

Local Stocks

Local stocks are a key component of most newspapers' stock listings. Many readers own only one stock - the stock of the company they work for. A well-researched list of stocks of local interest locally based companies, companies based elsewhere but with local facilities, even competitors of major local companies will satisfy many readers.

AP's new Local Stocks module has been enhanced and includes information

that is analytical and forward-looking. Enhancements include trend arrows, an at-a-glance tool that shows price direction for the week, month and quarter; "seat belts" that show where a price falls within its 52-week range; a column showing five-year percentage gain or loss; and cursors that signal a company has made news and an AP story is on the newspaper's Web site.

AP can also provide each newspaper a customized Local Stocks Index based on

stocks in this module. These indexes are in development and may not be available until January. They will carry the name of the newspaper and the stock exchange that is developing them. Local indexes are a good proxy for the health of the local economy. A small module above the Local Stocks module will report the index each day. It will include a six-month fever chart and data comparing the local index with the S&P 500 index.

HIGHLIGHTS:

- Newspaper builds list of companies of most interest locally.
- "Seat belts" show at a glance where all stocks are vs. 52-week high and low.
- Trend arrows show price direction for week, month and quarter, allowing quick analysis.
- One-year return shows long-term trend for each stock.

EXAMPLE: Three Columns

LocalStocks															
NAME	TICKER	52-WK RANGE		◇CLOSE	CLOSE	CHG	%CHG	WK	MO	QTR	YTD CHG	1YR RTN	VOL (Thous)	P/E	DIV
		LO	HI												
AT&T Inc	T	24.72	39.86	→	39.46	+0.03	+0.1%	▲	▲	▲	+10.4%	+50.8%	27005	21	1.42f
Adv Micro Dev	AMD	12.96	35.75	◆	12.83	-.23	-1.8%	▼	▼	▼	-37.0%	-60.6%	16485	dd	...
Altria Group	MO	49.78	65.90	→	68.22	+2.32	+3.5%	▲	▲	▲	+9.2%	+28.7%	23664	12	3.44
Apple Inc	AAPL	50.16	97.80	→	93.65	+7.4	+0.8%	▲	▲	▲	+10.4%	+48.1%	17284	34	...
Applied Matls	AMAT	14.39	19.79	→	18.36	+0.4	+0.2%	▲	▲	▲	-0.5%	+5.8%	24589	16	0.24f
Bank of America	BAC	44.54	55.08	→	50.43	-.59	-1.2%	▼	▲	▼	-5.5%	+16.8%	13700	11	2.24
Broadcom Corp	BRCM	21.98	46.97	→	32.57	+5.0	+1.6%	▲	▲	▲	+0.8%	-25.7%	14834	51	...
Brocade Commun	BRCM	4.91	10.58	→	9.71	+1.9	+2.0%	▲	▲	▲	+18.3%	+42.5%	11445	29	...
CMGI Inc	CMGI	0.98	2.50	→	2.16	+0.4	+1.9%	▲	▲	▲	+61.2%	+43.2%	17738	43	...
CVS/Caremark Corp	CVS	27.09	36.14	→	34.42	+2.8	+0.8%	▲	▲	▲	+11.4%	+14.8%	16741	22	0.24f
Cisco Syst	CSCO	17.10	28.99	→	25.40	-.13	-0.5%	▼	▼	▼	-7.1%	+17.8%	32783	24	...
Citigroup	C	46.22	57.00	→	51.05	-.29	-0.6%	▼	▲	▼	-8.3%	+12.9%	16181	11	2.16f
Countrywide Fncl	CFC	32.20	45.26	◆	32.73	-.91	-2.7%	▼	▼	▼	-22.9%	-6.7%	14576	8	0.60
DRDGOLD Ltd	DROOY	0.54	1.98	◆	.69	+0.2	+3.0%	▲	▼	▲	-23.3%	-56.8%	18742
Dell Inc	DELL	18.95	30.25	→	23.02	-.19	-0.8%	▼	▲	▼	-8.3%	-22.0%	15519	19	...
Dendreon Corporation	DNDN	3.57	18.05	→	14.30	+1.37	+10.6%	▲	▲	▲	+242.9%	+174.5%	42524	dd	...
EMC Corp	EMC	9.44	14.89	→	14.09	+2.4	+1.7%	▲	▲	▲	+6.7%	+1.6%	30746	26	...
Exxon Mobil Corp	XOM	56.64	79.00	→	76.16	+7.1	+0.9%	▲	▲	▲	-0.6%	+26.1%	19265	12	1.28
First Data Corp	FDC	20.69	27.23	→	32.45	+5.55	+20.6%	▲	▲	▲	+27.2%	+6.1%	111688	18	0.12
Ford Motor	F	6.06	9.48	→	8.09	+2.0	+2.5%	▲	▲	▲	+7.7%	+1.0%	42834	dd	...
FMC&G	FCX	43.10	72.20	→	66.73	+5.4	+0.8%	▲	▲	▲	+19.7%	+17.9%	11537	10	1.25a
Gen Electric	GE	31.61	38.49	→	35.29	-.07	-0.2%	▼	▲	▼	-5.2%	+4.7%	21131	18	1.12
Global Imaging Sys	GISX	18.03	23.69	→	28.64	+9.14	+46.9%	▲	▲	▲	+30.5%	+2.7%	15973	22	...
Halliburton	HAL	26.33	41.99	→	32.27	+5.3	+1.7%	▲	▲	▲	+3.9%	-12.2%	31267	15	0.30
iShare Japan	EWJ	12.27	15.55	→	14.49	-.08	-0.5%	▼	▲	▼	+2.0%	+1.9%	21833	q	0.10e
iShares Rus 2000	IWM	64.61	82.49	→	79.75	+2.4	+0.3%	▲	▲	▲	+2.2%	+5.7%	32765	q	0.82e
Intel Corp	INTC	16.75	22.50	→	19.13	■	■	■	-5.5%	+0.4%	53042	22	0.45f
JPMorgan Chase & Co	JPM	39.33	51.95	→	48.24	-.14	-0.3%	▼	▲	▼	+0.6%	+19.5%	13548	12	1.36
Kraft Foods	KFT	28.97	36.67	→	30.85	-.81	-2.6%	▼	▼	▼	-13.6%	+7.7%	48448	17	1.00
LSI Logic	LSI	7.41	11.79	→	10.23	-.21	-2.0%	▼	▲	▼	+13.7%	-9.7%	20406	24	...
Level 3 Commun	LVLT	3.37	6.80	→	6.07	-.03	-0.5%	▼	▼	▼	+8.4%	+17.8%	15418	dd	...
Merck & Co	MRK	32.75	46.55	→	45.01	+8.4	+1.9%	▲	▲	▲	+3.2%	+29.7%	13038	22	1.52
Micron Tech	MU	11.22	18.65	→	12.13	+0.5	+0.4%	▲	▲	▲	-13.1%	-17.9%	20427	17	...
Microsoft Corp	MSFT	21.46	31.48	→	27.74	-.13	-0.5%	▼	▲	▼	-7.1%	+3.8%	37392	24	0.40
Motorola Inc	MOT	17.45	26.30	→	17.56	-.11	-0.6%	▼	▼	▼	-14.6%	-22.0%	33737	12	0.20
Nasdaq 100 Trust	QQQQ	35.54	45.55	→	43.59	+0.6	+0.1%	▲	▲	▲	+1.0%	+3.9%	86183	q	0.13e
Nokia Corp	NOK	18.23	23.47	→	22.70	-.22	-1.0%	▼	▲	▼	+11.7%	+12.5%	11930	...	0.56e
Novell Inc	NOVL	5.70	8.56	→	7.47	+2.5	+3.5%	▲	▲	▲	+20.5%	-6.0%	12668
Oracle Corp	ORCL	13.07	19.75	→	18.14	+0.1	+0.1%	▲	▲	▲	+5.8%	+32.4%	20256	36	...
Pfizer Inc	PFE	22.16	28.60	→	25.34	+0.8	+0.3%	▲	▲	▲	-2.2%	+5.4%	29330	9	1.16f
Qualcomm Inc	QCOM	32.76	53.01	→	43.08	+4.2	+1.0%	▲	▲	▲	+14.0%	-14.8%	15216	30	0.56f
Qwest Commun	Q	6.12	9.22	→	8.99	■	■	■	+7.4%	+32.2%	13035	30	...
Sirius Satellite	SIRI	3.18	5.57	→	3.15	-.05	-1.6%	▼	▼	▼	-11.0%	-36.9%	38663	dd	...
Solectron Cp	SLR	2.81	4.13	→	3.07	-.08	-2.5%	▼	▼	▼	-4.7%	-21.3%	13779	cc	...
Sprint Nextel Corp	S	15.92	26.89	→	19.30	+3.4	+1.8%	▲	▼	▲	+2.2%	-22.5%	16219	45	0.10
SPDR	SPY	120.22	146.42	→	142.16	+1.6	+0.1%	▲	▲	▲	+0.4%	+11.3%	75815	q	2.60e
SPDR Energy	XLE	50.01	62.13	→	60.87	+5.9	+1.0%	▲	▲	▲	+3.8%	+12.2%	17868	q	0.75e
SPDR Financial	XLF	31.02	37.99	→	35.30	-.33	-0.9%	▼	▲	▼	-3.9%	+11.9%	11809	q	0.80e
Sun Microsyst	SUNW	3.74	6.78	→	5.80	-.21	-3.5%	▼	▼	▼	+7.0%	+17.2%	83679	dd	...
Symantec Corp	SYMC	14.78	22.19	→	17.04	-.26	-1.5%	▼	▲	▼	-18.3%	+2.8%	13498	39	...
Texas Instru	TXN	26.77	36.40	→	29.90	-.20	-0.7%	▼	▼	▼	+3.8%	-6.9%	17177	11	0.16
Time Warner	TWX	15.70	23.15	→	20.07	+3.5	+1.8%	▲	▲	▲	-7.9%	+18.7%	26014	13	0.22
Transmeta Corp	TMTA	0.55	2.37	→	.46	-.11	-19.3%	▼	▼	▼	-58.6%	-71.8%	11608	dd	...
Tribune Co	TRB	27.09	34.28	→	32.81	+7.0	+2.2%	▲	▲	▲	+6.6%	+19.7%	16082	15	0.72
Wachovia Corp	WB	51.27	60.04	→	53.59	-.146	-2.7%	▼	▼	▼	-5.9%	+2.1%	11377	12	2.24
WalMart Strs	WMT	42.31	52.15	→	47.40	+4.5	+1.0%	▲	▼	▲	+2.6%	+0.9%	11617	17	0.88f
Wells Fargo & Co	WFC	31.90	36.99	→	34.01	-.42	-1.2%	▼	▼	▼	-4.4%	+11.3%	18917	14	1.12