



# 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