

UNAPOLOGETICALLY JEWISH

Official Contest Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

Eligibility:

- **Unapologetically Jewish** (the “Contest”) is open to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Each applicant may be required to provide proof of identification.
- Applicants must identify as Jewish.
- Applicants must be able to produce eighteen (18) social media posts.
- Applicants must sign the following [Declaration of Compliance and Eligibility](#).
- Applicants must be available IN PERSON **September 19, 2024**, for Opening Night of **Digital Chutzpah 2024! Philadelphia Jewish Film and Media (“PJFM”)’s Digital Media Festival**, taking place at the Weitzman National Museum of American Jewish History in Philadelphia, PA.
- Employees, Directors, Volunteers, Committee Members, Contractors of PJFM and their respective parents, subsidiaries, affiliates, and advertising and promotion agencies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such Employees, Directors, Volunteers, Committee Members & Contractors are not eligible.
- The Contest is subject to federal, state, and local laws and regulations.

To Enter:

- Applicant must fill out in its entirety the following free online form, including submission of a video no longer than three (3) minutes: [Entry Form](#).
- Limit one (1) entry per person, per email address, and per household for the duration of the Contest Period, regardless of method of entry. Entries received from any person, e-mail address, or household in excess of the stated limitation will be void. All entries become the property of Sponsor and will not be acknowledged or returned.

Entry Deadline:

- All entries must be received by PJFM by May 10, 2024 at 11:59:59 PM Eastern Time.
- Entries that are submitted after the Entry Deadline will be disqualified.
- Submissions will be accepted using ONLY the following method: [Online Entry Form](#).

Contest Period:

- The Contest begins on March 20, 2024, and ends on September 19, 2024.

Selection Process:

- The PJFM Digital Media Committee will review all applications and choose eight (8) finalists. Criteria to be considered will be based on the [Unapologetically Jewish Judging Rubric Outline](#) at the bottom of this section.

- May 17, 2024: The eight (8) finalists will be notified via email and phone. If a finalist has not responded within 48 hours of notification, their place as a finalist will be forfeited and the next highest scoring applicant will take their place as a finalist.
- Each finalist will receive a \$1,000 monetary award to fund expenses in relation to this contest.
- May 23, 2024: **Pitch, Like, & Subscribe! Launch Night.** Kick-off event introduces finalists and their proposals to the public.
- June 3, 2024 – August 30, 2024: The eight (8) finalists will create and post eighteen (18) posts on social media of original, unique content. Five (5) of these posts will be posted on PJFM’s social media through the finalist “collaborating” or “tagging” PJFM’s corresponding social media account.
- No Contest posts can be made after August 30th. Any Contest-related content posted after August 30th will not be factored into the engagement rate.
- PJFM Staff will track the engagement of each Contest social media post by each finalist. Grand Prize Winner will be determined by the highest Engagement Rate. Engagement Rate will be determined by the total number of interactions a post receives divided by the total number of the finalist’s followers, multiplied by 100% to find a percentage.
- Engagement data will be collected at 8:00 PM Eastern Time on September 19, 2024.
- September 19, 2024: All eight (8) finalists must be present at PJFM’s Digital Chutzpah event. Failure to attend will be grounds for disqualification.
- September 19, 2024: The Grand Prize winner will be chosen based on highest Engagement Rate of all eligible Contest posts.
- September 19, 2024: The winner will be notified in person at PJFM’s Digital Chutzpah event.
- In the event of a tie, PJFM will host a live voting event on Facebook Live, encouraging viewers to vote for their choice of the two tied finalists.

UNAPOLOGETICALLY JEWISH Judging Rubric Outline

Engageability (40%)

- Emotional Impact: Does the proposal have the potential to resonate with viewers, evoking laughter, reflection, or a sense of community?
- Social Currency: Does the proposal have the potential to encourage viewers to share, like, and comment, sparking conversation around the theme?
- Call to Action: Does the proposal aim to encourage viewers to explore aspects of Jewish culture or identity?

Content Quality (30%)

- Originality: Does the application present a fresh perspective or unique take on the theme of being "Unapologetically Jewish"?
- Creativity: Does the applicant showcase artistic merit, innovative use of the chosen format (photo, video, etc.), or a captivating storytelling approach?
- Technical Execution: Is the application clear and well-composed? Is the grammar proper and the writing engaging?

Alignment with Theme (20%)

- Unapologetic Representation: Does the applicant aim to proudly and authentically portray Jewish life, tradition, or values?
- Diversity of Expression: Does the applicant aim to celebrate a variety of Jewish experiences and perspectives?

- Educational Value: Does the proposal aim to educate viewers about an aspect of Jewish culture or history?

Presentation (10%)

- Clarity: Is the proposal's message clear and easy to understand, regardless of the viewer's level of Jewish knowledge?
- Aesthetics: Is the proposal visually appealing or pleasing to listen to (for audio entries)?
- Overall Polish: Does the proposal appear polished and well-crafted?

(0-5 Rating System)

0 = Does not meet expectation

1 = Poor

2 = Below Average

3 = Average

4 = Above Average

5 = Excellent

Odds of Winning:

- The approximate odds of winning are based on the number of initial applicants.

Prizes:

- Finalists – all eight (8) finalists will receive \$1,000 monetary award, to be awarded by check, for contest expenses including production and travel.
- Finalists – all eight (8) finalists will also receive two (2) admission passes to PJFM's Fall Fest 2024 event (total value \$360).
- Grand Prize – one Grand Prize winner will receive \$5,000 monetary award, to be awarded by check.
- Grand Prize – one Grand Prize winner gets their contest-created content included in PJFM's Fall Fest 2024, PJFM's signature film and media festival.
- Winners are subject to the tax laws in their state of residence and may be responsible for paying taxes on their winnings.

Rules and Regulations:

- All content must be published on Facebook, Instagram, TikTok, and/or YouTube. (Posting on all four platforms is *not* required.)
- Content must abide by social media platform community standards as outlined below:
 - [Facebook](#)
 - [Instagram](#)
 - [TikTok](#)
 - [YouTube](#)
- Applicants may not pay to "boost" or pay for advertising for their posts.
- Applicants must create and post eighteen (18) posts on social media of original, unique content. Finalists publishing fewer than eighteen (18) Contest-eligible posts will be disqualified.
- PJFM encourages all applicants to freely express on what makes them unapologetically Jewish. However, the organization will not promote or perpetuate content that meets the [definition of antisemitism](#).
- PJFM reserves the right to publish all finalists' Contest-eligible content to its social media accounts.

General Conditions

In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, bug, worm, unauthorized human intervention or other reason, as determined by Sponsor in its sole discretion, the Sponsor may, in its sole discretion, either (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules or (b) terminate the Contest and, in the event of termination, award the prize at random from among the eligible, non-suspect entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to damage the website or undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and should such an attempt be made, the Sponsor reserves the right to seek damages (including attorney's fees) and any other remedies from any such person to the fullest extent permitted by law. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

Release and Limitations of Liability

By participating in the Contest, applicants agree to release and hold harmless the Sponsor, and each of their respective parents, subsidiaries, affiliates, advertising and promotion agencies, other companies associated with the Contest, and each of their respective officers, directors, employees, shareholders, representatives, and agents (the Released Parties) from and against any claim or cause of action arising out of participation in the Contest or receipt or use of the prize (including any travel or activity related thereto), including, but not limited to: (a) any technical errors associated with the Contest, including lost, interrupted or unavailable Internet Service Provider (ISP), network, server, wireless service provider, or other connections, availability or accessibility or miscommunications, or failed computer, satellite, telephone, cellular tower or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (b) unauthorized human intervention in the Contest; (c) mechanical, network, electronic, computer, human, printing or typographical errors; (d) application downloads; (e) any other errors or problems in connection with the Contest, including, without limitations, errors that may occur in the administration of the Contest, the announcement of the winner, the cancellation or postponement of the event, if applicable, the incorrect downloading of the application, the processing of entries application downloads or in any Contest-related materials; or (f) injury, death, losses or damages of any kind, to persons or property which may be caused, directly or indirectly, in whole or in part, from applicants' participation in the Contest of acceptance, receipt or misuse of the prize (including any travel or activity related thereto). The Applicant further agrees that in any cause of action, the Released Parties liability will be limited the cost of entering and participating in the Contest, and in no event shall the applicant be entitled to receive attorney's fees. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Applicant waives the right to claim any

damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

Disputes

Except where prohibited, each entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Pennsylvania. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Pennsylvania, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than Pennsylvania.

Privacy

Information collected from entrants is subject to the sponsor's privacy policy. By participating in a contest, entrants grant the sponsor permission to use said person's name, voice, or any likeness for promotional purpose.

Sponsor

Philadelphia Jewish Film and Media, 101 South Independence Mall E, Philadelphia, PA 19106
www.phillyjfm.org.