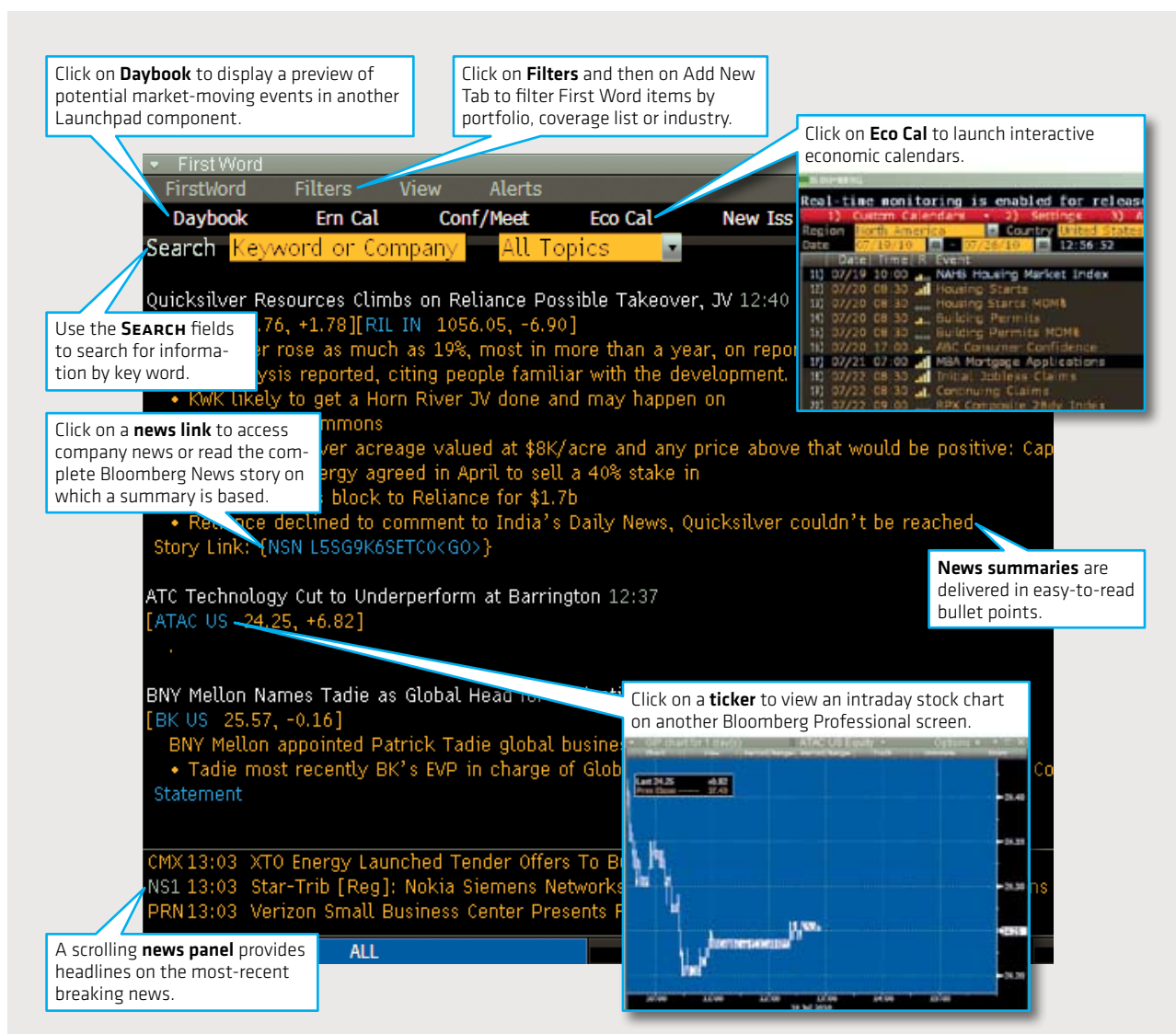


Getting the First Word Out

Bloomberg First Word keeps you abreast of the latest market developments on the stocks you care about the most with scrolling summaries of news and other key information. **By MIKE NOL**

Financial professionals are confronted each day with a flood of news and market information. First Word, a new platform created for the Bloomberg Professional service, sifts through the deluge of data to deliver timely, insightful and relevant capsules of U.S. equity market news in a streaming, easy-to-read format. You can filter by portfolio, industry or company to focus on the news that's most important to you and also access earnings calendars, conference schedules and daily market

previews. First Word is available as a component in Launchpad 2010, so it can be displayed alongside your customized market monitors. (See "A New View for Launchpad," page 116.) To run First Word, type BLP <Go>, enter *FIRST WORD* in the ENTER KEYWORDS field on the Launchpad tool bar and click on the match that appears. Contact your account representative if you haven't yet been upgraded to Launchpad 2010. You can also access First Word by typing *FIRS <Go.>*



The screenshot shows the Bloomberg First Word interface with several callout boxes:

- Click on Daybook** to display a preview of potential market-moving events in another Launchpad component.
- Click on **Filters** and then on Add New Tab to filter First Word items by portfolio, coverage list or industry.
- Click on **Eco Cal** to launch interactive economic calendars.
- Use the **SEARCH** fields to search for information by key word.
- Click on a **news link** to access company news or read the complete Bloomberg News story on which a summary is based.
- News summaries** are delivered in easy-to-read bullet points.
- Click on a **ticker** to view an intraday stock chart on another Bloomberg Professional screen.
- A scrolling **news panel** provides headlines on the most-recent breaking news.

The interface includes a menu bar with 'FirstWord', 'Filters', 'View', and 'Alerts'. Below it are tabs for 'Daybook', 'Ern Cal', 'Conf/Meet', 'Eco Cal', and 'New Iss'. A search bar contains 'Keyword or Company' and 'All Topics'. The main content area displays news headlines such as 'Quicksilver Resources Climbs on Reliance Possible Takeover, JV 12:40' and 'ATC Technology Cut to Underperform at Barrington 12:37'. An inset window shows an 'Eco Cal' (Economic Calendar) with columns for Date, Time, and Event, listing items like 'NAHB Housing Market Index' and 'Housing Starts'.