

Dear Broadcast News Directors, Anchors, Reporters, Producers, and General Managers:

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

Founded in 2014, News Engagement Day encourages:

- Watching, reading, 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 your station will try one of the following ideas on Tues., Oct. 3 and tweet about it with #NewsEngagementDay:

- ✓ Have a member of your news staff speak to an elementary, middle school or high school and explain how your station reports the news and why being informed is important.
- ✓ Co-sponsor a community forum in which the public can ask your journalists questions about the news.
- ✓ Invite your audience to use #NewsEngagementDay on Tues., Oct. 3 and tweet a selfie of them engaging with news and a few words about why news matters to them and their family. And don't forget to have them tag your station!

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

#NewsEngagementDay

For more on NED, please go to www.newsengagement.org, follow @AEJMC & @NewsEngagement on social, or email paula.poindexter@austin.utexas.edu.

