

Entries Cordially Invited for
**The Simon Rockower Awards
for Excellence in Jewish Journalism**

40TH ANNUAL COMPETITION

CALENDAR YEAR 2020

Entries Due: Friday, February 5, 2021, 7:00 P.M. ET

Fee: \$25 per entry



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Contest Information:

The Simon Rockower Awards for Excellence in Jewish Journalism are awarded for items **published in Jewish media in the calendar year 2020** (January 1 to December 31, 2020).

Please read and review the entire packet as many changes have been implemented for the competition year.

Deadline for Entries:

Entries can be submitted starting Friday, January 8, 2021 at 1:00 P.M. ET.

All entries must be uploaded and completed by **FRIDAY, FEBRUARY 5, 2021, 7:00 P.M. ET**. Entries received after this date will not be eligible.

Eligibility:

AJPA member publications, affiliate members, and individual members must be in good standing to be eligible. To check if your dues are up to date, e-mail jessica@ajpa.org. **If you are not a member of the AJPA, please contact jessica@ajpa.org to inquire about membership.** Only entries from Jewish media outlets are eligible.

Good Standing is defined as:

(1) The member's dues must be paid through May 1 in the year which the awards will be distributed (e.g., if the awards are distributed at the AJPA Annual Conference in 2021, the membership expiration date must be on or after May 1, 2021); and

(2) The member's dues must be paid for all previous years in which the member was required to pay dues, unless there has been an action taken by AJPA to forgive or otherwise not collect such dues.

If a member has not paid the dues described in (1) and (2) prior to February 5 of the year in which the awards will be distributed, then any entry submission from that member will be disqualified and ineligible to be considered for a Rockower Award in that year. In such instance, there will be no refund of all or any portion of the payment for the submission.

No Rockower Award entry submission will be accepted without payment for the submission.

Division Update: In advance of entering the competition, publication members must complete a [brief survey](#) to determine the division they will compete in. If you or a member from your publication have not already completed the survey, please take a moment to do so. You will have the opportunity to confirm the accuracy of your division in BNC in advance of submitting your entries.

Freelance members do not need to complete the survey, but please be sure to note the division in which your entry will compete in entry comments.

The new divisions will apply to all categories with the exception of categories where all entries compete in the same division.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

Please note that Division B includes newspapers published monthly or less frequently.

If you have any questions regarding how your outlet will compete, please contact AJPA Headquarters at jessica@ajpa.org.

Please take the time to review the additional contest rules below:

- Each media outlet, including freelancer members, is allowed to submit the same article in a maximum of two (2) different categories, unless otherwise noted.
- Entries submitted from freelancer members must be published in a Jewish media outlet.
- Each media outlet is allowed to submit a maximum of five (5) entries per category, unless otherwise noted.
- Each media outlet is allowed to submit a maximum of one (1) entry per general excellence category (categories #36 - #39).
- All video/audio submissions are limited to a maximum of seven (7) minutes in length (including podcasts). Video footage/audio exceeding seven (7) minutes will not be reviewed. **If submitting a podcast, please include a short narrative summarizing the topic(s) discussed.**
- All entries must be original materials and not reprints from another publication.
- Entries submitted in the wrong category will be disqualified.
- When uploading an entry, include the headline and category in the file name. **Please also include the circulation in the comments section of the entry.**
- The cost of each entry is \$25 for AJPA members. You **MAY** enter the same article in a maximum of two (2) different categories, unless otherwise noted. If you are entering one story in two (2) different categories, you must consider each entry as completely separate, both in format and payment requirements.
- **There are no categories open to non-AJPA members.**
- If several articles comprise a series you are entering in one category, you pay only one fee. A series is defined as at least two different articles printed in different issues that **must be** labeled a series in some way, such as “Article 1 of 2 on X topic.” One article of a series can also be entered on its own in a different category than the series. Keep in mind that if you choose to enter one story in two different categories, this requires one entry fee for each category. **If a series is published over two years, the series is only eligible for the competition year in which it ended.**
- A photography entry may be a single photograph or a series of photos on the same topic. **Only photos published in the media outlets will be considered.**
- Judges will select first and second place and one (1) honorable mention per division, where applicable.

- **If you are a media outlet submitting an affiliated magazine entry, a separate account is required.** Please contact [Jessica Painter](#) at AJPA Headquarters to have a separate account created at no additional dues. If an affiliated magazine is submitted incorrectly (under a media outlet account), the entry will be considered as a media outlet entry and will be disqualified. The entry fee will not be refunded. If all entries compete in the same division, an additional account is not needed for that category.

Note for Freelancers:

Freelance writers must check with the publication that published their work before submitting their entries so that the same entries are not submitted by the paper and freelancer. A member publication that commissions a freelancer to write an article maintains the right to submit that article if it chooses to do so. If freelancers have published the entry in more than one publication, they must submit in the highest circulation subdivision of the category in which it appeared. **Please include the circulation of your entry with your submission in the comments section. There are no refunds for duplicate submissions. All submitted entries must be published in a Jewish media outlet.**

Judging:

The Rockower Awards are judged by a group of esteemed journalism professionals selected and vetted by the Rockower committee. Careful consideration is made to ensure qualified judging in each category. Judges are asked to notify AJPA headquarters of any conflicts of interest in advance of judging to ensure a fair judging process. The Rockower Committee, AJPA Executive Committee and the AJPA staff do not judge the Rockower Awards.

Notification of Awards:

The complete results of the awards contest will be announced at the Rockower Awards banquet in conjunction with the 2021 AJPA Annual Conference in Atlanta, GA, June 27 - June 30. Prior to the conference, winning individuals and publishers will be notified that they have won an award, but not the specifics of that award.

Entry Fees:

Entry fees may be paid online or via check (made payable to “AJPA”) covering the total entry fee. Checks should be mailed to:

AJPA – Rockower Awards
Attn: Jessica Painter
107 S. Southgate Drive
Chandler, AZ 85226

Payment must be received by **FRIDAY, FEBRUARY 5, 2021, 7:00 P.M. ET for your submission(s) to be eligible.**

We look forward to receiving your submissions and thank you for your attention to these guidelines. Please call or email AJPA Headquarters if you have any questions or need assistance.

We wish you the best of luck!

Award Categories

1. The Louis Rapoport Award for Excellence in Commentary

PLEASE NOTE THIS CATEGORY REQUIRES THREE COLUMNS BY ONE INDIVIDUAL FOR SUBMISSION; ONLY ONE ENTRY PER WRITER IS ALLOWED.

This award recognizes excellence in commentary for personal commentary, columns, op-eds, or background analyses. Entry is made up of **three (3) columns** that best exemplify the columnist's work. Columns should be opinion pieces from the viewpoint of and in the voice of the author and not reported pieces or features (which are more appropriate for other categories). Entries will be judged on quality of writing and presentation of ideas. Commentary on arts and criticism is not eligible and should be entered in Category 11. Editorials should be entered in Category 4.

Blogs are also eligible to enter this category. Do not include any viewer comments in your blog entry. Only the columns will be judged.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

2. Award for Excellence in Single Commentary

PLEASE DO NOT ENTER ANY OF THE SAME PIECES AS ENTERED IN CATEGORY 1.

This award is especially suitable for writers who are not regular columnists and publications without regular columnists. Entries should consist of one (1) piece of writing: signed commentaries, op-eds, columns or background analyses. Entries will be judged on quality of writing and presentation of ideas. Commentary on arts and criticism are not eligible and should be entered in Category 11. Editorials should be entered in Category 4. The Louis Rapoport Award for Excellence in Commentary entries (Category 1) will continue to be judged as a body of work (3 pieces make up one entry).

Blogs are also eligible to enter this category. Do not include any viewer comments in your blog entry. Only the columns will be judged.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

3. Award for Excellence in Personal Essay

Entry should consist of an essay written in the first person, usually about the writer's life, which emphasizes a subjective view.

Blogs are also eligible to enter this category. Do not include any viewer comments in your blog entry. Only the essay will be judged.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

****IF YOU ARE A NEWSPAPER, A SEPARATE ACCOUNT IS REQUIRED FOR YOU TO SUBMIT YOUR MAGAZINE.*** Please contact [Jessica Painter](mailto:jessica.painter@ajpa.org) at AJPA Headquarters to have a separate account created. If an affiliated magazine is submitted incorrectly (under a newspaper account), the entry will be considered as a newspaper entry and will be disqualified. The entry fee will not be refunded.

4. Award for Excellence in Editorial Writing

PLEASE NOTE THIS CATEGORY REQUIRES THREE COLUMNS FOR SUBMISSION.

This award recognizes unsigned editorials demonstrating quality of writing, clearness of intent, and call to action. Entry is made up of **three (3) columns** that best exemplify the editorial or paper writer's work. Columns should be written in the "editorial voice," clearly represent the editorial position of the paper or one of its principal representatives, and are presented as such. This category represents the voice of the media outlet. Personal pieces and opinions, not meant to establish an institutional position, are appropriate for Categories 1, 2 or 3. Entry may include a short narrative (less than a page) with each entry, indicating what effect the editorials had on their subjects.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

5. The Boris Smolar Award for Excellence in Enterprise or Investigative Reporting

This award recognizes a single (1) story or a series of stories (including sidebars where relevant) on a single theme of specific Jewish concern. Stories must demonstrate a considerable amount of research and/or investigation. Series must have ENDED in the contest year. Entries may include a summary of no more than one (1) page outlining the efforts that went into the enterprise or investigative reporting. Articles submitted in this category **cannot** also be entered in Category 30 Award for Excellence in Writing about Politics/Government or Category 31 Award for Excellence in Education Reporting.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

6. Award for Excellence in Deadline/Breaking News Reporting

This award recognizes a single (1) deadline/breaking news story, such as spot news, hard news or deadline reporting - an event that could not have been predicted. Entries may include a summary of no more than one (1) page outlining the efforts that went into the deadline/breaking news reporting. The summary may include a timeline of reporting the event. Articles submitted in this category **cannot** also be submitted in Category 7 Award for Excellence in News Story or Category 9 Award for Excellence in Feature Writing.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

7. Award for Excellence in News Story

This award recognizes a single (1) news story that does not qualify for Category 6 Award for Excellence in Deadline/Breaking News Reporting or Category 9 Award for Excellence in Feature Writing. Articles submitted in this category **cannot** also be entered in Category 6 or Category 9. Entries may include a summary of no more than one (1) page outlining the efforts that went into the news story. Entries will be judged on news value, quality of reporting and writing.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

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8. Award for Excellence in Writing about Social Justice and Humanitarian Work

Article or series of articles that illustrate a social justice or humanitarian problem and highlight what individuals or organizations are doing to alleviate it. Entrant may include a brief explanation of the outcome that resulted from the article.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

9. Award for Excellence in Feature Writing

This award recognizes a single (1) story on an issue, trend, idea or other aspect of Jewish life (including sidebars, where relevant). In-depth series or investigative stories should be entered in Category 5. News features should be entered in Category 7. Personality profiles should be entered in Category 12. Entries submitted in this category **cannot** also be entered in Category 6 or Category 7.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

10. Award for Excellence in Arts News and Features – Reporting (movie, theater, television, books, music, etc.)

Reporting on an artistic endeavor, trend, movement or personality, whether in literature, theater, film or fine arts and crafts. Entrant may include a brief explanation of the impact of the story.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

11. Award for Excellence in Arts – Review/Criticism (movie, theater, television, books, music, etc.)

Critical analysis, usually of a single artistic endeavor, whether in literature, theater, film or fine arts and crafts.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

12. The David Frank Award for Excellence in Personality Profiles

This award recognizes a single (1) story on an individual or a family (including sidebars, where relevant). Q&A interviews do not qualify in any format.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

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13. Award for Excellence in Special Sections or Supplements

PLEASE NOTE THAT THIS IS ONE OF ONLY FOUR CATEGORIES WHERE AJPA WILL ACCEPT HARD-COPY SUBMISSIONS; AND ONLY IF YOU ARE UNABLE TO SCAN THE ENTIRETY OF YOUR ISSUE.

Judging will be based on originality and design quality in developing the theme throughout the special section or supplement. Please submit only one example of your work per entry.

All entries will compete in the same division.

14. Award for Excellence in Writing about Health Care

This award recognizes a news or feature article or series of articles that reports on any topic related to health care, medicine and/or scientific innovation, inside or outside Israel.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

15. Award for Journalistic Excellence in Covering Zionism, Aliyah and Israel

This award recognizes excellence in a news or feature article or series of articles that reports on an aspect of Zionism, Aliyah and Israel.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

16. Award for Excellence in Writing about Women

This award recognizes stories about an issue, trend, or aspect of the life of Jewish women.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

17. Award for Excellence in Writing about Jewish Heritage and Jewish Peoplehood in Europe

This award recognizes a news or feature article or series of articles that reports on an aspect of Jewish culture, religion, history or community on the European continent.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

18. Award for Excellence in North American Jewish History

Entry should consist of a single (1) story or series on a theme connected to local, regional or national American Jewish history (including sidebars, where relevant).

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

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19. Award for Excellence in Layout and Design (Formally Award for Excellence in Overall Graphic Design)

PLEASE NOTE THAT THIS IS ONE OF ONLY FOUR CATEGORIES WHERE AJPA WILL ACCEPT HARD-COPY SUBMISSIONS; AND ONLY IF YOU ARE UNABLE TO SCAN THE ENTIRETY OF YOUR ISSUE.

Entry can be made up of a minimum of three (3) – maximum of five (5) issues from the contest year. Judging will be on the basis of cover or front page, editorial page(s), inside page advertising and editorial layout, feature page(s), advertising design, headline and text typography (including standing heads and use of photographs and artwork). Only one (1) entry per media outlet is allowed.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

20. Award for Excellence in Photography

Entry must be a single published photograph from one photographer or can include more than one published photograph from the same article. Only photos appearing in a Jewish media outlet taken on assignment from the publication (can be taken by a freelancer) will be considered.

All entries will compete in the same division.

21. Award for Outstanding Digital Outreach

This award recognizes a media outlet's overall digital outreach that uses technology to engage, educate, or nourish the Jewish community. Judging criteria includes website functionality and design, social media campaigns, e-newsletters, apps and mobile sites, and general creativity and innovation.

All entries will compete in the same division.

HOW TO ENTER: Provide links to your Facebook page, Twitter feed, and/or sample e-newsletters. Judges will review over a period of time. Please include a short narrative (less than a page) explaining the relevant features of your digital strategy. If submitting a podcast, please include a short narrative summarizing the topic(s) discussed. **Please limit each entry to a total of five (5) examples of digital media.**

22. Award for Excellence in a Multimedia Story

A piece produced online that includes any multimedia component (e.g. video, podcast, photo gallery, etc.) focusing on an issue, trend, or aspect of Jewish life is eligible. Judging will be based on original use of the medium and quality of storytelling.

All entries will compete in the same division.

HOW TO ENTER: Provide the URL to the piece in the designated space. If submitting a podcast, please include a short narrative summarizing the topic(s) discussed.

23. Foundation for Ethnic Understanding Award for Excellence in Interfaith Relations Reporting



This award recognizes excellence in a news or feature article or series of articles that reports on any aspect of relations between Jews and other faith groups, including Christians, Muslims or other faiths.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

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24. Award for Excellence in Writing about Food and Wine

This award recognizes an article or series of articles that reports on an aspect of food and/or wine as it relates to Jewish culture, religion, history or community.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

25. Award for Excellence in Writing about Sports

This award recognizes a column, an article or series of articles that reports on sporting events, athletes and/or issues involving sports in the Jewish community.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

26. Award for Excellence in Writing about Seniors

This award recognizes an article or series of articles that focus on personalities, issues or trends involving older adults (70+ years of age) in the Jewish community.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

27. Award for Excellence in Headline Writing

PLEASE NOTE THIS CATEGORY REQUIRES THREE ARTICLES BY ONE INDIVIDUAL FOR SUBMISSION; ONLY ONE ENTRY PER WRITER IS ALLOWED.

Each entry is made up of three (3) headlines written by the same headline author. Headlines may consist of columns, editorials, news, feature, entertainment and/or sports stories, etc. and must clearly feature the article headline. Headlines will be judged based on their clarity, creativity and accuracy.

All entries will compete in the same division.

28. Award for Excellence in Business Reporting – Trends

This award recognizes high achievement and dedication to the craft of business writing. Each entry must consist of a single (1) story or a series of articles.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

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29. Award for Excellence in News Obituaries

This award recognizes high achievement in writing about the life of a person. Entries should include original reporting, interview(s) with people who knew the deceased and should not be told in first person. Each entry must consist of a single (1) story.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

30. Award for Excellence in Writing about Politics/Government

This award recognizes a single (1) story or series of articles about local, state, national or international politics, government or related issues. Articles submitted in this category **cannot** also be entered in Category 5 The Boris Smolar Award for Excellence in Enterprise or Investigative Reporting.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

31. Award for Excellence in Education Reporting

This award recognizes a single (1) story or series of articles about schools, universities and/or education issues. Articles submitted in this category **cannot** also be entered in Category 5 The Boris Smolar Award for Excellence in Enterprise or Investigative Reporting.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

32. Award for Excellence in Writing about Black-Jewish Relationships

This award recognizes a single (1) story or series of articles about interactions of Jewish people or organizations with Black people or organizations within their communities.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

33. Wild Card Category: Award for Excellence in Writing about COVID-19

This award recognizes a single (1) story or series of articles that reports on topics related to the Coronavirus/COVID-19 outbreak. Please note a series must consist of a maximum of five (5) articles. This is a wild card category and the topic of the category may change each competition year.

Division A. Weekly and Biweekly Newspapers.

Division B. Monthly Newspapers and Magazines*.

Division C. Web-based Outlets; Digital Only, Website Only and Wire Services.

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34. Award for Excellence in Creation of an Advertisement

This award recognizes the originality of design and creativity of a single (1) advertisement that has appeared in your print publication or on a website. Entries can be uploaded as a JPG or PDF file. Advertisements must be created by a staff member of the newspaper. Camera-ready advertisements and client-submitted advertisements will not be accepted.

All entries will compete in the same division.

35. Award for Excellence in Creation of Marketing Material

This award recognizes the originality, design and creativity of a single (1) piece of marketing material. Each entry can consist of one (1) example of a promotional piece including but not limited to a marketing brochure, sales sheet, sales brochure, house ad, etc.

All entries will compete in the same division.

36. Award for General Excellence - Best Freelancer

PLEASE NOTE THIS CATEGORY REQUIRES THREE ARTICLES BY ONE INDIVIDUAL FOR SUBMISSION; ONLY ONE ENTRY PER WRITER IS ALLOWED.

This award recognizes high achievement and dedication to the craft by a freelance writer. Three (3) articles demonstrating a variety of writing must be submitted.

All entries will compete in the same division.

37. Award for General Excellence - Best Website

This award recognizes the overall style, ease of use, relevance and timeliness of news content of an organization's website. Please submit one (1) URL per entry. Please note each media outlet is allowed to submit a maximum of one (1) entry for this category.

All entries will compete in the same division.

38. Award for General Excellence - Best Magazine

PLEASE NOTE THAT THIS IS ONE OF ONLY FOUR CATEGORIES WHERE AJPA WILL ACCEPT HARD-COPY SUBMISSIONS; AND ONLY IF YOU ARE UNABLE TO SCAN THE ENTIRETY OF YOUR ISSUE.

This award recognizes the overall appearance of a single (1) issue. Content, originality of design, use of typography, use of photography and ease of readability will be considered. Please submit one (1) example per entry. Special Sections and Supplements should be entered in Category 13. Please note each media outlet is allowed to submit a maximum of one (1) entry for this category.

All entries will compete in the same division.

39. Award for General Excellence - Best Newspaper

PLEASE NOTE THAT THIS IS ONE OF ONLY FOUR CATEGORIES WHERE AJPA WILL ACCEPT HARD-COPY SUBMISSIONS; AND ONLY IF YOU ARE UNABLE TO SCAN THE ENTIRETY OF YOUR ISSUE.

This award recognizes the overall appearance of three (3) issues of a newspaper (weekly, bi-weekly, monthly, or those published less frequently). Diversity of content, originality of design, use of typography, use of photography, placement of advertising and ease of readability will be considered. Please submit three (3) issues per entry. Please note each media outlet is allowed to submit a maximum of one (1) entry for this category.

All entries will compete in the same division.

Submission Instructions

Submission Instructions:

Pages 12-14: Submission instructions for **publications, web-based outlets and affiliate members**

Pages 15-17: Submission instructions for **freelance/individual members**

Pages 18-20: Frequently Asked Questions

SUBMISSION INSTRUCTIONS FOR PUBLICATIONS, WEB-BASED OUTLETS AND AFFILIATE AJPA MEMBERS

Entries to the 40th Annual Simon Rockower Awards for Excellence in Jewish Journalism will be submitted using a web-based program from *BetterBNC*. Below are directions for AJPA members preparing and submitting entries. **If you are not a member of AJPA, please contact [Jessica Painter](#) at AJPA Headquarters** for instructions on how to become a member.

IMPORTANT: BetterBNC is optimized for the Google Chrome browser; and Firefox for PC and Macintosh/Apple. Please have a recent version downloaded and installed for the best contest experience.

If you have questions, please contact Jessica Painter at (480) 403-4602 M-F 10:00 A.M. – 7:00 P.M. ET, or via email at jessica@ajpa.org.

Entries can be submitted starting Friday, January 8, 2021 at 1:00 P.M. ET.

The deadline for all entries is Friday, February 5, 2021, 7:00 P.M. ET.

1. Login:

- a. Have the 40th Annual Competition Packet open to refer to during the entire entry process.
- b. Go to www.betternewspapercontest.com/login.
- c. Login as a Contestant Manager.

PLEASE NOTE: If you are a FREELANCER/INDIVIDUAL MEMBER OF AJPA, refer to pages 15-17 of the competition packet for submission instructions.

- i. Contestant Manager - **Every current publication, website and affiliate AJPA member has a Contestant Manager Account already created.**
- ii. **If you are a newspaper submitting an affiliated magazine, a separate account is required.** Please contact [Jessica Painter](#) at AJPA Headquarters to have a separate account created.

Note: Authorized Entrant is a separate account set up for the use of staff members to submit entries on behalf of the media organization. **An Authorized Entrant Account must be set up by the Contestant Manager.** Once a Contestant Manager submits more than one entry, an email will be sent validating the entries made, as well as providing a link to create an Authorized Entrant Account.

- d. Under Contest, select The 40th Annual Simon Rockower Awards for Excellence in Jewish Journalism.
- e. Select the appropriate Media Organization. If you do not see your publication/organization listed, or would like to enter a subsidiary, please contact [Jessica Painter](#) at AJPA Headquarters to have you added to the list.

f. **Password:**

- i. **If you participated in last year's competition, please use the same password you created last year to login.** If you forgot your password, simply click the 'Forgot Password?' link on the login page to reset. You will be emailed a password reset request. If you do not see this email in your Inbox, please check your Junk/SPAM folder before contacting [Jessica Painter](#) at AJPA Headquarters.
 - ii. **If you did not participate in last year's competition, please login using the temporary password 'bnc' and click 'Login'.**
 1. **First time entrants:** when you first login, the system will prompt you to create a secure password (one per news organization/member) and update your contact information. If you set the new password for your organization, please make sure to share it with others who may be making entries.
- g. **Double-check the circulation group you are listed as.** This information is displayed in the right-hand corner in **bold font** once you are logged in. If you believe you are in the wrong circulation group, contact [Jessica Painter](#) at AJPA Headquarters to have it changed **before you submit any entries.**
- i. **If your entries are submitted under the incorrect circulation group, your entry will be disqualified and a refund will not be provided.**
 - ii. **If your circulation is listed as NOT ASSIGNED:** All publications are asked to complete a brief survey to best determine the division in which you will compete. If we do not yet have your division information, your circulation will appear as NOT ASSIGNED. Please take a moment to complete the survey, you can do so by [clicking here.](#)

2. **Submit Entries:**

- a. On the Manage Entries page, click 'Submit Entry' (left side).
- b. Under Division, choose '**General**' and then select the appropriate Category you wish to submit an entry to under 'Category'. **Please note when you are selecting a category you will not see any of the divisions.** This is because the system will automatically place you in the proper subcategory based on your circulation group.
- c. Read the corresponding Category Note (directly below the Category selection box) describing what is expected for the category's entry content.
- d. Complete the Headline/Title field.
- e. Based on the type of entry, add content:
 - i. **To upload digital file attachments (other than audio/video),** click 'Browse', navigate to the desired file, select 'Open', and click 'Upload'. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. **Please include the headline and category in the file name.** If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to www.issuu.com (Issuu offers unlimited publishing and up to 25 private/unlisted publications for free), and copy and paste the URL into the Web URL field. **If you are unable to scan the entirety of your entries into BNC or www.issuu.com, we will accept hard-copies sent to the office, BUT only for categories 13, 19, 38 and 39. Other hard copy entries will not be accepted unless approved by AJPA. Please email jessica@ajpa.org for approval.**
 - ii. **To add web content,** copy and paste the content's web address into the provided Web URL field. Make sure the content will be accessible online throughout the contest and awards process.

IMPORTANT: Please ensure that items are not behind a pay wall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry if work samples are inaccessible and a refund will not be provided.**

- f. Include any additional notes **and the circulation of the entry** within the 'Comments' field.
- g. Add Credits for those responsible for the entry content.
- h. Click 'Submit'.
- i. If you wish to submit another entry, click 'Submit Another Entry'. If you are done submitting, click 'Manage Entries'.

3. Payment for Entries

- a. On the Manage Entries page, click 'Calculate Entry Fee' (right side).
- b. To create your invoice, [click here](https://www.ajpa.org/event-4080694) and click the 'Register' button on the left-hand side (<https://www.ajpa.org/event-4080694>)
- c. Enter in your email address and the security code then click 'next'. Fill in all your information, along with the number of submitted entries, then click 'next'.
- d. The cost of each entry is \$25. Thus, if you submit a total of five (5) entries, your entire payment would amount to \$125.
- e. Once you have entered in your information along with the number of submitted entries you will be redirected to a page with two options for payment 1) Invoice Me (choose if you wish to pay by check), 2) Pay Online (choose if you wish to pay by credit card).

If paying by check please mail to:

AJPA – Rockower Awards
Attn: Jessica Painter
107 S. Southgate Drive
Chandler, AZ 85226

Payment must be received by **FRIDAY, FEBRUARY 5, 2021, 7:00 P.M. ET for your submission(s) to be eligible.**

4. Review Entries

- a. Double check that all of the attachments and/or URLs work by viewing your entries on the 'Manage Entries' page found under the 'My Contest' tab on the top navigation in *BetterBNC*.

Submission Instructions

Submission Instructions:

Pages 12-14: Submission instructions for **publications, web-based outlets and affiliate members**

Pages 15-17: Submission instructions for **freelance/individual members**

Pages 18-20: Frequently Asked Questions

SUBMISSION INSTRUCTIONS FOR FREELANCE AND INDIVIDUAL AJPA MEMBERS

Entries to the 40th Annual Simon Rockower Awards for Excellence in Jewish Journalism will be submitted using a web-based program from *BetterBNC*. Below are directions for AJPA members preparing and submitting entries. **If you are not a member of AJPA, please contact [Jessica Painter](#) at AJPA Headquarters** for instructions on how to become a member.

IMPORTANT: BetterBNC is optimized for the Google Chrome browser; and Firefox for PC and Macintosh/Apple. Please have a recent version downloaded and installed for the best contest experience.

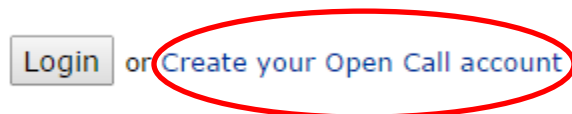
If you have questions, please contact Jessica Painter at (480) 403-4602 M-F 10:00 A.M. – 7:00 P.M. ET, or via email at jessica@ajpa.org.

Entries can be submitted starting Friday, January 8, 2021 at 1:00 P.M. ET.

The deadline for all entries is Friday, February 5, 2021, 7:00 P.M. ET.

1. Login:

- a. Have the 40th Annual Competition Packet open to refer to during the entire entry process.
- b. Go to http://betternewspapercontest.com/open_contestants/login.
- c. Click ‘Create your Open Call account’ next to the Login button.



- d. Complete Step #1 by filling in all of your contact information and creating a password for your account. Click ‘Submit’ to save and continue.
- e. You will now need to verify your email address for your account. Click on the verification link **sent to your email address on file**. If you do not see this email in your Inbox, please check your Junk/SPAM folder before contacting [Jessica Painter](#) at AJPA Headquarters. This email may take a few minutes to receive.
- f. Once you click on the verification link within your email, you will be asked to login to your Open Call Contestant account. Complete Step #2 and click ‘Submit’ to save.
- g. Please note that your Open Call account will need to be verified by AJPA headquarters. Please allow one (1) business day for your request to be reviewed and confirmed.
- h. Once you have saved your credentials, click on the ‘my contests’ link at the top of the page (see image below).

Your credentials have been updated successfully. Please visit [my contests](#) page to request to make entries in a contest.

2. Submit Entries:

- a. Under 'Available Contests' select The 40th Annual Simon Rockower Awards for Excellence in Jewish Journalism and click 'OK'.
 - i. Your account will temporarily be marked as 'pending' until AJPA Headquarters approves your Open Call Contestant account.
- b. Once you are approved the contest will appear in 'Approved Contests.' You will also receive an email once you are approved.
- c. Under '**Open Call Contestant**' in the top navigation bar, click 'Manage Entries'.
- d. On the Manage Entries page, click 'Submit Entry' (left side).
- e. Under Division, choose 'General' and then select the appropriate Category you wish to submit an entry to under 'Category'. **Please note when you are selecting a category you will not see any of the divisions.** This is because the system will automatically place you in the proper subcategory based on your entry information.
- f. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
- g. For the 'Where Published or Performed' field, select the media organization where the entry was published or performed. If the organization is not listed, please include it within the 'if media organization is not listed, enter the name here' field.
- h. Complete the Headline/Title field.
- i. Based on the type of entry, add content:
 - i. **To upload digital file attachments (other than audio/video)**, click 'Browse', navigate to the desired file, select 'Open', and click 'Upload'. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. **Please include the headline and category in the file name.** If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to www.issuu.com (Issuu offers unlimited publishing and up to 25 private/unlisted publications for free), and copy and paste the URL into the Web URL field. **If you are unable to scan the entirety of your entries into BNC or www.issuu.com, we will accept hard-copies sent to the office, BUT only for categories 13, 19, 38 and 39. Other hard copy entries will not be accepted unless approved by AJPA. Please email jessica@ajpa.org for approval.**
 - ii. **To add web content**, copy and paste the content's web address into the provided Web URL field. Make sure the content will be accessible online throughout the contest and awards process.

IMPORTANT: Please ensure that items are not behind a pay wall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry** if work samples are inaccessible.
- j. Include any additional notes **and the circulation/outlet type of the entry** within the 'Comments' field. Please see FAQ #14 for additional information.
- k. Add Credits for those responsible for the entry content.
- l. Click '**Submit**'.
- m. If you wish to submit another entry, click 'Submit Another Entry'. If you are done submitting, click 'Manage Entries'.

3. Payment for Entries

- a. On the Manage Entries page, click 'Calculate Entry Fee' (right side).
- b. To create your invoice, [click here](#) and click the 'Register' button on the left-hand side (<https://www.ajpa.org/event-4080694>).
- c. Enter in your email address and the security code then click 'next'. Fill in all your information, along with the number of submitted entries, then click 'next'.
- d. The cost of each entry is \$25. Thus, if you submit a total of five (5) entries, your entire payment would amount to \$125.
- e. Once you have entered in your information along with the number of submitted entries you will be redirected to a page with two options for payment 1) Invoice Me (choose if you wish to pay by check), 2) Pay Online (choose if you wish to pay by credit card).

If paying by check please mail to:

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Payment must be received by **FRIDAY, FEBRUARY 5, 2021, 7:00 P.M. ET for your submission(s) to be eligible.**

4. Review Entries

- a. Double check that all of the attachments and/or URLs work by viewing your entries on the 'Manage Entries' page found under the 'My Contest' tab on the top navigation in *BetterBNC*.

Frequently Asked Questions

1. I am a freelance/individual member of AJPA but I do not see my name listed under Contestant Managers, what do I do?

Freelance and Individual members of AJPA must create an Open Call Contestant account in order to enter the Rockower Awards. For instructions on how to create an Open Call Contestant account, please refer to pages 15-17 of the competition packet. If you have already created an Open Call Contestant account, go to http://betternewspapercontest.com/open_contestants/login to log in.

2. We are a newspaper, how do we submit our affiliated magazine?

Please contact [Jessica Painter](#) at AJPA Headquarters to have a separate account created. If an affiliated magazine is submitted incorrectly (under a newspaper account), the entry will be considered as a newspaper entry and will be disqualified. The entry fee will not be refunded. If all entries compete in the same division, an additional account is not needed for that category.

3. How much does it cost to enter the Simon Rockower Awards?

The AJPA member cost of each entry is \$25. Thus, if you submit a total of five (5) entries, your entire payment would amount to \$125.

4. When can I submit entries?

Entries can be submitted starting Friday, January 8, 2021 at 1:00 P.M. ET.

All entries must be uploaded and completed by **FRIDAY, FEBRUARY 5, 2021, 7:00 P.M. ET.** Entries received after this date will not be eligible. Payment must also be received by FEBRUARY 5, 2021, 7:00 P.M. ET for your submission to be eligible.

5. I am a current member of AJPA but I do not see my organization, publication, or subsidiary listed under Contestant Managers, what do I do?

Contact Jessica Painter at AJPA Headquarters at jessica@ajpa.org, or (480) 403-4602.

6. I am not a current member of AJPA, how do I become eligible to submit entries to the Simon Rockower Awards?

In order to be eligible to submit entries, you must become a member of AJPA. You can apply for membership through our website at <https://ajpa.org/Become-a-Member> or contact Jessica Painter at jessica@ajpa.org.

7. How do I know if I am an AJPA member in good standing and eligible to enter the Simon Rockower Awards?

AJPA member publications, affiliate members, and individual members must be in good standing to be eligible. **To check if your dues are up to date, e-mail jessica@ajpa.org.** Good Standing is defined as:

(1) The member's dues must be paid through May 1 in the year which the awards will be distributed (e.g., if the awards are distributed at the AJPA Annual Conference in 2021, the membership expiration date must be on or after May 1, 2021); and

(2) The member's dues must be paid for all previous years in which the member was required to pay dues, unless there has been an action taken by AJPA to forgive or otherwise not collect such dues.

If a member has not paid the dues described in (1) and (2) prior to February 5 of the year in which the awards will be distributed, then any entry submission from that member will be disqualified and ineligible to be considered for a Rockower Award in that year. In such instance, there will be no refund of all or any portion of the payment for the submission.

8. Are non-journalist AJPA members allowed to submit entries?

Affiliate members in good standing are eligible to submit entries. Please contact Jessica Painter at jessica@ajpa.org if you are a prospective or current AJPA Affiliate member and wish to enter the competition.

9. I am logged in to my account and I am trying to submit an entry, but none of the categories are appearing in the drop-down menu, how do I select a category?

Once you have clicked on ‘Submit Entry’, there is a ‘Division’ drop-down menu; please make sure ‘**General**’ is selected before you proceed to select a category to enter.

10. I am having trouble uploading my entries; can I just mail my entries in to AJPA Headquarters?

AJPA Headquarters will only accept hard-copy entries for Categories 13, 19, 38 and 39. For any other uploading issues, please contact Jessica Painter at jessica@ajpa.org. **All hard-copy entries must be received by the deadline February 5, 2021, 7:00 P.M. ET.**

11. Once an entry is submitted, can I go back and make edits?

Yes, to edit an entry already submitted please login to your account. Once logged in, you will see an ‘Entries’ table, listing all of your entries submitted. To edit an entry, click the ‘Edit’ link on the right side of the entry listing within the table. If the entry is no longer listed in your ‘Entries’ table, please contact Jessica Painter at jessica@ajpa.org.

12. How do I update my Contestant Manager Account information (contact information, passwords, etc.)?

Go to www.betternewspapercontest.com/login to login to your Contestant Manager Account:

- a. If you participated in last year’s competition, please use the same password you created last year to login. If you forgot your password, simply click the ‘Forgot Password?’ link on the login page to reset.
- b. If you did not participate in last year’s competition, please login using the temporary password ‘bnc’ and click ‘Login’.

Once you have logged in to your Contestant Manager Account, click the first link on the left side, ‘My Account’, to edit all account, password and contact information.

13. Can I submit Q&A pieces?

Unless specifically prohibited, you may enter question and answer pieces. However, it is recommended that the Q&A is accompanied by a strong introductory text to compliment it.

14. How do I know which division I compete in?

The divisions are divided by type of publications. Definitions are included below. All publications are asked to complete a brief survey to best determine the circulation group (division) in which you will compete. If you have not already completed the survey, please do so by [clicking here](#).

We ask that members select the division best suited to their regular distribution. If your publication has changed your model in the last year due to COVID-19, please use the division

that best reflects your regular operation.

- Weekly Newspapers: Papers published weekly or more frequently
- Biweekly Newspapers: Paper published twice a month or every other week.
- Monthly Newspapers: Papers published monthly or less frequently
- Magazines: All magazines regardless of frequency
- Website: Organizations who publish their content online only
- Digital Publication: Organizations who produce a regular publication that only appears digitally
- Wire Services: News syndicate agencies

After completing the survey, you will be placed into the correct circulation group. Please confirm your circulation group is accurate in BNC before you submit entries.

15. In BNC my circulation group is listed as NOT ASSIGNED?

All publications are asked to complete a brief survey to best determine the division in which you will compete. If we do not yet have your division information, your circulation will appear as NOT ASSIGNED. Please take a moment to complete the survey, you can do so by [clicking here](#).