



<b>AUA Staff Liaison</b>	Caitlin Lukacs
<b>Chair</b>	Petar Bajic, MD
<b>Terms of Office</b>	Chair: 3 years (non-renewable) Members: 3 years (renewable once)

## Committee Makeup

The Public Media Committee shall consist of the chair and approximately 10 voting members.

## Vision/Mission/Purpose

To support the AUA in its mission to advance urology, the public media committee works with the AUA Communications Department to help develop and implement a media strategy that establishes the AUA as the voice of urology within medicine (Article V, Section 1.9 AUAER Bylaws, 2023). This media strategy includes, but is not limited to:

- assisting in the curation and maintenance of a urology press list including building relationships with those members of the press;
- serving as AUA spokespeople to trade and mainstream media who contact the AUA for assistance and information;
- assisting in the selection of topic priorities and the creation of broad editorial guidelines and calendars and
- facilitating an Annual Meeting Press Program to connect the media with AUA research, guidelines, advances in urologic medicine and other activities and highlights from the meeting.

## Committee Meetings

The committee meets at least three times per year, once in the first quarter of the year, once at the Annual Meeting and once in the fall. 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



## Responsibilities

**Chair:** The Chair will work with the Staff Liaison(s) to identify yearly topic priorities, respond to media calls as needed, promote the AUA via social media and assist in selecting newsworthy abstracts for the AUA Annual Meeting Press Program.

**Members:** Members will assist in identifying topic priorities and will work with the Staff Liaison(s) in responding to media requests. They will promote the AUA via social media and will contribute to the selection of newsworthy abstracts for the AUA Annual Meeting Press Program.

## Criteria for selecting New Members

- Experience with media relations and/or social media
- Expertise in one or more urologic specialty area with a current opening on the committee:
  - Endourology/Stone Disease
  - Erectile Dysfunction
  - Female Pelvic Medicine and Reconstructive Surgery
  - Laparoscopic Surgery
  - Male Infertility
  - Oncology
  - Pediatrics
  - Male Genitourinary Reconstruction/Trauma
  - Renal Transplantation
  - Robotic Surgery

## Criteria for selecting Next Chair

The Chair should be skilled in media relations and should be active on social media. They should be strategic and organized in supporting AUA Communications as well as planning Press Program events at the AUA Annual Meeting. The chair is selected from current or former committee members and appointed by the AUA President.

## Recent Accomplishments 2023

The Public Media Committee responded to nearly 100 media inquiries in 2023, resulting in the AUA being featured in over 14,000 news articles throughout the year. The committee actively promoted urology-based science and news to more than 100 trade and consumer journalists via one-on-one interviews as well as live TV interviews. Top media outlets included the Associated Press, CNN online, HealthDay News, Newsweek, U.S. News & World Report and the Wall Street Journal.

In 2023 the Committee also participated in informational videos and live Q&A sessions for Awareness Month celebrations of Prostate Cancer Awareness Month and Bladder Health Month.

Additionally, the Committee moderated 8 virtual press sessions featuring 25 abstracts during the 2023 AUA Annual Meeting. The AUA reached more than 1.89 billion viewers through press releases and social media posts for each session.