

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

**37<sup>TH</sup> ANNUAL COMPETITION**

**CALENDAR YEAR 2017**

Entries Due: Friday, February 2, 2018

Fee: \$25 per entry



**In This Document:**

Pages 1-2: Contest rules, information and instructions

Pages 3-7: Category details

Pages 8-10: Submission instructions for **publications, web based outlets and affiliate members**

Pages 11-13: Submission instructions for **freelance/individual members**

Pages 14-15: Frequently Asked Questions

**Contest Information:**

The Simon Rockower Awards for Excellence in Jewish Journalism are awarded for items **published in the calendar year 2017** (January 1 to December 31, 2017).

**Deadline for Entries:**

All entries must be uploaded and completed by **FRIDAY, FEBRUARY 2, 2018**. 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 [admin@ajpa.org](mailto:admin@ajpa.org). **If you are not a member of the AJPA, please contact [admin@ajpa.org](mailto:admin@ajpa.org) to inquire about membership.**

*Good Standing is defined as:*

*(1) The member's dues must be paid for the year in which the awards will be distributed (e.g., if the awards are distributed at the AJPA Annual Conference in 2018, the dues must be paid for 2018); 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 2 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.

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

- Each media outlet is allowed to submit a maximum of five (5) entries per category.
- All video submissions are limited to a maximum of seven (7) minutes in length. Video footage exceeding seven (7) minutes will not be reviewed.
- 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.**

### **Additional Contest Rules (cont.):**

- The cost of each entry is \$25 for AJPA members. You **MAY** enter the same article in more than one category. If you are entering one story in two different categories, you must consider each entry as completely separate, both in format and payment requirements.
- **In the 2017 competition, 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 were 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 two entry fees for each entry. **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.**
- Each division must receive a minimum of five (5) entries, submitted by at least two different contestants (media outlets or individuals), for a winner to be awarded. All divisions that receive 10 entries or less will be awarded one first place winner only. **All divisions that receive less than five (5) entries will not be awarded a winner and all entries and fees will be refunded after the competition closes February 2, 2018.**
- **If you are a media outlet submitting a special section, supplement or affiliated magazine entry, a separate account is required for each.** Please contact [Laura Herring](#) at AJPA Headquarters to have a separate account created at no additional dues. If an affiliated magazine, special section or supplement 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.

### ***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.**

### **Notification of Awards:**

The complete results of the awards contest will be announced at the Rockower Awards banquet in conjunction with the 2018 AJPA Annual Conference in Cleveland, OH June 18-20. 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: Laura Herring  
107 S. Southgate Drive  
Chandler, AZ 85226

**Payment must be received by **FRIDAY, FEBRUARY 2, 2018** 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 9. 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. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

## **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 9. 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. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

## **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. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

***\*IF YOU ARE A NEWSPAPER, A SEPARATE ACCOUNT IS REQUIRED FOR YOU TO SUBMIT YOUR MAGAZINE, SPECIAL SECTIONS AND/OR SUPPLEMENTS. Please contact [Laura Herring](#) at AJPA Headquarters to have a separate account created. If an affiliated magazine, special section or supplement 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. Personal pieces, 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. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

## **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.

**Division A. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

## **6. Award for Excellence in News Reporting**

This award recognizes a single (1) news story, such as spot news, deadline reporting or news feature (include sidebars, where relevant).

**Division A. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

## **7. Award for Excellence in Social Justice Reporting**

Article or series of articles that illustrate a social justice 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. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

## **8. Award for Excellence in Feature Writing**

This award recognizes a single (1) story on an issue, trend or 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 6. Personality profiles should be entered in Category 10.

**Division A. Newspapers 15,000 circulation and over; Broadcast.**

**Division B. Newspapers from 7,500-14,999 circulation.**

**Division C. Newspapers from 1-7,499 circulation.**

**Division D. Magazines\*; Special Sections and Supplements\*; Web Based Outlets.**

***\*IF YOU ARE A NEWSPAPER, A SEPARATE ACCOUNT IS REQUIRED FOR YOU TO SUBMIT YOUR MAGAZINE, SPECIAL SECTIONS AND/OR SUPPLEMENTS. Please contact [Laura Herring](mailto:Laura.Herring@ajpa.org) at AJPA Headquarters to have a separate account created. If an affiliated magazine, special section or supplement 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.***

## **9. Award for Excellence in Arts and Criticism News and Features**

**PLEASE NOTE THAT MANY ENTRIES ARE SUBMITTED IN THE INCORRECT DIVISION EACH YEAR. PLEASE READ THE DESCRIPTIONS BELOW AND BE SURE TO ENTER THE PROPER SUBDIVISION OF THIS CATEGORY.**

**Division A.** Critical analysis/review, usually of a single artistic endeavor, whether in literature, theater, film or fine arts and crafts. **All Newspapers; Broadcast; Magazines\*; Special Sections and Supplements\*; Web Based Outlets.**

**Division B.** Reporting on an artistic endeavor, trend, movement or personality, whether in literature, theater, film or fine arts and crafts. **All Newspapers; Broadcast; Magazines\*; Special Sections and Supplements\*; Web Based Outlets.**

## 10. 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.** Newspapers 15,000 circulation and over; Broadcast.

**Division B.** Newspapers 14,999 circulation and under.

**Division C.** Magazines\*; Special Sections and Supplements\*; Web Based Outlets.

## 11. Award for Excellence in Special Sections or Supplements

**PLEASE NOTE THAT THIS IS ONE OF ONLY TWO 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.

**All entries will compete in the same division.**

## 12. 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.** Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Special Sections and Supplements\*; Web Based Outlets.

**Division B.** Newspapers 14,999 circulation and under.

## 13. The Nefesh B'Nefesh Charley J. Levine Memorial 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.** Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Special Sections and Supplements\*; Web Based Outlets.

**Division B.** Newspapers 14,999 circulation and under.

***\*IF YOU ARE A NEWSPAPER, A SEPARATE ACCOUNT IS REQUIRED FOR YOU TO SUBMIT YOUR MAGAZINE, SPECIAL SECTIONS AND/OR SUPPLEMENTS. Please contact [Laura Herring](mailto:Laura.Herring@ajpa.org) at AJPA Headquarters to have a separate account created. If an affiliated magazine, special section or supplement 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.***

## 14. Award for Excellence in Writing about Women

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

**All entries will compete in the same division.**

## 15. 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. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Special Sections and Supplements\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

## 16. Award for Journalistic Excellence in 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). The story or series could relate/analyze an event in Jewish history or analyze how an event in Jewish history is significant to understanding a contemporary American Jewish situation.

**Division A. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Special Sections and Supplements\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

***\*IF YOU ARE A NEWSPAPER, A SEPARATE ACCOUNT IS REQUIRED FOR YOU TO SUBMIT YOUR MAGAZINE, SPECIAL SECTIONS AND/OR SUPPLEMENTS.*** Please contact [Laura Herring](#) at AJPA Headquarters to have a separate account created. If an affiliated magazine, special section or supplement 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.

## 17. Award for Excellence in Overall Graphic Design

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

Entry is made up of up to 2 or 3 issues (depending on the Division, see below) 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 publication is allowed.

**Division A. Newspapers 15,000 circulation and over; Broadcast. Submit three (3) examples of work from the contest year.**

**Division B. Newspapers 14,999 circulation and under. Submit three (3) examples of work from the contest year.**

**Division C. Magazines\*; Special Sections and Supplements\*; Web Based Outlets. Submit two (2) examples of work from the contest year.**

## 18. The Noah Bee Award for Excellence in Illustrating and/or Editorial Cartooning

Entry should consist of three (3) examples of cartoons or illustrations, including computer-generated material, from any three editions during the contest year by a single artist or publication.

**All entries will compete in the same division.**

## 19. Award for Excellence in Photography

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

**All entries will compete in the same division.**

## 20. Award for Outstanding Digital Outreach

This award recognizes 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 website, 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 YOU ARE A NEWSPAPER, A SEPARATE ACCOUNT IS REQUIRED FOR YOU TO SUBMIT YOUR MAGAZINE, SPECIAL SECTIONS AND/OR SUPPLEMENTS.*** Please contact [Laura Herring](#) at AJPA Headquarters to have a separate account created. If an affiliated magazine, special section or supplement 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.

## 21. Award for Excellence in a Multi-Media Story

A piece produced online that includes any multi-media 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.

## 22. Foundation of 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. Newspapers 15,000 circulation and over; Broadcast; Magazines\*; Special Sections and Supplements\*; Web Based Outlets.**

**Division B. Newspapers 14,999 circulation and under.**

***\*IF YOU ARE A NEWSPAPER, A SEPARATE ACCOUNT IS REQUIRED FOR YOU TO SUBMIT YOUR MAGAZINE, SPECIAL SECTIONS AND/OR SUPPLEMENTS.*** Please contact [Laura Herring](#) at AJPA Headquarters to have a separate account created. If an affiliated magazine, special section or supplement 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.

# Submission Instructions

## Submission Instructions:

**Pages 8-10:** Submission instructions for **publications, web based outlets and affiliate members**

**Pages 11-13:** Submission instructions for **freelance/individual members**

**Pages 14-15:** Frequently Asked Questions

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

Entries to the 37<sup>th</sup> 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 [Laura Herring](#) at AJPA Headquarters** for instructions on how to become a member.

**IMPORTANT:** Please make sure to use a recent version of Mozilla Firefox (3.0 or higher) or Internet Explorer, and that you have an updated Adobe Flash Player for the browser you will use to make entries.

If you have questions, please contact Laura Herring at (480) 403-4602 M-F 8:00 a.m. – 5:00 p.m. MT, or via email at [admin@ajpa.org](mailto:admin@ajpa.org).

**The deadline for all entries is Friday, February 2, 2018.**

### 1. Login:

- a. Have the 37<sup>th</sup> Annual Competition Packet open to refer to during the entire entry process.
- b. Go to [www.betternewspapercontest.com/login](http://www.betternewspapercontest.com/login).
- c. Login as a Contestant Manager.

**PLEASE NOTE:** If you are a **FREELANCER/INDIVIDUAL MEMBER OF AJPA**, refer to pages 11-13 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 a special section or supplement or affiliated magazine, a separate account is required.** Please contact [Laura Herring](#) 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 37<sup>th</sup> 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 [Laura Herring](#) 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 [Laura Herring](#) 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 [Laura Herring](#) 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.**

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. **The exception to this is division 9A/B because the rules differ on more than circulation.**
- 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](http://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](http://www.issuu.com), we will accept hard-copies sent to the office, BUT only for categories 11 and 17. Other hard copy entries will not be accepted unless approved by AJPA. Please email [admin@ajpa.org](mailto:admin@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.

- 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. The cost of each entry is \$25. Thus, if you submit a total of five entries, your entire payment would amount to \$125. The AJPA will accept payment via check or credit card. To pay by credit card, [click here \(http://www.ajpa.org/?page=Rockspayment\)](http://www.ajpa.org/?page=Rockspayment).

If paying by check please mail to:

AJPA – Rockower Awards  
Attn: Laura Herring  
107 S. Southgate Drive  
Chandler, AZ 85226

- c. **Payment must be received by FEBRUARY 2, 2018 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

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## **SUBMISSION INSTRUCTIONS FOR FREELANCE AND INDIVIDUAL AJPA MEMBERS**

Entries to the 36<sup>th</sup> 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 [Laura Herring](#) at AJPA Headquarters** for instructions on how to become a member.

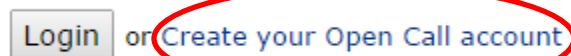
**IMPORTANT: Please make sure to use a recent version of Mozilla Firefox (3.0 or higher) or Internet Explorer, and that you have an updated Adobe Flash Player for the browser you will use to make entries.**

If you have questions, please contact Laura Herring at (480) 403-4602 M-F 8:00 a.m. – 5:00 p.m. MT, or via email at [admin@ajpa.org](mailto:admin@ajpa.org).

**The deadline for all entries is Friday, February 2, 2018.**

### 1. Login:

- a. Have the 37<sup>th</sup> Annual Competition Packet open to refer to during the entire entry process.
- b. Go to [http://betternewspapercontest.com/open\\_contestants/login](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 Laura Herring at [admin@ajpa.org](mailto:admin@ajpa.org). 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. 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’, scroll down and select The 37<sup>th</sup> 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 but **you are still able to submit entries** prior to account approval.

- b. Once the page refreshes, under ‘Pending Contests’, click on the link for The 37<sup>th</sup> Annual Simon Rockower Awards for Excellence in Jewish Journalism.
- 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 circulation group. **The exception to this is division 9A/B because the rules differ on more than circulation.**
- 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](http://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](http://www.issuu.com), we will accept hard-copies sent to the office, BUT only for categories 11 and 17. Other hard copy entries will not be accepted unless approved by AJPA. Please email [admin@ajpa.org](mailto:admin@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 of the entry** within the ‘Comments’ field.
- 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. The cost of each entry is \$25. Thus, if you submit a total of five entries, your entire payment would amount to \$125. The AJPA will accept payment via check or credit card. To pay by credit card, [click here \(http://www.ajpa.org/?page=Rockspayment\)](http://www.ajpa.org/?page=Rockspayment).  
If paying by check please mail to:

AJPA – Rockower Awards

Attn: Laura Herring  
107 S. Southgate Drive  
Chandler, AZ 85226

- c. **Payment must be received by FEBRUARY 2, 2018 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 11-13 of the competition packet. If you have already created an Open Call Contestant account, go to [http://betternewspapercontest.com/open\\_contestants/login](http://betternewspapercontest.com/open_contestants/login) to log in.

**2. We are a newspaper, how do we submit our affiliated magazine, special sections or supplements?**

Please contact [Laura Herring](#) at AJPA Headquarters to have a separate account created. If an affiliated magazine, special section or supplement 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.

**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 entries, your entire payment would amount to \$125.

**4. When is the deadline to submit entries?**

All entries must be uploaded and completed by **FRIDAY, FEBRUARY 2, 2018**. Entries received after this date will not be eligible. Payment must also be received by FEBRUARY 2, 2018 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 Laura Herring at AJPA Headquarters at [admin@ajpa.org](mailto:admin@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 <http://www.ajpa.org/?page=BecomeAMember> or contact Laura Herring at [admin@ajpa.org](mailto:admin@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 [admin@ajpa.org](mailto:admin@ajpa.org)**. Good Standing is defined as:

*(1) The member's dues must be paid for the year in which the awards will be distributed (e.g., if the awards are distributed at the AJPA Annual Conference in 2018, the dues must be paid for 2018); 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 2 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 in Category #11: Award for Excellence in Special Sections or Supplements, Category #14: Award for Excellence in Writing about Women, Category #18: The Noah Bee Award for Excellence in Illustrating and/or Editorial Cartooning, Category #19: Award for Excellence in Photography, Category #20: Award for Outstanding Digital Outreach and Category #21: Award for Excellence in a Multi-Media Story.

**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’ dropdown 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 #11 and #17. For any other uploading issues, please contact Laura Herring at [admin@ajpa.org](mailto:admin@ajpa.org). **All hard-copy entries must be received by the deadline February 2, 2018.**

**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 Laura Herring at [admin@ajpa.org](mailto:admin@ajpa.org).

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

Go to [www.betternewspapercontest.com/login](http://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.