

Journalism



FBLA High School Competitive Events Guidelines

2022–2023

Objective Test Events

Overview

These events consist of a 60-minute test administered during the National Leadership Conference (NLC).

ELIGIBILITY

Each state may submit four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year. These events are for individual competitors only.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

Accounting I
Accounting II
Advertising
Agribusiness
Business Calculations
Business Communication
Business Law
Computer Problem Solving
Cyber Security
Economics
Health Care Administration
Human Resource Management
Insurance & Risk Management
Introduction to Business Communication
Introduction to Business Concepts
Introduction to Business Procedures
Introduction to FBLA
Introduction to Financial Math
Introduction to Information Technology
Introduction to Marketing Concepts – **NEW**
Introduction to Parliamentary Procedure
Journalism
Networking Infrastructures
Organizational Leadership
Personal Finance
Political Science
Securities & Investments
Supply Chain Management
UX Design

Journalism

Objective Test Competencies

- Economics of journalism
- Grammar and format
- Law and ethics
- Business of journalism
- History of journalism

Objective Test Guidelines

- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators will be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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Competency A: Economics and Business of Journalism	NEEDS: 29
Tasks	
1. Identify the major funding sources that impact journalism, journalists, and publications.	
2. Examine the economic impacts of social media on the journalism industry.	
3. Identify the funding sources that allow for publications and news reporting.	
4. Identify the education needed for different careers in journalism.	
5. Understand the ranking structure and hierarchy of a journalistic environment.	
6. Identify the potential salary opportunities for careers in journalism.	
7. Identify the major funding sources for journalism.	
8. Identify the major expenses for journalism.	
9. Examine the economic impacts of digital and social media on the journalism industry.	
Competency B: Grammar & Format	NEEDS: 29
Tasks	
1. Identify perspectives and how they are used in journalism.	
2. Understand different types of abbreviations and how they are used correctly.	
3. Understand what type of formats are used in different media sources.	
4. Understand media terminology such as alliteration, onomatopoeia, simile, metaphor.	
Competency C: Law and Ethics	NEEDS: 29
Tasks	
1. Identify major laws that impact journalism.	
2. Understand the ethical boundaries most important to journalists, specifically when it relates to sources and sharing of information.	
3. Understand the impacts of ethical decisions made by journalists on society and the individuals involved.	
4. Identify major historical events related to journalism ethics.	
Competency D: Basic Journalism Principles	NEEDS: 19
Task	
1. Define journalism.	
2. Understand common principles that determine newsworthiness of an item.	
3. Explain how news values remain true year over year, regardless of societal changes.	
4. Explain the basic questions used in news gathering.	
5. Define the role of sources in journalism.	
6. Understand how strong leads define a story.	
Competency E: History of Journalism	NEEDS: 14
Tasks	
1. Explain the constitutional amendments as they relate to the practice of journalism.	
2. Identify the major players in the history of journalism and what role they played in the industry.	
3. Explain the role of journalists in war and battle.	

FBLA Journalism Study Guide

4. Understand the history of the major players in the journalism industry and the impacts they have had.	
5. Understand timelines and transitions in style, medium, and circulation of different types of publications.	
6. Identify and understand different awards presented in journalism, including major recipients and milestones in the industry related to these awards.	

JOURNALISM SAMPLE QUESTIONS

- 1) What is a freelance writer?
 - A) a volunteer writer
 - B) someone who writes what they want
 - C) a writer paid to work on different jobs or projects without being a permanent employee
 - D) someone who writes creative pieces for different papers

- 2) A news reporter's job description is best described by:
 - A) gathering sources to check facts on previously gathered information.
 - B) finding eyewitnesses to tell a unique story.
 - C) gathering information to further develop a story that is newsworthy for all citizens.
 - D) posting up to the minute facts about developing stories to Twitter and other social media.

- 3) The impact of the use of _____ with broadcast journalism, specifically, is the connection that the journalists are having with their readers. They are getting the readers involved to express their opinions, making it more engaging for the reader.
 - A) free-lance journalists
 - B) social media
 - C) ledes
 - D) corporate sponsorship

- 4) Features often:
 - A) don't need sources to verify facts
 - B) are shorter than other news stories
 - C) have a personal slant and are written in an individual style
 - D) include a lot of photographs

- 5) According to AP style, which state abbreviation is correct?
 - A) Haw.
 - B) Ia.
 - C) Alas.
 - D) Ala.

- 6) What is **not** another name for a graphic in a newscast that displays an interviewer's name and title?
- A) super
 - B) chyron
 - C) lower-third
 - D) chroma key
- 7) What does FOI stand for?
- A) Freedom of Investing
 - B) Freedom over Information
 - C) Fight over Information
 - D) Freedom of Information
- 8) You are asked to cover the mayor drowning at a nearby lake. Your photographer exclusively gets video of the mayor's body in a body bag. Should you use the video in your package?
- A) No, the mayor's family did not sign a photo release form.
 - B) Yes, publish first and beg for forgiveness second.
 - C) Yes, it was taken during a news event and we were the only station to get the footage.
 - D) Depends, its best to ask a manager for permission and make sure to blur the bag.
- 9) Which Supreme Court Case in 1988 gave schools the right to refuse to support speech that was "inconsistent with the shared valued of civilized social order?"
- A) Hazelwood School District v. Kuhlmeier
 - B) Near v. Minnesota
 - C) Chandler v. Florida
 - D) Nebraska Press Association v. Stuart
- 10) If a news script has **not** previously been read before it makes its way to the airwaves this is called what?
- A) feed
 - B) cold copy
 - C) cold open
 - D) rip and read

- 11) What is the primary purpose of journalism?
- A) To give people the information they need to make as much money as possible.
 - B) To give people entertaining stories.
 - C) To give people the information they need to make better decisions about their lives and function in a democratic society.
 - D) To find and discover truth to expose corrupt politicians and unethical businesses.
- 12) What is the difference between a direct lede and an indirect lede?
- A) Direct ledes are only for hard news stories while indirect ledes are only for soft, feature news stories.
 - B) Direct ledes are always succinct and define the theme immediately. Indirect ledes hold off on telling the reader what a story is about.
 - C) Direct ledes are biased statements that answer all questions about a news story while indirect ledes are more common and don't answer all questions about a news story.
 - D) Direct ledes are written comments by editors while indirect ledes are written comments by opinion-based writers.
- 13) In 2013, what media company purchased Al Gore's network, Current TV?
- A) HBO
 - B) BBC
 - C) True TV
 - D) Al Jazeera
- 14) What is the term for journalists who are attached to military units?
- A) war affair journalists
 - B) embedded journalists
 - C) public war journalists
 - D) public affair journalists
- 15) _____ journalism is based upon sensationalism and crude exaggeration.
- A) Coverage
 - B) Red
 - C) Bad
 - D) Yellow

- 1) C
- 2) C
- 3) B
- 4) C
- 5) D
- 6) D
- 7) D
- 8) D
- 9) A
- 10) B
- 11) C
- 12) B
- 13) D
- 14) B
- 15) D

General Competitive Events Guidelines

The general event guidelines below are applicable to all FBLA High School national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

All members and advisers are responsible for reading and following competitive event guidelines.

Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Each state may submit four entries in all events.
- Each competitor can only compete in one individual/team event and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start in the morning before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Picture identification (drivers' license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

General Competitive Events Guidelines

Repeat Competitors

- **Members** may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event. This eliminates the exceptions for team events that were previously in place, as this change will now affect all events.
- **Modified Events:** A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.
- **Chapter Events:** Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous National Leadership Conference (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).
- **Pilot Event:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed to determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie.
- **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Reports/Projects and Performances:** The report/project scores will be used to break a tie.
- **Performances:** Judges must break ties and all judges' decisions are final.

General Competitive Events Guidelines

National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged components (reports and projects) must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged projects and reports must be submitted electronically.
- All production tests must be submitted by 11:59 p.m. Eastern Time on the third Tuesday in May.
- All production tests must be uploaded online on the required platform.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

National Awards

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Americans With Disabilities Act (ADA)

- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who [submit an accommodation form](#).
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.