



AUA Staff Liaison Caitlin Lukacs

Chair Stacy Loeb, MD

Terms of Office Chair: 2 years (non-renewable)
Members: 3 years (renewable once)

Committee Makeup

The Public Media Committee shall consist of approximately six voting members. 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.

Recent Accomplishments 2021

The Public Media Committee responded to more than 85 media inquiries in 2021, resulting in the AUA being featured in approximately 14,500 news articles throughout the year. Top media outlets included the Associated Press, CNN online, HealthDay News, Newsweek, U.S. News & World Report and the Wall Street Journal.

The Committee actively promoted urology-based science and news to more than 100 trade and consumer journalists via 42 one-on-one interviews. Additionally, the Committee moderated 10 press events featuring 19 abstracts during the 2021 AUA Annual Meeting, which due to COVID-19, was hosted virtually for the second year in a row. However, this digital interaction enabled the AUA to generate a reach of more than 301 million through press releases, webinars and social media posts for each press event.

The Committee continued its charge over of the AUA Social Media workgroup, which supported the social media success of #AUA21. This included more than 1,935 participants; 6,470 tweets; and more than 37.2 million impressions during our virtual science weekend.