Dear University and College Faculty, Administrators, Student Media Advisers, and Librarians:

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

Founded in 2014, News Engagement Day encourages: 1) Watching, reading, and listening to news; 2) Educating the public about the process and principles of journalism; 3) Teaching the importance of a free press to our democracy.

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

- ✓ **Journalist Speaker.** Invite journalists who represent newspapers, TV, radio, and online-only news sites to participate in a campus-wide forum to discuss the reporting process and principles that guide it. Also, have journalists address criticisms of the press and explain why a free and independent press and an informed public are essential to a functioning democracy and the public good.

- ✓ **Discuss and Tweet about Engaging with News.** If Millennials and Gen Z "barely" use news apps to engage with news as the [Washington Post](#) recently reported, have students discuss and tweet about how they engage with news on their smartphones. Don't forget to include #NewsEngagementDay!

- ✓ **News Quiz for NED.** Have students, working in small groups, create and design a multiple-choice news quiz and grading scale that would be fun and educational for their generation. Write a maximum 10 questions with multiple-choice answers from recent national, local, and international news as well as sports, business, technology, politics, and arts and entertainment. Tweet the quiz and include #NewsEngagementDay.

- ✓ **Celebrate News Engagement Day Across Campus.** Encourage your campus to engage with news by posting News Engagement Day announcements on the campus-wide calendar and department websites. Encourage your campus to share activities with #NewsEngagementDay.

For more on NED, please go to [www.newsengagement.org](#) or email [paula.poindexter@austin.utexas.edu](#).