, Translations, and Travel. The number of web sites available in each topic varies from time to time. There may be none displayed.

The topics may be expanded by clicking on the plus sign icon next to the topic. The expanded topic will list links to various web sites. Clicking on a name in the list will open that web site in a new window.

World News


Each category displays the first five news stories. The name of each article is a link that will open the page for that article.

Each header also has a View All link that, when clicked on, will open a Results page with a Publications tab with all the publications that fit that category listed. This could be many thousands.

Please go to page 11 for information about the Results page.
U.S. Sports

The U.S. Sports page is divided into three sections: U.S. Sports: Top Sources; U.S. Sports News; and Newsstand.

The U.S. Sports: Top Sources section is divided into two parts. Each part has a list of news sources with a check box. Select the sources you want to search by clicking the check boxes next to the sources. Then click on the Search button. This will open a search page similar to the main search page with the sources you selected listed in the Intelligent Indexing sections. See page 5 for information about using the search page.

The U.S. Sports News section has a listing of news articles. The listing is divided into sections according to types of sports (e.g., baseball, golf, etc.). The title of each article is a link that will open a page with the full article.

The Newsstand section has a listing of articles from five newspapers. The newspapers are the Atlanta Journal-Constitution, Los Angeles Times, New York Times, The Times, and The Washington Post. The title of each article is a link that will open a page with the full article.

World Sports

The World Sports page has only two sections: World Sports News and Newsstand. Both sections are lists of articles. The World Sports News section is divided into sections according to types of sports. The Newsstand section is divided into sections by newspapers. There are six papers: Daily Telegraph, Frankfurter Rundschau, The Sydney Morning Herald, Tribune De Geneve, The Toronto Star, and Svenska Dagbladet.

Mobile News Pages

The Mobile News Pages menu selection will open a page with front page articles from three newspapers: The Wall Street Journal, The Washington Post, and The New York Times. The title of each article listed will open the Article page for that article. Please go to page 17 for information about the Article page.
Companies/Markets Tab

The Companies/Markets tab has five items in a drop-down menu below the row of tabs. These selections are Quotes, Charting, Company, Industry, and Direct Link. See page 4 for information about the Direct Link selection. The Quotes selection is the default display when the tab is first opened.

Quotes

The Quotes selection on the Companies/Markets tab menu bar allows you to make a simple search. There are four screens that you may choose from for your search. These screens are Stocks, Funds, Currencies and Common Market Indexes. These screens are selected by using the drop-down menu in the Select Instrument box.

The Quotes screen normally opens to the Stocks display. However, the screen changes if another instrument (e.g., Common Market Indexes) is selected.

The Stocks and Funds screens are similar and the search options operate in a similar manner. To make a search enter a term in the Symbol box. If you do not know the symbol for a company or fund, click on the Symbol Lookup link below the box. This will open the Symbol Lookup window. Enter the name of the company or fund into the box and click on the Search button. The results of this search will be displayed below the box.

Once you have entered your term into the Symbols box select either Current Quote or Historical Quote. If you select Historical Quote you may select Daily, Weekly or Monthly prices; the time period for the search (up to two years); and whether to display the results in a formatted or static chart.

Once you have made your selections, click on the Get Quote button. The results of your search will be displayed to the right of the search area.

You may format the results for printing or saving by clicking on the appropriate icon near the top of the display. The Add to Quote List link does not work with this subscription.
The Stocks and Funds results displays are similar.

There are three links below the chart section. These are Get Interactive Chart, Company Snapshot, and News.

The Get Interactive Chart link will take you to the chart for your company on the Charting page. Please go to page 26 for information about the Charting page.

The Company Snapshot link will take you to the Company Snapshot page for your company. See page 28 for information about the Company Snapshot page. The News selection will take you to a results page under the Search tab. This page will list articles that mention your company. Go to page 11 for information about the Results page.

Currencies

The Currencies search screen works in similar manner as Stocks and Funds but includes an additional box to select the Cross Rate currency. The secondary screen changes depending on the currency selected. Once you have selected the instrument (currency) and the Cross Rate you may select Current or Historical quotes.

Once you have made your selections click on the Get Quote button. The results are displayed to the right of the search area.

Common Market Indexes

The Common Market Indexes search screen is similar to the Stocks and Funds screens.

Again, you have the option to select Current or Historical quotes. When you are ready to start your search click on the Get Quote button. The results are displayed to the right of the search area.
Charting

Clicking on the Charting selection of the Companies/Markets tab menu will open the search page for the Charting function.

To have a chart displayed enter a ticker symbol in the Enter Symbols box. You may have the chart drawn at this time by clicking on the Draw Chart button. This will give you a chart with the default selections of the other options available in the search feature.

You may use the Symbol Lookup link below the Enter Symbols box to search for a symbol.

This opens the Symbol Lookup window. Enter your search term in the box and click on the Search button. This will display the findings in the area below the box. Scroll to the symbol you want and highlight it. Click on the Add to Symbol List button to add the symbol to the Enter Symbols box.

The other options allow you to select the date range of the chart, the moving average, chart type and whether to display the Volume chart or not.

The default options are to show the daily prices for the past three months, no moving average, display a line chart and show the Volume chart.

The chart is displayed with the Price chart on top followed by the Volume chart. Below these charts is the information about the display (e.g., date range, companies, etc.). You may have more than one company displayed at a time by typing in more than one ticker symbol in the Enter Symbols box. Symbols must be separated by a comma.

Clicking on the Draw Chart button with more than one symbol in the Enter Symbols box opens a chart with two (or more) companies charted. The companies are in different colors, with the colors being identified in the Charted Symbols section of the chart information.

Another feature of this chart is that you may select an index to compare the company to. Click on the check box next to the index you want to compare the company to and click on the Redraw Chart or New Chart button. The chart will then display the company and the selected index.
Company

The Company selection allows you to make a simple search for a company. The Smart Lookup box menu has five selections: Smart Lookup, Company Name, Ticker, DUNS, and Registration ID.

To perform a search, select the type of search by clicking on your selection in the drop-down menu. Then enter your search term into the box. Finally, click on the Go button.

If you use the Smart Lookup selection, as you type characters into the box a menu of suggested companies will be displayed below the box. Click on the company of your choice on the list and the company snapshot page for that company will be displayed.

If your search finds more than one company you will be given a Company Search Results list. Each company name on the list will open the company snapshot page for that company.

If only one company meets your search criteria the company snapshot page for that company will be opened.
Company Snapshot Page

The Company Snapshot page contains all information contained in Factiva about your company. The Snapshot page has three icons and a link near the top, a menu column on the left and the content in the display area.

The three icons near the top of the page will format the page for printing or for saving the information.

The third icon will open the report in PDF format in a new window with Adobe Reader controls for navigation and printing.

The Company List function is not available for this subscription.
Snapshot Page Menu

The Snapshot page menu has six main selections Company Snapshot, News, Key Developments, Peer Comparison, Financial Results, and Reports. The Company Snapshot page opens with the Company Snapshot selection displayed.

Company Snapshot

The main part of the Company Snapshot page is a long scrolling page with information divided into headings. Near the top of the page is a Quote link that will open the Quotes page with information about your company. Please go to page 24 for information about the Quotes page. The Add to Quote List link is not available for this subscription.

The headings the Company Snapshot page is divided into are: General Information, Key Facts, Performance/Segment Information, a News section, and Peer Group.

The General Information section has address and contact information as well as a simplified stock chart. Included in this section are a short business description and primary industry classification information such as SIC and NAICS numbers.

The bottom of this section lists the source of the information contained in that section. The source is a link to that company’s web site.

The Key Facts section has information about selected key executives and some basic key financial information.

The bottom of this section lists the source of the information contained in that section. The source is a link to that company’s web site.

The Performance/Segment Information section has information about the financial performance and a business segment chart.
The News section lists recent news articles concerning your company. There are three tabs across the top of this section: **Latest News**, **Web News**, and **Multimedia**.

The **Latest News** tab is displayed when the *Company Snapshot* page is first opened.

The Suggested Categories section near the top of the section gives you a large selection of categories from which to choose. The initial selection is have **All articles displayed**. Selecting a different item will display only the articles that fit that category.

The **View More** link near the bottom of the section will take you to the same News page that is opened when **News** in the Company Snapshot Menu is selected. See page 31 for information about the **News** selection.

The title of each article in the list is a link to a page containing the full article.

The **Web News** and **Multimedia** tabs will open a news page under the **News** selection in the Company Snapshot Menu. See page 31 for information about the **News** selection.

The Peer Group section lists companies that are competitors in the same general standing as your company. Each company name is a link to that company’s Snapshot page.

The **Peer Comparison** link at the bottom of the list will open the **Peer Comparison** page from the **Peer Comparison** selection in the Company Snapshot Menu. See page 33 for information about this page.

The bottom of this section lists the sources of the information contained in that section. The sources are links to the companies’ web sites.
News

The News selection in the Company Snapshot Menu will open a page with a listing of 20 of the latest articles that mention your company. There are three tabs near the top of the page: Latest News, Web News, and Multimedia. The Latest News tab is displayed when the news page is first displayed. However, when one of the subcategories under the News heading on the Company Snapshot page menu is selected (e.g., Web News or Multimedia) that tab will be displayed when the page opens.

Latest News Tab

The Latest News tab lists 20 articles that mention your company.

The Suggested Categories section near the top of the section gives you a large selection of categories from which to choose. The initial selection is have All articles displayed. Selecting a different item will display only the articles that fit that category.

The More link near the top of the page will display the next 20 articles. This page will have a Previous link that will allow you to back up in the list.

The title of each article in the list is a link to a page containing the full article. This page has three icon links near the top of the page that allow you to print, save or e-mail the article.

The page heading includes links that will take you back to the News page (Back to Headlines) and to the Previous article or Next article on the list.
Web News Tab

The **Web News** tab lists 20 articles that mention your company.

The Suggested Categories section near the top of the section gives you some categories from which to choose. The initial selection is have **All** articles displayed. Selecting a different item will display only the articles that fit that category.

The **More** link near the top of the page will display the next 20 articles. This page will have a **Previous** link that will allow you to back up in the list.

The title of each article in the list is a link that will open the web page with the article in a new window.

Multimedia Tab

The **Multimedia** tab lists 20 articles that mention your company.

The Suggested Categories section near the top of the section gives some categories from which to choose. The initial selection is have **All** articles displayed. Selecting a different item will display only the articles that fit that category.

The **More** link near the top of the page will display the next 20 articles. This page will have a **Previous** link that will allow you to back up in the list.

The title of each article in the list is a link that will open the web page with the article in a new window.
Key Developments

The **Key Developments** selection in the Company Snapshot Menu will open a page with a listing of releases about the company you are researching.

The **Key Developments** box has a drop-down menu with selections that allow you to narrow the list to specific areas.

Click on a selection to highlight it, then click on the **Go** button to change the display.

Peer Comparison

The **Peer Comparison** selection in the Snapshot Menu will open the **Peer Comparison** page.

This page lists the top competitors of the company you are researching. Each company name is a link that will open that company’s Company page. The **Spreadsheet** link near the top of the list will open the list in an Excel spreadsheet. You also have the option to save this spreadsheet.

The Add to Company List selection does not work in the current selection.

There are three boxes with drop-down menus across the top of the page that allow you to modify the list. The first menu allows you to change the display to show more or fewer companies. It has selections for the nearest 10, 20, 50 or 100 companies.
The second menu allows you to select the area in which the companies are compared. The selections are Sales, Employees, and Market Cap.

The last menu has five selections that allow you to pick the industry of the companies used for comparison. For the Kellogg company these are: Dow Jones Industry Classification: Breakfast Cereals; Dow Jones Industry Classification: Food Products; NACE: Manufacture of grain mill products, starches, and starch products; NAICS: Breakfast Cereal Manufacturing; and SIC: Cereal Breakfast Foods.

After making your selections click on the Go button. The display will be changed to reflect your new selections.

Financial Results

Selecting Financial Results from the Snapshot Menu will open a Financial Results page for the company you are researching.

The top of the page has several icon links that allow you to format the page for printing or saving.

The Statement Type box, with a drop-down menu, allows you to choose a different display of data. There are nine selections, including: Balance Sheet - Annual (the default display), Cash Flow - Annual, Income Statement - Annual, Key Ratios, and more.

To select a different display click on the selection on the menu and then click on the Go button. The selected information will be displayed.

The Show Details link beside the Statement Type box will expand the display to reveal more detailed data for most categories. Once Show Details is selected for one display, it remains in effect as other displays are selected.
There are two more links in the upper right corner of the page. These are **Spreadsheet** and **Glossary**.

The **Spreadsheet** link allows you to open or save the displayed information in an Excel spreadsheet. The **File Download** window is opened. Clicking on the **Save** button will open a window where you are prompted to select a location and name the file.

The **Glossary** link will open a help page with an extensive glossary of business terms.

#### Reports

Clicking on **Reports** in the Company Snapshot menu will open the **Reports** page. The **Reports** page has a box with a drop-down menu listing of five reports that are available.

These reports are: **Company Report**, **Detailed Company Profile Report**, **Custom Report**, **Financial Health**, and **Ratio Comparison Report**.

To view a report, click on your selected report in the menu, select whether you wish to view it as HTML or PDF and then click on the **View Report** button.

This will open the report. HTML reports will be opened in the Factiva window. PDF reports will be opened in a new window with Adobe Reader controls for navigating the report.

The Financial Health report in HTML format is pictured. The Company Report, Detailed Company Profile Report, Financial Health, and Ratio Comparison Report all have similar top matter including the company name, address, textual description, primary industry classification and secondary industry classification.

The **Report List** link at the top of the report will return you to the **Reports** page.

The report is contained on one long scrolling page with the body of the report below the top matter.
Custom Report

The **Custom Report** selection will open the *Report Builder* page. This page has numerous selections for items to include in your report. The selections are grouped into four categories: Business Summary, Financials and Market Activity, News, and Key Developments.

Each item is a section of the report and is selected by clicking on the check box next to the item.

Items that have been selected will have a check mark in the check box next to it. You may select as many items as you wish.

The News section has a group of items for news articles. In this area you have the option to include only the headlines of the articles or the entire article in the report.

When you have finished making your selections select the format of the report (HTML or PDF) and click on the **View Report** button.
The **Advanced Report Builder** link near the top of the page will open the *Report Builder* page with a different set of selections.

This page has boxes with report sections listed. The boxes are divided into four topics. These are Business Summary, Financials and Market Activity, News, and Key Developments.

Each topic has two boxes, **Available** and **Selected**.

The **Available** box has report sections listed. To select a report section highlight the section you want and click on the **Add** button next to the box in which the section is located. This will move the highlighted section into the **Selected** box.

The News topic also has two selections where you may choose either Headlines Only or Full Articles.

When you have finished adding sections to your report click on the **View Report** button near the bottom of the page.

The **Custom Report** page has the report you constructed displayed. The selected report sections are listed near the top of the report under their report topics (e.g., Business Summary, Financial and Market Activity).

Each report section name is a link that will cause the report to scroll to that section in the report.
Industry

The Industry selection opens the Industry Snapshots page. This page lists all the industry snapshots that are available.

Each snapshot on the list is a link that will open the Industry Snapshot page for the selected industry.

Industry Snapshot Page

Clicking on an industry on the list on the Industry Snapshots page will open the page for that industry.

The Industry Snapshot page contains all information contained in Factiva about the industry. The Snapshot page has two icons near the top, a menu box on the left and the Discovery Pane across the top of the display section.

The two icons near the top of the page will format the page for printing or for saving the information.

Snapshot Page Menu

Industry Snapshot

The **Industry Snapshot** selection is displayed when the page is first opened. The main part of the Industry Snapshot page is a long scrolling page with information divided into headings. The headings are: Discovery Pane, Industry Classification, Industry Averages and Ratios, Trade Association Web Sites, Top Participants by Sales, Industry News, and Industry Breakdown by Company Size (Sales USD).

The Discovery Pane lists news articles about the industry, grouped into four categories: Companies, Subjects, Industries, and Region. Each item on these lists will open a page of news articles under the **News** selection of the Snapshot page menu box. See below for information about the **News** page.

The other headings give you information about the industry specific to the heading (e.g., industry classification codes in the Industry Classification section).

The Top Participants by Sales section lists the top companies in the industry. Each company name is a link to that company’s Snapshot page. See page 28 for information about the company Snapshot page.

The **Peer Comparison** link at the bottom of this section will open the **Peer Comparison** page under the **Peer Comparison** selection in the Snapshot page menu. See page 40 for information about this page.

The Industry News section has a **View More** link in the section heading that will display more articles under the **News** selection of the Snapshot page menu box. See below for information about the **Industry News** page.

Industry News

The **Industry News** selection opens the **Industry News** page. This page has a list of articles that pertain to the industry. The page displays 20 articles at a time. The **More** link at the top of the list will display the next 20 articles.

Each article entry has the title, source, date, length, language, and a brief lead-in of the article. Clicking on the title will open the full-text article.

The right side of the **Industry News** page has a Discovery Pane. This box has various topics divided into four categories: Companies, Subjects, Industries, and Regions. Each topic line lists the number of articles included in that topic. Clicking on the topic will display only those articles included in that topic.
The Keywords section at the bottom of the Discovery Pane will do the same thing for the list of words. Clicking on a word in the Keyword list will display only those articles that pertain to that topic.

Peer Comparison

The Peer Comparison selection in the Snapshot page menu will open the Peer Comparison page.

This page lists the top competitors in the industry you are researching. Each company name is a link that will open that company’s Company page. The Spreadsheet link near the top of the list will open the list in an Excel spreadsheet. You also have the option to save this spreadsheet.

The Add to Company List selection does not work in the current subscription.

There are three boxes with drop-down menus across the top of the page that allow you to modify the list. The first menu allows you to change the display to show more or fewer companies. The drop-down menu has selections for the top or bottom 10, 20, 50 or 100 companies.

The second menu allows you to select the subject area in which the companies are compared. The selections are Sales, Employees, and Market Cap.

The last menu has four or more selections that allow you to pick the industry of the companies used for comparison. These include: Dow Jones Industry Classification; NACE; NAICS; and SIC.

After making your selections click on the search icon. The display will be changed to reflect your new selections.
Analysis and Profiles

The Analysis and Profiles selection will open the Analysis and Profiles page. This page lists industry profiles and analyses that have been prepared by a variety of organizations. The organizations include: Business Monitor International, MarketLine, Mergent Industry Reports, MarketResearch.com, and Standard & Poor’s Industry Investment Reviews.

The documents are grouped according to the organization that created them. Not every organization will have prepared a document on the industry being researched. If none are available for a particular organization the list will indicate “No Results” for the organization.

Each organization will display the first two documents. If more are available there will be a View More link in the section header. Click on this link to display more documents.

Clicking on the document title will open the document.
**Factiva Header Links**

The Factiva Header, which is present on all pages throughout the program, has an icon in the upper right corner. This icon opens a menu with five main selections: Lists, Language, Settings, Customer Service and Logout. The Lists, Language and Settings selections have submenus.

**Lists**

The Lists selection has three items in a submenu: Company Lists, Quote Lists, and Editor’s Choice.

The Company Lists and Quote Lists functions are not included in the current subscription.

**Editor’s Choice**

The Editor’s Choice selection will open a page with a list of industries. Each industry on the list has several links that will open the latest news articles about that industry.

**Language**

The Language selection opens a submenu with a list of languages that may be selected. This selection will cause the entire Factiva program to be displayed in the selected language.

**Settings**

The Settings selection has three selections: Preferences, Logon Info, and Read Tools FAQs.

**Preferences and Login Info**

The Preferences and Login Info selections open the Preferences page, which allows you to change the way Factiva is displayed when it first opens. This program is already set up for optimum performance and no changes are needed. There is no option to change the default automatic logout time.

**Read Tools FAQs**

The Read Tool FAQs selection will open a page with questions about the Tools selection. Not all tools that are available through Factiva are included in the current subscription.
Customer Service

The Customer Service link will open a new window for Dow Jones Customer Support. This window provides various methods to gain information about the Factiva program.

There are links to frequently asked questions and a search function to look for specific questions.

Logout

This selection will log you out of the program. The program will automatically log you off after about 15 minutes of inactivity.