

Dear Journalism and Communication Associations:

AEJMC, a national association of journalism and communication educators, professionals, and graduate students, invites you and your news organization to celebrate News Engagement Day on Tues., Oct. 3, 2023.

Founded in 2014, News Engagement Day encourages:

- Reading, watching, and listening to news
- Educating the public about the process, principles, and responsibilities of journalism
- Emphasizing the importance of a free and independent press to our democracy.

**We hope you and your association will try one of the following ideas on Tues., Oct. 3 and tweet about it with #NewsEngagementDay:**

- ✓ Speak to an elementary, middle school or high school and explain what news is, how you report it, why a free and independent press is important, and why being informed matters.
- ✓ Co-sponsor a community forum in which the public can ask questions about the news and techniques used to report it.
- ✓ Since Millennials and Generation Z make up a significant percentage of News Engagement Day participants, share a recent story about their generation and encourage them to read it, retweet it with a comment, and tag you.
- ✓ Sponsor a classroom digital news subscription for News Engagement Day.

**We also encourage you to reach out to the nearest college or university journalism program and, perhaps, plan a joint News Engagement Day activity.**

For more on NED, please go to [www.newsengagement.org](http://www.newsengagement.org),  
[follow @AEJMC & @NewsEngagement on social](#),  
or email [paula.poindexter@austin.utexas.edu](mailto:paula.poindexter@austin.utexas.edu).

