How to look up a company to see if it’s publicly traded:

1. Access Dow Jones Factiva starting with the ‘All Databases’ link on the library website homepage: https://www.library.vcu.edu/. Type ‘Dow Jones Factiva’ into the ‘Search database names’ box, or go to ‘D’ on the A-Z list.

2. Click ‘Companies/Markets’ on the Dow Jones Factiva homepage.

3. Select ‘Company’ from the dropdown menu.

4. Type in company name under ‘Find a company using a company name or symbol’.
5. Under ‘General Information’ if the ‘Ownership Type’ is ‘Listed’ it is a publicly traded company.

6. ‘Global Ultimate’ shows the corporate parent of an international company, in this case Gap Inc.