



UNAPOLOGETICALLY JEWISH 2026 Official Contest Rules

NO FEES ARE NECESSARY TO ENTER OR WIN. BEING A SPONSOR OR TICKET HOLDER OF PJFM 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 a minimum of fourteen (14) and a maximum of twenty (20) social media posts from **May 26 – September 6, 2026**.
- Applicants must sign the following [Declaration of Compliance and Eligibility](#).
- Applicants must be available **IN PERSON September 24, 2026**, for *The Mazel Tov Moment: Unapologetically Jewish Contest Finale* award night and reception, 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 ninety (90) seconds: [Unapologetically Jewish Application](#)
- 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 submitted to PJFM by **April 15, 2026**, at 11:59:59 PM Eastern Time.

- Entries that are submitted after the Entry Deadline will be disqualified.
- Submissions are accepted using ONLY the following method: [Unapologetically Jewish Application](#)

Contest Period:

- **February 15 – April 15:** Applications open.
- **May 1:** Finalists notified.
- **May 26 – September 6:** Contest period during which finalists post 14-20 posts each.
- **June 4:** Unapologetically Jewish Kickoff event (optional for Finalists) in Philadelphia
- **September 8 – 24:** Audience Favorite digital voting begins.
- **September 24:** *The Mazel Tov Moment: Unapologetically Jewish Contest Finale.*

Selection Process:

- The PJFM Unapologetically Jewish Steering Committee reviews all applications and chooses eight (8) finalists. Criteria to be considered is based on the [Unapologetically Jewish Judging Rubric Outline](#) at the bottom of this section.
- **May 1, 2026:** The eight (8) finalists are notified via email and phone. If a finalist has not responded within 48 hours of notification, their place as a finalist is forfeited and the next highest scoring applicant takes their place as a finalist.
- Each finalist receives a \$500 monetary production stipend to fund expenses in relation to this contest.
- **September 24, 2026: Unapologetically Jewish Reception:** Kick-off event introduces finalists and their proposals to the public. Finalists are NOT required to attend.
- **May 26 – September 6, 2026:** The eight (8) finalists create and post a minimum of fourteen (14) and maximum of twenty (20) posts on Instagram of original, unique content (“Contest Posts”). Five (5) of the Contest Posts are to be posted on PJFM’s Instagram as “collaborations” with PJFM’s account.
- No Contest Posts may be made after **September 6, 2026**. Any Contest-related content posted after September 6 is not to be factored into the contest metrics for determining winners.
- There are three (3) winners of the contest:
 1. **Social Impact Award: 1st Place (\$3,000)** This winner is the finalist whose content receives the **highest** Engagement Rate by Reach (ERR). ERR is calculated by the following formula: (Likes + Comments + Shares + Saves) divided by Accounts Reached. Each finalist’s post’s ERR is to be calculated and then averaged to reach each finalist’s overall ERR score.
 2. **Social Impact Award: 2nd Place (\$2,000):** This winner is the finalist whose content has the **second highest** Engagement Rate by Reach (“ERR”). ERR is calculated by the following formula: (Likes + Comments + Shares + Saves) divided by Accounts Reached. Each finalist’s post’s ERR is to be calculated and then averaged to reach each finalist’s overall ERR score.
 3. **Audience Favorite Award (\$1,000):** This winner is the finalist whose content earns the highest ratings from virtual audiences during the voting period of September 8, 2026 at 12:01 AM ET – September 24, 2026 at 8:30 PM ET.

- Social impact data (to calculate ERR) is collected from finalists by PJFM staff at 12:00 Noon Eastern Time on **September 24, 2026**. PJFM staff then immediately calculates each finalist's average ERR to determine the winners of the Social Impact Awards, 1st and 2nd Place.
- **September 24, 2026***: All eight (8) finalists must be present at PJFM's *The Mazel Tov Moment: Unapologetically Jewish Contest Finale* event at the Weitzman National Museum of American Jewish History. Failure to attend is grounds for disqualification. PJFM books and pays for transportation for all finalists and necessary lodging for out-of-town finalists. For the purposes of this contest, out-of-town constitutes a home address more than 100 miles away from PJFM's address, 101 S Independence Mall E, Philadelphia, PA.
- **September 24, 2026*** at 8:30 PM: Voting for Audience Favorite Award ends and PJFM staff immediately calculate the winner of the Audience Favorite Award.
- **September 24, 2026*** at 8:45 PM: The winners are notified in person at PJFM's *The Mazel Tov Moment: Unapologetically Jewish Contest Finale* event.
- Each finalist may only win one (1) of the three (3) prizes. If a finalist wins in two (2) categories, that finalist is to be awarded the higher of the prizes, and the lower prize is to be awarded to the finalist who earned the second-place finish.
- In the event of a tie in the Social Impact Award, the Audience Favorite results will be the tiebreaker. In the event of a tie in the Audience Favorite vote, a second Audience Favorite vote will be taken the evening of September 17 with the audience only voting between the two tied finalists.

**Current anticipated date for the And the Winner Is: Unapologetically Jewish Contest Finale event is September 24, 2026. This event may be subject to change.*

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 receive a \$500 production stipend for contest expenses including production. Finalists are paid on July 15, 2026.
- If payment is required before July 15, 2026 for production needs, finalists must correspond with PJFM staff for approval. Payment is only made upon PJFM's receipt of signed W-9 and Declaration of Compliance and Eligibility forms by finalists.
- Grand Prize – three (3) Grand Prize winners receive a monetary award via check in the following amounts:
 - Social Impact Award: 1st Place: \$3,000
 - Social Impact Award: 2nd Place: \$2,000
 - Audience Favorite Award: \$1,000

- Grand Prize – three (3) Grand Prize winners have their contest-created content included in PJFM’s 46th Philadelphia Jewish Film and Media Festival, PJFM’s signature annual festival, in November 2026.
- 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:

- Finalists must create and post no less than fourteen (14) and no more than twenty (20) Contest Posts of original, unique content on Instagram. Finalists publishing fewer than fourteen (14) or more than twenty (20) Contest Posts are to be disqualified.
- Contest Posts must include the hashtag #PJFMUJ to distinguish them from other content Finalists may post. An intended Contest Post that does not include the hashtag #PJFMUJ is not to be considered a Contest Post.
 - Finalists may use as many other hashtags in addition to #PJFMUJ on Contest Posts as they wish.
- All Contest Posts must be published on Instagram.
- All Contest Posts must abide by Instagram’s community standards as outlined below:
 - [Instagram’s Community Guidelines](#)
- **Contest Posts must be** published from an **Instagram Creator Professional Account** and not an Instagram Business Professional Account or Personal Account. Total “Accounts Reached” cannot be measured in Personal Account. Any published posts pertaining to contest on Personal Account are not to be considered. Accounts Reached may be measured for a Business Professional Account, but Business Professional Accounts may not allow for “collaborations” with PJFM and other social media handles if music is included.
- Five (5) of each finalist’s Contest Posts must be collaborated posts with PJFM.
 - PJFM assigns five (5) dates on which the finalist must “collaborate” with PJFM.
 - A finalist may collaborate with other accounts in addition to PJFM on these five (5) Contest Posts. If PJFM finds that an additional collaborator on a PJFM collaborated post violates the [definition of antisemitism](#) or violates [Instagram’s community guidelines](#), PJFM reserves the right to demand that the collaboration with that account be reversed.
- Finalists may collaborate with other any other Instagram accounts on the remainder of their Contest Posts, with no limit. PJFM does not restrict or ask to “un-collaborate” any posts not collaborated with PJFM.
- Applicants may not pay to “boost” or pay for advertising for their posts.
- Any post that is taken down by Instagram, “shadowbanned”, or otherwise unable to be seen by the public is to be disqualified from the competition.
- PJFM encourages all applicants to freely express what makes them unapologetically Jewish. However, the organization does 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.