



<b>AUA Staff Liaison</b>	Christine Frey
<b>Chair</b>	Sam Chang, MD
<b>Terms of Office</b>	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.

## **2018 Accomplishments**

The Public Media Committee responded to more than 105 media inquiries in 2018, resulting in the AUA being featured in nearly 21,500 news articles throughout the year. Top media outlets included the Associated Press, CNN online, HealthDay News, Newsweek, U.S. News & World Report and the Washington Post.

The Committee actively promoted urology-based science and news to more than 100 trade and consumer journalists via 75+ one-on-one interviews and 10 press events, which featured 28 abstracts, during the Association's Annual Meeting in San Francisco, California. This interaction enabled the AUA to be featured in more than 2,500 news articles May 18-31.

Additionally, the Committee utilized a radio media tour during Annual Meeting. This was in addition to the traditional media outlet interactions and press events. This allowed the AUA to further expand its reach and messages from the meeting and feature abstracts from the AUA2018 Press Program. Highlights of the radio media tour included reaching more than 25 million listeners through a total of 4,147 airings. Interviews aired nationally on NBC News Radio; CBS Radio Network; KFI-AM (the #2 news talk radio in Los Angeles); as well as several other stations throughout the country.

The Committee continued its support of the AUA Social Media workgroup, which held six social media training sessions for attendees during the 2018 Annual Meeting, engaged 3,887 participants, garnered nearly 220 million impressions and helped the AUA exceed 18,863 total tweets during its Annual Meeting (#AUA18). Because of the number of tweets, #AUA18 was once again, the number one trending conference in the world for two weeks and remains the social media leader within the urology space.