

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