

# What is News Engagement Day for?

[News Engagement Day](#), which is Tues., Oct. 4, is not just a day to encourage engaging with news although that's the reason it was founded in 2014 by Paula Poindexter, Past President of [AEJMC](#) and author of [Millennials, News, and Social Media: Is News Engagement a Thing of the Past?](#). News Engagement Day is also:

- ✓ A time to emphasize that a robust press and informed public are essential to a healthy democracy;
- ✓ An occasion to stress that a public informed about news as well as the process and principles of journalism is the best defense against disinformation and other forces that strive to keep the public in the dark;
- ✓ A day to improve news engagement skills and become more news aware while exploring the variety of platforms that deliver news, from TikTok and podcasts to news apps, YouTube, and legacy news platforms;
- ✓ A moment to commit to following news about the 2022 Midterm Elections so that when you vote, the vote you cast will be informed;
- ✓ And an opportunity to use #NewsEngagementDay to share your NED activities.

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