AUA Staff Liaison: Christine Frey

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 support the AUA in its mission to advance urology, the public media committee serves as a year-round resource to individuals reporting in the lay and trade print and electronic media who contact the AUA for assistance and information. Public media committee members assist in the dissemination of official policies and opinions of the AUA to members of the lay and trade press; prepare official position statements when directed by the AUA Crisis Action Team; and maintain at the AUA Annual Meeting, a press room equipped with computers, telephones, fax machines and similar tools of the journalistic trade. The public media committee is committed to having 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. Additionally, members of the public media committee provide press briefings and interviews covering groundbreaking research, new guidelines, the latest advances in urologic medicine and other activities and highlights from the meeting.

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 in the fall and again at 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 supporting the planning of 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. Throughout the year, members will work with the Staff Liaison in responding to media requests, as well as select newsworthy abstracts prior to the AUA Annual Meeting.

2019 Accomplishments

The Public Media Committee responded to nearly 100 media inquiries in 2019, resulting in the AUA being featured in nearly 20,000 news articles throughout the year. Top media outlets included the Associated Press, CNN online, HealthDay News, Newsweek, U.S. News & World Report and the Wall Street Journal.

The Committee actively promoted urology-based science and news to more than 100 trade and consumer journalists via 75+ one-on-one interviews and seven press events, which featured 23 abstracts, during the Association’s Annual Meeting in Chicago, Illinois. This interaction enabled the AUA to be featured in more than 2,500 news articles throughout May 2019.

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 AUA2019 Press Program. Highlights of the radio media tour included reaching more than 11 million listeners through 1,903 airings. Interviews aired nationally on NBC News Radio; CBS Radio Network; USA Radio Network’s “Daybreak USA” program; 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 2019 Annual Meeting; engaged 3,809 participants, garnered nearly 220 million impressions and helped the AUA exceed 21,496 total tweets during its Annual Meeting (#AUA19). Because of the number of tweets, #AUA19 was once again, the number one trending conference in the world for two weeks and remains the social media leader within the urology space.