

## Some Facts about National News Engagement Day

### **National News Engagement Day was created to:**

- Raise awareness about the importance of being informed.
- Encourage everyone to engage with news from reading and watching to tweeting and discussing.
- Help people of all ages discover the benefits of news.
- Educate the public about the principles and process of journalism.
- Ensure news engagement does not die out.

### **Tuesday, October 7 was selected as National News Engagement Day because:**

- The first Tuesday in October is one month before Election Day, which falls the first Tuesday in November except when the first day in November is a Tuesday.
- Early October provides flexibility for K-12 and college classrooms to integrate National News Engagement Day activities into the curriculum.
- It's easy to remember the first Tuesday in October.

### **The idea for National News Engagement Day originated from:**

Paula Poindexter, the 2013-2014 president of AEJMC (Association for Education in Journalism and Mass Communication). A journalism professor at the University of Texas at Austin, Poindexter first proposed setting aside a day every year to “revitalize the public’s engagement with news, regardless of generation” in her book *Millennials, News, and Social Media: Is News Engagement a Thing of the Past?* (New York: Peter Lang, 2012, pp. 131-132). As president of AEJMC, Poindexter made National News Engagement Day one of her most important presidential initiatives.

### **Website and Pinterest:**

[newsengagement.org](http://newsengagement.org); [pinterest.com/aejmc](https://pinterest.com/aejmc)

### **Hashtag:**

#newsengagementday

### **Logo Designed by:**

Amy Zerba, an editor at the New York Times who received her Ph.D. from the University of Texas at Austin.

### **National News Engagement Activity:**

National News Engagement Day events will be taking place in the overwhelming majority of states, the District of Columbia, and six countries ([newsengagement.org](http://newsengagement.org)). These events will be sponsored by journalism and communication programs, news associations and communication organizations, local and national media, civic organizations and foundations, and primary and secondary teachers.

### **About the Sponsor:**

The Association for Education in Journalism and Mass Communication ([www.aejmc.org](http://www.aejmc.org)), the sponsor of National News Engagement Day, is a nonprofit association of more than 3,700 journalism and communication educators, media professionals and graduate students. The Association’s mission is to promote the highest standards for journalism and communication education, cultivate journalism and communication research, encourage the implementation of a multi-cultural society in the classroom, and defend freedom of communication to achieve better professional practice and a better informed public. A committee of AEJMC members chaired by Paula Poindexter and the AEJMC executive director Jennifer McGill and her staff have organized the first-ever National News Engagement Day.