

Stock School: What Newspapers to Read – The Wall Street Journal

By [Peter Lawrence Alexander](#) / November 24, 2008 / Revised July 26, 2016

With so much to read out there on stocks and investing, where should you really focus your time? Sonic Control's Stock School tells you. This time, The Wall Street Journal.

The Wall Street Journal is the nation's business paper and it's available in two forms: newsprint (published Monday through Saturday) and online at www.wsj.com. Where the New York Times is an all purpose daily paper with a superb business section, the Wall Street Journal is all business, and its online version is virtually indispensable because it's updated throughout the day.

Recently bought by Rupert Murdoch's [NewsCorp](#), both the print and online versions have had a recent face lift. You subscribe to either print, online or both. If you're not ready for that investment (about a \$100 a year) you can take advantage of some key free services by simply registering at the site.

As a registered user (free access) you can set up your portfolio, personalize your own news page, and set up to receive free newsletters.

The section you want to spend time with daily is Markets and Market Data.

The screenshot shows the top of the Wall Street Journal website. The main title "THE WALL STREET JOURNAL." is prominently displayed in a large, bold, serif font. Below the title, the text "U.S. Edition" is followed by a dropdown arrow, the date "July 26, 2016", and the phrase "Today's Paper". A horizontal navigation bar contains the following links: Home, World, U.S., Politics, Economy, Business, Tech, Markets (which is highlighted with a white background), Opinion, Arts, Life, and Real Estate. Below the navigation bar, a large menu is displayed with three columns. The first column is titled "Sections" and lists: Bonds, Commercial Real Estate, Commodities & Futures, Currencies, Deals, Financial Services, Funds, Stocks, and Your Money. The second column is titled "Columns & Blogs" and lists: Heard on the Street, MoneyBeat, Wealth Adviser, and Ahead of the Tape. The third column is titled "More" and lists: CFO Journal, Journal Report, Market Data (highlighted in green), Markets Video, Markets Podcast, MoneyBeat Podcast, Heard on the Street Podcast, Watching Your Wealth Podcast, and a search icon followed by "Search Quotes and Companies".

On the Markets page, news is updated throughout the day. You also find one of the daily must-read columns in business – *Heard On the Street*.

[Market Data](#) summarizes on one page what's happening literally throughout the day. However, even the public page has amazing information resources for you with breakouts for U.S. Stocks, International Markets, Rates, Commodities and Futures, ETFs (exchange traded funds), and Mutual Funds. Mouse over any of the tabs and new menu appears giving you, in many cases, dozens of choices of additional practical information.

Here's the breakout for U.S. Stocks.

U.S. Stocks				Europe/EMEA	Asia-Pacific	FX	Rates	Commodities & Futures	International Markets	ETFs	Mutual F
U.S. Overview											
MOST ACTIVE, GAINERS, DECLINERS			ANALYSTS RATINGS CHANGES			STOCK SCAN & WAYS TO INVEST			AFTER-HOURS TRADING		
<ul style="list-style-type: none"> Most Actives Gainers Decliners Volume Movers New Highs & Lows OTC Bulletin Board Most Actives 			<ul style="list-style-type: none"> Upgrades & Downgrades 			<ul style="list-style-type: none"> Dividend Stocks Growth Stocks Large Stocks MidCap Stocks Small Stocks Value Stocks 			<ul style="list-style-type: none"> Most Active Stocks Biggest Gainers & Decliners 		
INDUSTRIES/SECTORS			CLOSING INDEXES & DIARIES			MONEY FLOWS			OPTIONS		
<ul style="list-style-type: none"> All Industries Leading & Lagging Industries Industry Group Tracker 			<ul style="list-style-type: none"> Markets Diary Stock Indexes: Data Bank 			<ul style="list-style-type: none"> Market & Sector Overview Selling on Strength Buying on Weakness 			<ul style="list-style-type: none"> Unusual Activity: Midday Unusual Activity: Closing 		
CLOSING QUOTE TABLES			INDEX ANALYSIS			STOCKS & TRADING STATISTICS			WEEKLY SNAPSHOTS		
<ul style="list-style-type: none"> NYSE MKT Stocks Exchange-Traded Funds Exchange-Traded Funds by Sponsor Preferred Stocks NYSE Stocks Nasdaq Global Market Nasdaq Capital Market 			<ul style="list-style-type: none"> Dow Averages Hour by Hour P/E's & Yields on Major Indexes 			<ul style="list-style-type: none"> Dividends Insider Trading Spotlight 			<ul style="list-style-type: none"> Insider Trading 		
			ECONOMY			IPOS AND OFFERINGS			QUARTERLY/MONTHLY SNAPSHOTS		
			<ul style="list-style-type: none"> U.S. Economic Events Archive of Economic Indicators Auto Sales Charts of Key Economic Data WSJ Economic Forecasting Survey 			<ul style="list-style-type: none"> IPO & Stock Offering Calendar Lockup Expirations Shelf Registration Sales 			<ul style="list-style-type: none"> Short Interest Highlights Short Interest: Stock by Stock Listing Monthly Global Stock Indexes Quarterly Global Stock Indexes Quarterly Stock Review 		

Here you find tables that are very important for making effective investment decisions. A few to check daily include:

Upgrades and Downgrades – this table tells you which stocks analysts have upgraded (buy) or downgraded (sell, or hold). Not in every case, but once a stock's status has been changed, you can often see the effect right when the stock market opens, or within 45 minutes to an hour of the announcement.

New Highs and Lows – a stock hitting a new high in price can be a stock on the move that's going higher. Conversely, when a stock hits a new low, it's being sold off.

Most Widely Held – This table reports which stocks have been heavily purchased by institutional investors and which are being sold by institutional investors. This is important because if big institutions are buying a stock, that's often another indicator that the stock price is going up. If a stock looks unattractive for whatever reason, institutions will start selling it off (called dumping). When institutions decide to sell off a stock, that stock is going to drop. (Note: this table is no longer available as of January 2009 at WSJ.)

So one piece of information you absolutely need to know is what % of a company's stock is owned by institutions. As a free subscriber, you can't get that information from the Wall Street Journal, but you can get it from both Finance.Yahoo.com and Finance.Google.com.

Why Read the Wall Street Journal?

As illustrated in the Sonic Control Music Tech 21, the companies that affect income one way or another for artist royalties and music production are all publicly traded. Companies with the largest sales for CDs and downloadable products are often publicly traded companies like [Best Buy](#) and [Wal-Mart](#).

Consider Apple's impact for music production (Logic, GarageBand), video/film production (Final Cut Pro and Final Cut Express), MP3 downloads, video downloads, and for downloads, how Apple has impacted how much money you earn or don't earn per digital MP3 download and video download (if you're the composer). The newest version of QuickTime can be updated so that your computer can watch movies in HD (high definition) up to 1080P.

Just in the last 36 months, how music and video are distributed has been impacted by Apple. That impact is felt with AFTRA, SAG, The Writers Guild, and even performance rights organizations like ASCAP and BMI.

To read the Wall Street Journal is to understand what's happening.

Besides business, the Wall Street Journal also provides general news, world news, news for small business, Weekender, and excellent political commentary.

This article was previously published at SonicControl.tv