

FLC INTEREST MEETING



FALL LEADERSHIP CONFERENCE (FLC)

- 2 day travel conference (November 18th–19th) at The Classic Center in Athens
 - Broadcast Journalism (Team)
 - Financial Planning (Team)
 - Social Media Strategies (Team)
 - Career Portfolio (Individual)
 - Future Business Educator (Individual)
 - Impromptu Speaking (Individual)
 - Job Interview (Individual)
- **There will be runoffs for your event!!**
- **Price is TBD (Likely \$100–\$200)**

FALL LEADERSHIP CONFERENCE (FLC)

- All team events must have FULL teams
 - Broadcast Journalism (Team)
 - Financial Planning (Team)
 - Social Media Strategies (Team)
- Non-competitive activities:
 - Monopoly Tournament
 - Open Testing Previews
 - Silent Disco
 - Meeting FBLA members from across the state!

Fall Leadership Conference Sign Up Form 25-26



FLC DATES

- FLC Event & Details Form Deadline is **September 5**
- Runoffs from **September 15–19**
- Payment deadline: **September 26**
- Preparation Workshops (TBD)

HOW COMPETITONS WORK

3 EVENT TYPES

- Presentation
(Presubmission)
- Testing
- Roleplay

Prompt

2024-25 Topic

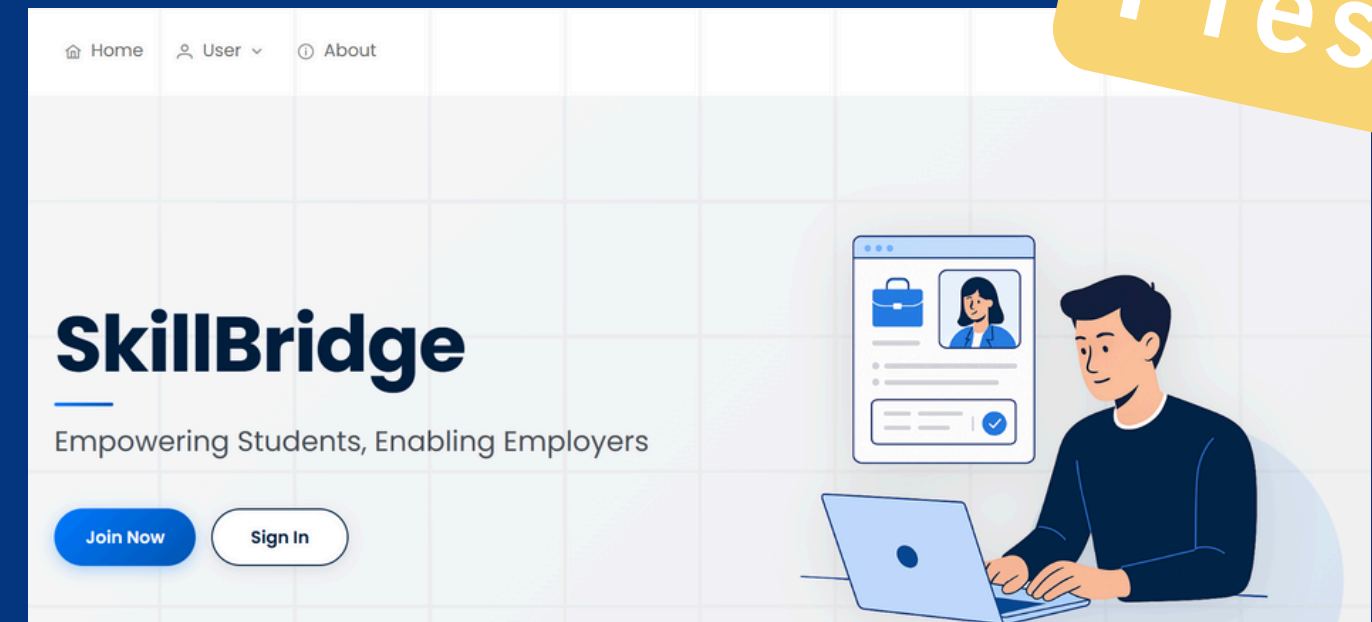
Create a website for your school's guidance department so students can easily search job postings and employers can easily submit them.

Your website must include the following functionalities:

- A page for employers to submit postings
- A backend panel to approve or delete postings
- A page displaying the approved postings
- A page for students to apply for the posting

Note: Website does not have to be live. If partnering with your school, permission must be received from the school to make the website public.

Present



Win



FLC EVENT EXAMPLE

Research the events!

FBLA National Competitive Events Guidelines


Broadcast Journalism

2025-2026 Topic

Shine a Spotlight on a Local Story

Feature a local organization, business, or club by promoting an upcoming event in your community. Plan your coverage like a real journalist: interview someone involved (before, during, or after the event), capture video footage, and tell a compelling story that informs and excites your audience.

How can your broadcast inspire people to get involved or attend? Use your reporting to make the event come to life. **The pre-recorded story must be no longer than two minutes.**

2025-2026 Competitive Events Guidelines 					
Broadcast Journalism					
Broadcast Journalism Presentation Rating Sheet					
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Broadcast News Segment					
Broadcast News Segment Present a pre-recorded news segment that meets the topic requirements and does not exceed 2 minutes.	No segment shown or content does not relate to the assigned topic.	Segment submitted but lacks clear connection to the topic, exceeds time limit, or contains major content or quality issues.	Segment clearly addresses the topic, meets time limit, and demonstrates a basic level of production quality and organization.	Segment is concise, highly relevant to the topic, professionally presented, within the time limit, and demonstrates excellent storytelling and production quality.	
	0 points	1-6 points	7-8 points	9-10 points	
Visual & Editorial Design					
Visual & Editorial Design Showcase how visuals, graphics, transitions, and overall story flow were used to enhance clarity, engagement, and professionalism in the segment.	No use of visuals, graphics, or editorial elements to support or enhance the segment.	Basic visuals or transitions used inconsistently; design choices may distract from clarity or appear unpolished.	Visual and editorial elements are appropriate and enhance clarity and engagement; story flows logically with professional appearance.	Visuals, graphics, and transitions are cohesive, polished, and strategically used to elevate clarity, engagement, and storytelling; story is seamless and professionally executed.	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation					
Visual & Editorial Design Showcase how visuals, graphics, transitions, and overall story flow were used to enhance clarity, engagement, and professionalism in the segment.	No use of visuals, graphics, or editorial elements to support or enhance the segment.	Basic visuals or transitions used inconsistently; design choices may distract from clarity or appear unpolished.	Visual and editorial elements are appropriate and enhance clarity and engagement; story flows logically with professional appearance.	Visuals, graphics, and transitions are cohesive, polished, and strategically used to elevate clarity, engagement, and storytelling; story is seamless and professionally executed.	
	0 points	1-8 points	9-12 points	13-15 points	
Production Techniques & Tools					
Production Techniques & Tools Describe the technologies, tools, and editing methods used to create the segment, highlighting key creative and technical decisions.	No description of production tools or techniques; no evidence of editing or creative decisions.	Minimal explanation of methods used; lacks clarity on how techniques contributed to the final product.	Identifies tools and editing methods with clear explanation; describes how techniques supported the production and storytelling.	Provides a detailed, thoughtful explanation of technologies, tools, and editing decisions; highlights how each choice enhanced the segment's technical quality and creative impact.	
	0 points	1-8 points	9-12 points	13-15 points	
Research, Accuracy & Ethical Reporting					
Research, Accuracy & Ethical Reporting Explain how news stories were researched and verified, emphasizing credible sources, factual accuracy, and ethical journalistic standards.	No explanation of research process or sources; factual accuracy and ethical standards are not addressed.	Minimal or unclear explanation of research; sources lack credibility or are not cited; limited attention to accuracy or journalistic ethics.	Research process is explained with credible sources cited; facts are mostly accurate; ethical standards are acknowledged and generally followed.	Thorough explanation of how stories were researched and verified; multiple credible sources cited; all facts are accurate; clear demonstration of high ethical standards in reporting.	
	0 points	1-8 points	9-12 points	13-15 points	

OUR WEBSITE

Please visit our website
to stay up to date!

You can find our calendar, events,
and payments/forms on our
website!

Scan to visit



<https://johnscreekfbbla.github.io>

STAY IN TOUCH

