

2023-24 Competitive Events Guidelines

Journalism



Journalism provides members with the opportunity to demonstrate knowledge around competencies in the area of journalism. This competitive event consists of an objective test. It aims to inspire members to learn about the economics and business of journalism.

Event Overview

Division: High School

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 50 minutes

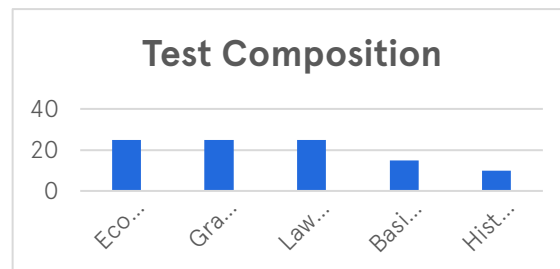
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil

Equipment FBLA Provides: One piece of scratch paper per competitor

Objective Test Competencies

- Economics and Business of Journalism
- Grammar & Format
- Law and Ethics
- Basic Journalism Principles
- History of Journalism



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California FBLA Guidelines (State)

- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Bring a pencil to the testing site.

State

- Each local chapter may have three (3) competitors in this event.
- In addition, each member who does not advance to the final round in a prejudged state events listed below
 - American Enterprise Project, Business Plan, Coding & Programming, Community Service Project, Computer Game & Simulation Programming, Data Analysis, Digital Animation, Digital Video Production, Electronic Career Portfolio, Financial Statement Analysis, Future Business Educator, Graphic Design, Introduction to Business Presentation, Introduction to Social Media Strategy, Local Chapter Annual Business Report, Mobile Application Development, Partnership with Business Project, Public Service Announcement, Social Media Strategies, Visual Design, Website Coding & Development and Website Design
- can switch to one objective test only event listed below.
 - Accounting II
 - Cyber Security
 - Introduction to Marketing Concepts
 - Introduction to Parliamentary Procedure
 - Journalism
 - Networking Infrastructures
 - Organizational Leadership
 - Public Policy & Advocacy
 - UX Design
 - Any of the 12 middle school objective test only events
- The top four (4) places in state competition in this event will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.

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National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

Recognition

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

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

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Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies and Tasks

A. Economics and Business of Journalism

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.

B. Grammar & Format

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.

C. Law and Ethics

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.

D. Basic Journalism Principles

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.

E. History of Journalism

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.
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.