



AUA Staff Liaison	Christine Frey
Chair	Tobias Kohler, MD
Vice Chair	Sam Chang, MD
Terms of Office	Members: 4-year term (renewable once) Chair: 2-year term

Committee Makeup

The Public Media Committee shall consist of approximately six voting members serving four-year terms (renewable once). In addition, a Chair is appointed for a two-year term.. The President, Secretary and Treasurer shall serve as ex officio members. (AUAER Bylaws, May 2016)

Mission Statement

To serve as a year-round resource for individuals reporting in the lay and trade literature and electronic media who contact the AUA for assistance and information. To assist in the dissemination of the official policies and opinions of the AUA to the lay and trade press of the print and electronic media and to prepare official position statements when directed to the AUA Crisis Action Team. To maintain at the annual meeting, a press room equipped with computers, telephones, fax machines and similar tools of the journalistic trade; to have knowledgeable AUA members, consultants and staff present in this press room to assist in any way possible and to arrange interviews with scientists and notable lay persons attending or presenting at the meeting; to provide press briefings about highlights of the meeting. Coverage of the annual meeting, The Journal of Urology, AUA guidelines and other publications and activities of the Association are also promoted.

The Committee shall serve as a resource for individuals writing in the lay and trade literature and seeking information from AUAER. It shall maintain a system to review articles in The Journal of Urology pre-publication and disseminate press releases when it is felt an article warrants such. It shall maintain the press room at the Annual Meeting, assessing the program for items deserving of media attention. (AUAER Bylaws, May 2015)

Committee Meetings

The committee meets twice per year, once at the AUA Annual Meeting and again at the AUA Headquarters in the spring. The committee also communicates as needed throughout the year via conference calls and email.

Time Commitment

Chair: 150 hours per year
Member: 75-100 per year



Qualifications/ Responsibilities

Chair: The Chair should be skilled in effectively managing the media and have organizational skills in planning the Press Room events. The Chair will respond to media calls as needed throughout the year and select newsworthy abstracts prior to the AUA Annual Meeting.

Members: Members should be skilled in speaking with reporters and performing interviews. Members will work with the Staff Liaison in responding to media requests as needed throughout the year and select newsworthy abstracts prior to the AUA Annual Meeting.

2017 Accomplishments

The Public Media Committee responded to nearly 160 media inquiries in 2017, resulting in the AUA being featured in approximately 23,000 news articles throughout the year. Additionally, the Committee actively promoted urology-based science and news to more than 100 trade and consumer journalists via 75+ one-on-one interviews and 18 press events, featuring 27 abstracts, during the Association's Annual Meeting in Boston, Massachusetts. Top coverage centered on news about the new AUA Guidelines, as well as the association between pornography and sexual dysfunction; burnout in urology; new methods (urinalysis) for detecting the Zika virus and expert physicians' personal PSA screening & prostate cancer treatment choices. Top media outlets included the Associated Press, HealthDay News, Newsweek, U.S. News & World Report, Wall Street Journal and the Washington Post. This interaction enabled the AUA to be featured in more than 3,000 news articles May 12-30.

In addition to the traditional media outlet and press events, the Committee introduced a radio media tour during Annual Meeting. This enabled the AUA to further expand its reach and messages from the meeting and feature abstracts from the AUA2017 Press Program. Highlights of the radio media tour included reaching more than 11.1 million listeners through a total of 1,608 airings. Interviews aired nationally on NBC News Radio; the #1 News Talk Information stations in Boston, Chicago, Ft. Myers-Naples and Los Angeles; the #1 All-News station in Los Angeles and they aired on #2 News Talk Information station in San Diego.

Additionally, the Committee continued its support of the AUA Social Media workgroup, which held eight social media training sessions for attendees during the 2017 Annual Meeting, engaged nearly 3,600 participants, garnered nearly 54 million impressions and helped the AUA exceed 20,500 total tweets during its Annual Meeting (#AUA17). Because of the number of tweets, #AUA17 was once again, the number one trending conference in the world for two weeks and remains the social media leader within the urology space.

The Committee also supported the year-over-year growth of AUA's social media. In 2017, the AUA finished out the year with more than 63,116 social media followers; that is a 10 percent increase over 2016.