

Business Coverage Tools for Reporters

This document's shortlink: <http://bit.ly/googlefinancetools>

- Google free training site: <https://newsinitiative.withgoogle.com/training/>
- Journalist's Toolbox: <https://www.journaliststoolbox.org/> | [@journtoolbox](#)
- Toolbox YouTube (subscribe!): <https://www.youtube.com/channel/UC8CCI01DmsE65wh-qPqjSLQ/videos>
- Toolbox newsletter (subscribe!): <https://journaliststoolbox.substack.com/>
- USA Today Training Network: <https://training.usatodaynetwork.com/>

Part I: Google Finance: <https://www.google.com/finance/>

Quick list of Google Finance scraping formulas:
<https://support.google.com/docs/answer/3093281?hl=en>

Here's our practice spreadsheet, which you can make a copy of:
<https://docs.google.com/spreadsheets/d/1n0jQ4hSCDaFFFsfUm-10X8PWJ15mHaVh0Z3SP9m-kpl/edit#gid=0>

Training video:
<https://training.usatodaynetwork.com/2021/07/30/backgrounding-a-business/>

*-Go to the 11-minute mark of this video to review this exercise on scraping Google Finance.

1. How to pull stock data into a spreadsheet:

Open sheets.new in a browser window

In Row 1 create a header

Type symbol in cell a1, type price in a2, type pe in a3, type price52 in a4

pe is price earnings ratio

price52 is the 52-week high price

In column 1 under the symbol column, type some stock symbols in rows 2, 3 and 4:

goog
vz
nke
f (for Ford)

In cell b2, type: =googlefinance(A2,b1) and hit return for the price

In cell b3, type: =googlefinance(A2,c1) and hit return for the price earnings ratio

In cell b4, type: =googlefinance(A2,d1) and hit return for the 52-week high price

2. How to scrape historical stock prices:

Paste or type: =GOOGLEFINANCE(a3, "price", "12/09/2020", today(), "daily") in cell E1 to get daily ending prices since Sept. 2020

Paste or type: =GOOGLEFINANCE(a3, "price", "12/09/2020", today(), "weekly") in cell F1 to get end-of-week prices since Sept. 2020

These functions will auto update over time so you'll see current prices. It's similar to how data scraping works.

3. Focusing a sheet onto one stock

Set up a sheet to look like this, then in cell B2 under Value, paste this and hit return:

```
=GOOGLEFINANCE("GOOG",A2)
```

```
=GOOGLEFINANCE("AAPL",A2)
```

| | A | B |
|----|-----------|-------|
| 1 | Field | Value |
| 2 | Name | |
| 3 | Price | |
| 4 | Low | |
| 5 | High | |
| 6 | Change | |
| 7 | Changepct | |
| 8 | Low52 | |
| 9 | High52 | |
| 10 | Volume | |
| 11 | Volumeavg | |
| 12 | Marketcap | |
| 13 | PE | |
| 14 | EPS | |
| 15 | Shares | |
| 16 | Beta | |

Then grab the blue square in the lower right of the cell and drag down: It will populate the sheet with data from Apple stock and it'll update as the market changes.

4. **Formulas:** To see any of the formulas, click on the blue ? button on the cell when you type in =GOOGLEFINANCE. You also can see them when you hit return after typing in Googlefinance and you can find many of them listed here: <https://support.google.com/docs/answer/3093281?hl=en>

5. Practice scraping some stocks with this formula:

=GOOGLEFINANCE("STOCK ABBREVIATION",A2)

Part II: Proxies and Background Companies

SEC EDGAR database:

<https://www.sec.gov/edgar/searchedgar/companysearch.html>

Violation Tracker

The first wide-ranging database on corporate misconduct. Produced by the Corporate Research Project of Good Jobs First, it covers banking, consumer protection, false claims, environmental, wage and hour, safety, discrimination, price-fixing, and other cases resolved by federal regulatory agencies and all parts of the Justice Department since 2000 — plus cases from state AGs and selected state regulatory agencies.

Guidestar: <https://www.guidestar.org/>

ProPublica Non-Profit Explorer: <https://projects.propublica.org/nonprofits/>

CharityWatch: Rankings, highest-paid execs, etc.:
<https://www.charitywatch.org/>

Fact-checking: Debunk those “faux experts” in business, medical, science and other reporting:

Dollars for Docs: <https://projects.propublica.org/docdollars/>

Dollars for Profs: <https://projects.propublica.org/dollars-for-profs>