

How to Use the Bloomberg Terminal

Bloomberg history:

- Michael Bloomberg was the founder
- Started the company in 1981 with a \$10 million severance package from Salomon Brothers, where he had been a bond trader
- ``One-stop shop'' for financial market professionals
- Main competitor is Reuters
- Although increasingly the Internet itself is a competitor
- About 325,000 terminals worldwide
- About half in the U.S., which can be an issue for journalists based elsewhere
- And they ain't cheap
- If you do the math on that price times 325,000 terminals worldwide, that's significant revenue
- Clients are money managers, traders, brokers, analysts, central banks, corporate treasury departments, government finance ministries



For a journalist, what's a good starting point for using the terminal?

- TOP; 23 years after I first used the terminal, I still automatically go to Top first
- Top stories of the day
- Specialty Tops (without the outline format)
- To see a list, type TOP but don't hit enter; then click on ``More Functions'' under ``Functions''
- READ <Go>
- <End/Back> is the ``go-back-to-the-last-screen'' key
- The yellow keys are helpful for using the Bloomberg
- You can always enter a word in the search field to hunt for something – with or without hitting enter
- Let's say you're looking for information on a particular country – How about Gabon?

How can you use the terminal?

- News stories:
- NH (News all sources)
- I usually leave one screen on this, and try to have the NH ticker at the bottom of whatever screen I'm using
- NH ``More Functions'' shows you all the news services the terminal has
- A few examples:
- NH BN (Bloomberg)
- NH NYT (New York Times)
- NH APW (Associated Press)
- NH WPT (Washington Post)
- NH DPA (Deutsche Presse-Agentur)

Key NI (News Industry) Codes

- ``NI'' stands for ``News Industry''
- NI without hitting <Go> and then ``More Functions'' gives you a list, but it's very long
- Countries/Regions:
- NI US (United States)
- NI UK (United Kingdom)
- NI JP (Japan)
- NI GER (Germany)
- NI MEX (Mexico)
- NI LATAM (Latin America)
- If you want to filter so it's just one news source, type the source you're looking for at the end: NI US BN (News Industry, U.S., Bloomberg News)

More NI codes

- Topics
- NI TRD (Trade)
- NI ECO (Economics)
- NI FX (Foreign Exchange)
- NI TEC (Technology)
- NI SOF (Software)
- NI HWY (Internet)
- Can anyone guess why the code is ``HWY''?
- NI MNA (Mergers and Acquisitions)
- You can cross-reference using TNI

Markets:

- WEI (World Equity Indices)
- Real time
- Want to see the day the Dow crashed in 1929?
- INDU (the code for the Dow Jones) <Index> GP <Go>
- QR will tell you literally second-by-second what an index is doing
- And what it does second-by-second matters to a lot of clients
- Worldwide
- Want to see what the Laos Stock Exchange has done recently?
- Type ``Laos Stock'', and then ``Search for Laos Stock''
- WB (World Bonds); Remember, Michael Bloomberg was a bond trader
- Bonds may seem esoteric and technical, but fundamentally, they represent the price of money, and there's nothing more important in the Bloomberg world than that
- Bond traders are a core market for Bloomberg, as a bond trader I used to talk in the Bahamas is a case study
- Also real time

Companies:

- You can find the names of companies by just entering it in the cursor field
- Or you can get lists of companies on stock exchanges
- Let's take the Dow Jones Industrial
- INDU <Index> MEMB (Members)
- Now you've got a list of the companies that make up the Dow Jones Industrial Average (You can do this for other stock exchanges as well)
- Let's take a look at one company and see what information is available
- Right-click on the company
- DES is a good base page to start with (Description); Click on ``More''
- Market value
- Headquarters
- Number of employees
- Page forward for financial information

Companies (cont.):

- On the terminal, the template for finding information on a company:
- (Corporate code)(e.g., AAPL US)<Equity>, and then . . .
- DES (Description)
- CN (Company news)
- CN BN (Just Bloomberg stories)
- HDS for shareholders – This can be very useful for stories
- Let's say you want to know if the state of California has shares in Apple
- GP (Graph)
- CF for company filings

Company filings

- NH EDG (Edgar; Electronic Data Gathering, Analysis and Retrieval system; companies who are required to file forms with the SEC); then word search on the company
- But the CF function (from the previous screen is probably a better way to do this)
- In Canada it's called SEDAR (System for Electronic Document Analysis and Retrieval); on the Bloomberg it's NH SDR
- Look for 10Ks and 10Qs (Required regular reports)
- Earnings calls under company filings (the CF function) – My students used this a lot
- A great way to get quotes for stories without having to get the quote yourself!
- Word searches on earnings call transcripts; let's say you want to know what Apple has said about the Apple Watch
- You actually have to download the document
- Then Control F (F for ``find'')

Analyst information

- ANR after a company
- So for Apple, it would be AAPL US <Equity> ANR
- Consensus ratings in upper left-hand corner
- Often you can hold the cursor over anything in yellow to find out what it is, e.g. ``Return Potential''
- For contact information, click on the analyst
- You can hunt for whether the analyst has been quoted before, and appears to be amenable to that by using ``interview'', using BIO, then ``Recent News''
- For analyst reports: RES or BRC

Currencies:

- Currency trading is a world within a world; this has historically been Reuters' domain, but Bloomberg has made a big push to take market share from Reuters here
- WCV <Go> (World Currency Values)
- You can use GP to put the currency's performance into graph format
- Again may seem esoteric, but this can be highly relevant for news stories
- For example, what if you were writing about Brexit, and you wanted to include the British pound's performance since the Brexit vote (June 23, 2016)? GBP <Crncy> GP
- Adjust the time frames
- NI FX (News stories about currencies)

Commodities

- NI CMD (Commodities)
- NI OIL
- Oil is a great story, and easy to report on; oil drillers are fundamentally gamblers
- OTOP (Top Oil)
- Oil production: <OPEC>; Right click on the country
- CL1 <Cmdty> (Oil price)
- Gold is even easier to report on than oil, for the same reasons
- GC1 <Cmdty> (Gold price)
- Coffee is another great story
- KC1 <Cmdty> (Coffee price)
- So is rice
- THRQWRGB <Index> (Thai rice price)

Research on individuals

- BIO (Name)
- News stories
- Career history
- Address/phone number
- Net worth
- Click on ``Billionaire profile''
- Billionaires: BBIO or RICH
- Net worth analysis

Economic indicators

- ECO
- You can change the country
- ECST (Eco stats)
- Left column for more detail
- WECO (World economy)
- CPI YOY <Index> GP (U.S. inflation)
- The Fed Funds target rate: FDTR <Index>
ECOS

Economic indicators (cont.):

- GEW (Global Economy Watch)
- Growth rates
- Our president believes America is capable of 5-6 percent growth; you can find out here when the last time the U.S. economy grew that quickly
- Total GDP of country
- Unemployment rates
- U.S. unemployment is at a 50-year low

Credit ratings

- Yet another topic that seems esoteric, but there is no better way of analyzing a company or country than by looking at the market's assessment of the probability that the company or country will pay back what it owes
- CSDR
- RATC (Company credit ratings)
- RATD (Rating definitions)
- NI CRA
- TNI (country name) CRA
- NH SPC, NI BMP, NH FII (Standard & Poor's, Moody's, Fitch)

Story ideas

- NH Word searches (“increasingly” for trend stories)
- Or use NH <Go> to monitor a particular breaking news story of interest
- Then “China Tariffs”; “Smart Match”
- Stat-trend stories based on OPEC production charts; for example, let’s say you want to know if Venezuela’s political crisis is hurting their oil production
- OPEC <GO>; right click on the country
- Use GP (Graph)

It's Not All Pure Business, Either . . .

- NI POL (Politics)
- AV (Audiovisual)
- Opinion: OPIN <Go>
- BSP (Sports)
- NI ENT (Entertainment)
- FLY (Flight connections)

City of Oakland Stories

- The most basic, applying what we've just learned: NH <Go>, then enter ``Oakland''

Let's look for examples of what we would find there

Control F on any documents you find, if not already highlighted

City of Oakland Stories (cont.)

- More efficient method: Oakland <Help>
- Port of Oakland container shipments; total shipments
- GP <Go> to see the graph; HP <Go> to see the numbers. These actually show that shipments have been rising recently. There could be a story to find out why. Beating China tariffs? Coming Christmas season? That seems to be a record high in June/August; why? Worth a call.

City of Oakland Stories (cont.)

- Oakland <Help>, then page forward to Page 4
- Oakland Redevelopment Agency
- Municipal credit risk for the Oakland Redevelopment Agency
- Credit risk level seems to have dropped recently; why? All that money pouring into Oakland housing developments helping out?
- Let's look at building permits
- Green line shows you the level
- Seem to have spiked in December/January
- House price index; that's a much steadier climb, and consistent with what we already know, and hence an obvious story
- Click twice to eliminate

City of Oakland Stories (cont.)

- Let's look at the city itself on Oakland <Help>, and follow the same method
- If we call up the city's municipal credit risk chart . . .
- Total assets
- Total liabilities
- Oops. That doesn't look good for Oakland. That could be worth a story.

City of Oakland Stories (cont.)

- Let's look at some of the news stories we can read related to this:
- Moody's assigns bond rating to Oakland
- This is great stuff; a gold mine in here
- "The Aa2 rating reflects the city's large and diverse tax base, strong and growing economy as well as an average socioeconomic profile."
- "The rating also incorporates the city's above average debt burden, as well as above average pension and OPEB obligations."
- "Above average debt"; "above average pension obligations" – those sound promising for stories.
- "The city has long term budgetary and fiscal challenges, including pension and health care costs and sustaining grant funded programs in spite of reduced state or federal funding."
- Also a lot of grist for the story mill there – Which grant-funded programs will it be a challenge for them to sustain?
- "The city's large and diverse tax base which we expect to experience ongoing, moderate growth, and the city's likely continued strong operating performance despite long-term challenges."

City of Oakland Stories (cont.)

- Here's another potential gold mine from the Moody's report:
- Alexandra Cimmiyotti
Lead Analyst
Regional PFG West
Moody's Investors Service, Inc.
One Front Street
Suite 1900
San Francisco 94111
US
JOURNALISTS: 1 212 553 0376
Client Service: 1 212 553 1653

City of Oakland Stories (cont.)

- Here's another ratings report, from Fitch:
- "The city has limited independent legal ability to raise operating revenues, is somewhat constrained by high carrying costs, and typically requires one-time monies to balance its general fund budget. Nevertheless, it achieves solid general fund balances and has very strong gap-closing capacity."
- A lot of jargon in there, but that bit about limited independent legal ability to raise money sounds worth following up.
- So does "high carrying costs" and "one-time monies," if we can get someone to put that into English.

City of Oakland Stories (cont.)

- “The economy continues to diversify from a historically industrial city to a commercial, service, and governmental center, with a number of large hospitals and a restaurant and entertainment sector that continues to grow. Post-recession, the city has benefited from increasing assessed valuation, numerous development projects, and declining unemployment.”
- Obviously that’s more big-picture stuff, but at a minimum it’s useful background for stories, and maybe the transition they’re describing could qualify as a story in and of itself.
- That bit about the growing restaurant and entertainment sector is interesting.

City of Oakland Stories (cont.)

- “During the recession, the city demonstrated its ability to work productively with bargaining units to achieve labor concessions. This was an important offset to the city's otherwise limited expenditure flexibility given its high carrying costs.”
- Good labor angle there
- “Fitch expects the city's long-term liabilities to remain moderate relative to its resource base, particularly since future growth in pension and OPEB liabilities has been somewhat moderated by pension reform and increased employee contributions. Future debt issuances will likely be offset at least partially by current debt rolling off.”
- Wonkish, but also interesting, particularly that last line. Is current debt rolling off partly the Raider debt?
- “Achieving general fund structural balance is an ongoing challenge for the city given rising service costs, infrastructure and capital equipment needs, and the large proportion of expenses that are non-discretionary.”
- Then they go into great detail

City of Oakland Stories (cont.)

- And again:
- Contact:

Primary Analyst

Alan Gibson

Director

+1-415-732-7577

Fitch Ratings, Inc.

650 California Street, 4th Floor

San Francisco, CA 94108

City of Oakland Stories (cont.)

- Here's a great new one I just found. If you type Oakland Police & Fire Annual Report <HELP>
- This is the Retirement System's annual report

City of Oakland Stories (Cont.)

- Page forward to Page 17
- Assets fell 5 percent last year
- “Remaining fluctuations in receivables and investments payable are primarily due to investment trading at year-end”
- Sounds to me like someone made some bad trades

City of Oakland Stories (Cont.)

- Here's another good one I found on Oakland <Help>
- Page forward to Oakland Raiders loan
- As you may know, the city of Oakland is considering suing the Raiders for moving to Las Vegas
- These are the terms of their loan for the new Vegas stadium

City of Oakland Stories (Cont.)

- \$850 million
- Matures 2023
- Paying LIBOR (London Inter-Bank Offered Rate) Plus 225 Basis Points
- Facility Fee of 62.5 basis points
- To be honest, I have no idea if those are good or bad terms, but if you were doing a story on anything related to the Raider lawsuit, I imagine you could find a banker to tell you. Wouldn't it be a great addition to your story to quote someone as saying the Raiders overpaid in Vegas?
- GP <Go> tells you how the bond is performing on the secondary market. Bonds are bought and sold. Again, I'm not an expert, but you could find one to tell you how that's performing. The performance would in part be the market's assessment of the financial health of the Raiders

City of Oakland Stories (cont.)

- How can you search for publicly traded companies based in Oakland
- And why do we care if they're publicly traded?
- Actually, I didn't know how to do that
- So I hit <Help> <Help> until I found ``Live Help,`` then ``Contact Help Desk``

City of Oakland Stories (cont.)

- To screen for companies by the location of their headquarters, from {EQS <GO>}:
 - 1) In the amber field under "Add Criteria", start typing "Domicile" and select field from the list of options that appears (Country, State, or City of Domicile).
- I found that actually you chose "Equal to"
- Then type "Oakland" beneath that, and enter
- See where it says "City of Domicile = "Oakland"? 10 matches? Click on that.
- Right click; "View Results at this Point"
- Then "See Results"
- Below is the rest of the message from Bloomberg
 - 2) From the condition drop-down menu, select "Include/Exclude".
Note: You can also select "No condition, display only" to see the city/state displayed for a list of securities.
 - 3) Use the popup to select the location(s), then click "Update".
The criteria appears under the "Selected Screening Criteria" section.
 - 4) At the bottom of the screen, click "See Results | WATC".
Note: The full list of results will only appear if the number of results is less than the securities limit. To edit the limit, from the EQS screening page select "Actions > Edit Result Limit".
- Anyway, let's see what we found

City of Oakland Stories (cont.)

- Oro East Mining Inc. (OROE US <Equity> DES)
- Explores for gold, silver, etc. in the Philippines
- Four employees
- Wonder why they're based in Oakland?
- Let's go to 2014 press release
- ``The company's present focus is on developing gold mine claims in California. OROE's board of directors bring to the company decades of mining, mineral acquisition, and international trading experience. Its mission now is to revive the gold industry in the United States and merge advancing China-developed technology with American mines in homage of Gold Mountain, a cornerstone of American Chinese history and legacy. ``

City of Oakland Stories (cont.)

- Sounds interesting, if a little far-fetched
- Let's look at their most recent filing, from last year
- Sounds like they had a falling out of some sort
- Let's look at their 10-Q
- Business Overview

City of Oakland Stories (Cont.)

- Magnique, Inc., the Company's joint venture with HangZhou Ci Xiao Tang Technology Co. Ltd., has continued to remain the main focus this past quarter, given the vigor of business and demand of the mineral-infused holistic wellness home care products. Magnique, Inc. has set up a showroom and gallery in Burlingame, California and a warehouse in Hayward, California. Magnique sells personal and home care products that are infused with magnets and magnetized minerals, pursuant to a traditional Chinese philosophy of wellness that uses magnetism as a form of wellness practice and holistic personal care.
-
- Negotiations are in the works to resume gold ore production and ongoing exploration and mine development at both Carson Hill and Red Bank, currently the Company's two main mineral projects. When the mining operation is resuscitated, the Route 49 tourist attraction venture with Shenzhen Citic International Travel Co. Ltd. will also be set to resume. With its educational focus, the venture attracts students on organized school field trips. The venture was slow over the summer months but is expected to pick up in the autumn and spring seasons, correspondent with academic years when schools are in session.

City of Oakland Stories (cont.)

- Well, they seem to be all over the map. There's probably some kind of a story there, though you'd have to think about whether it's worth the time to pursue it
- Let's try the next one on the list

City of Oakland Stories (cont.)

- Pandora Media: P US <Equity> DES
- Assume you all know about them
- Plenty of info to pile into here
- Annual reports, shareholders, analyst calls – everything we've learned about today

City of Oakland Stories (cont.)

- Community Bank of the Bay: CBYAA US <Equity> DES
- \$32.6 million market value
- Let's look at their results statement
- ``It is also California's first FDIC-insured certified Community Development Financial Institution and one of only four now operating in the Northern California market. The bank is recognized for establishing the Bay Area Green Fund to provide dedicated financing to sustainable businesses and projects and supports environmentally responsible values. ''
- These guys sound pretty cool. Would imagine they'd be thrilled to talk to journalists about their business.

City of Oakland Stories (cont.)

- DASAN Zhone Solutions Inc.: DZSI US <Equity> DES
- \$220 million market cap, 629 employees
- DASAN Zhone Solutions Inc. designs, develops, and manufactures communications network equipment for telecommunications operators and enterprises across the world. The Company's products provide enterprise solutions that enable both network service providers and enterprises to deliver high speed fiber access while transporting voice, video, and data to the end user.
- I imagine most of you would understand all of that better than me
- Telecommunications service providers and wireless and cable operators use SLMS to offer their business and residential subscribers bundled broadband Internet access, local and long-distance voice, and broadcast video services. Its products are assembled at its plant in Florida using components manufactured in Asia. The company serves some 1,000 customers worldwide; about 70% of sales come from outside the US.
- Some analyst coverage, a lot of well-known shareholders

City of Oakland Stories (cont.)

- Clorox: CLX US <Equity> DES
- Everyone knows about them, right?
- Formula 409, Pine-Sol, Glad, Kingsford charcoal
- They'd be tough to get an interview with, but obviously worthwhile if you succeed

City of Oakland Stories (cont.)

- Elf Beauty: ELF US <Equity> DES
- Cosmetics and beauty company
- \$608 million company; that's pretty big
- Lots of news stories about them; lots of analyst coverage

City of Oakland Stories (cont.)

- Summit Bancshares Inc: SMAL US <Equity> DES
- 43 employees
- Not a lot of info about them; you'd have to probe

City of Oakland Stories (cont.)

- Scientific Learning Corp. (SCIL US <Equity> DES)
- Tiny company in terms of market value, but 121 employees
- Scientific Learning Corporation develops, markets, and sells neuroscience-based software and educational products and services designed to increase human learning and performance. The Company's Fast ForWord product is an intensive, computer-based training program that focuses on improving critical language and reading skills.
- Sounds pretty interesting
- Imagine they'd be happy to talk to journalists to hype their product

City of Oakland Stories (cont.)

- You can also search analyst reports for references to Oakland
- RES
- 09/09/18 -- ``Transportation and Logistics'' JP Morgan
- Let's see what's there

City of Oakland Stories (cont.)

- Port of Oakland is one of nine major ports in North America
- Out of those nine, ranked seventh in volume growth in July, ahead of only Vancouver and Long Beach
- West coast ports seem to be slowing down
- China tariffs impact?

City of Oakland Stories (cont.)

- So you get the idea – the Bloomberg can be a great source of info if you already know what you want to write about
- But it can also provide virtually endless story ideas, or string, or tips
- Or just plain amusement!
- If you spend your time learning how to use it

City of Oakland Stories (cont.)

- And I hope you do!
- Don't hesitate to contact me with questions (I can't guarantee I can answer them, but if I can't I should be able to find someone at Bloomberg who can):
- jfolkmanis@berkeley.edu
- Thanks for your time – good luck!