



American  
Association of  
Neurological  
Surgeons

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## **AANS Spokesperson Policy**

### **Spokesorganization for Neurosurgery**

The media has increasingly relied on the AANS for its expertise as the go-to organization for all topics neurosurgical. The AANS' reach as the spokesorganization for neurosurgery has grown exponentially over the last few years, reaching an audience of more than 3.5 billion people in 2008.

### **Background**

The AANS Spokespersons Network was established to enhance the image of neurosurgery through educating the media and public about the scope of neurosurgery. AANS spokespersons work both proactively and reactively with the media by reinforcing the strategic priorities established by the AANS Board of Directors, as well as media initiatives implemented by the AANS Public Relations Committee.

The network includes a cross-section of leadership and neurosurgeon experts located in states and major cities across the country, representing all subspecialty areas. The AANS President serves as the primary spokesperson to address AANS policy-related media inquiries, as well as select clinical inquiries. Media-trained spokespersons from the AANS Public Relations Committee and other key AANS leaders serve as resources for clinical and procedural-related inquiries.

### **Overview and Qualifications of Spokespersons**

- Participation in at least one professional AANS-conducted media training session
- Commitment to serve for a minimum of two years
- Commitment to represent the AANS primarily, and other institutions or entities secondarily
- Commitment to respond quickly to media interview requests

### **Primary Responsibility of Spokesperson Network Members**

Work with AANS Communications Director to promote key neurosurgical-related topics to local and national media, consistent with AANS strategic initiatives and public education campaigns.

### **AANS Media Inquiry Protocol**

The AANS Director of Communications fields all media inquiries initially, coordinates interview requests, and provides background information. The Communications Specialist serves as a secondary contact when the Communications Director is unavailable. A key element of this program is the vast array of neurosurgical patient education topics available to both spokespersons and the media as background for media interviews.

**All calls that AANS members receive directly from a reporter (not routed through the AANS office) regarding AANS policy, programs, etc., should be directed immediately to the AANS Director of Communications.**

The director will determine an appropriate AANS member spokesperson to contact who can officially and effectively speak on behalf of the AANS.

**A) Policy-related media inquiries are directed as follows:**

- 1) AANS President
- 2) Executive Committee Member as designated by President

**B) Legal-related media inquiries including the AANS Expert Witness and Professional Conduct Program are directed as follows:**

- 1) AANS Executive Director
- 2) AANS Legal Counsel as designated by Executive Director

**C) Advocacy and legislative-related calls are directed as follows:**

- 1) AANS/CNS Washington Office Director
- 2) AANS/CNS Washington Committee Member as designated by Director

**D) Procedural and clinical-related media inquiries are directed as follows:**

- 1) Media-trained individuals from AANS Spokesperson Network or Public Relations Committee
- 2) AANS President/Executive Committee Member

### AANS Media Inquiry Protocol

