Op-eds: What’s the alternative?

- **Self-publishing**
  - Medium
  - Your organization’s blog
  - Newsletters (your own + cross-promotion with partners)

- **Join the A/V Club**
  - Video
    - Text over video
    - Interviews

- **Digital**
  - LinkedIn article
  - Twitter threads
  - Twitter chat
  - Video platforms (YouTube, TikTok)
  - Clubhouse

- **Recurring**
  - Newsletter

- **Trainings/Info-sharing**
  - Webinars
  - Live streaming (Facebook Live, IGTV, etc.), including “meet the experts,” Q&As, video interviews, etc.

- **The rest of the opinion pages**
  - LTEs
  - Columnist
  - Editorials
  - Ed board memo

- **Pitch outside the box**
  - Podcasts
  - Radio
  - Hyper-local