

Kovach\_Communications 1st Period\_Off-Site Learning Packet Day 6

## Collecting Information

**Directions** Below is a list of resources you might use to get information for reports. Also listed are five report titles. On the line before each title, write the letter of the resource you would probably use for that report. You may use a resource more than one time.

### Resources

- |                                                       |                                                                                    |
|-------------------------------------------------------|------------------------------------------------------------------------------------|
| <b>A</b> Bookstore trade journals                     | <b>H</b> A map of Pittsburgh                                                       |
| <b>B</b> Marketing reports from Pittsburgh            | <b>I</b> A call to City Hall in Pittsburgh                                         |
| <b>C</b> A survey of leading bookstores in Pittsburgh | <b>J</b> A survey of bookstore customers in Pittsburgh                             |
| <b>D</b> The Pittsburgh Chamber of Commerce           | <b>K</b> A survey of overhead costs in New Jersey                                  |
| <b>E</b> A survey of store rental costs in New York   | <b>L</b> A survey of overhead costs in Maryland                                    |
| <b>F</b> A survey of real estate agents in Pittsburgh | <b>M</b> Newspapers and magazines from Pittsburgh                                  |
| <b>G</b> A book trade magazine                        | <b>N</b> Calls to book publishers to find out about sales to Pittsburgh bookstores |

### Titles

- \_\_\_\_\_ 1. The Market for Another Bookstore in Pittsburgh
- \_\_\_\_\_ 2. The Staff, Stock, and Cost Needed to Open a Bookstore in the Northeast
- \_\_\_\_\_ 3. The Availability of Sites for a Bookstore in the Pittsburgh Area
- \_\_\_\_\_ 4. Common Traits of Successful Book Stores
- \_\_\_\_\_ 5. The Latest Trends in Customer Book Purchasing in the Pittsburgh Area