**Op-ed** – An op-ed (or opinion-editorial) piece is a piece in the opinion section of the paper that takes a specific position on a current issue in the news. An op-ed signed by an executive highlights your organization’s position on an issue and ensures your voice is heard in the discussion. Contact each paper for submission guidelines, as the length varies for each publication. They typically range between 450-600 words. Visit www.theopedproject.org to quickly find submission information for the top 100 daily newspapers.

**Letter to the editor** – Written in response to a specific published article, a letter to the editor is designed to express your organization’s contrarian view on an issue or clarify a point. Like op-ed pieces, each paper will provide specific submission guidelines. It is safe to assume a letter to the editor should be between 175-250 words.

**Bylined article** – Magazines, particularly trade journals, present opportunities for industry executives to pen articles on subjects affecting their industries. They must be written carefully, however, as not to appear as an advertisement. Most of these cover a general issue and feature multiple companies.

**News/Press conference** – Organizations host news conferences when they have major news to announce. The decision to host such an event must be made carefully, as the last thing you want is to call a news conference and have either few journalists show up, or have a roomful of journalists with no host.

**Background session** – In order to strengthen your working rapport with one or more key journalists, periodically meet with them on a background basis. In such situations there are no specific storylines being discussed – at least at the beginning – but they provide an opportunity to discuss industry issues and related news. Assume you are always on-the-record during these meetings.

**Prepared statement** – If you anticipate media inquiries related to your organization or an industry development, but it does not make sense to distribute a news release, a prepared statement used by company executives and spokespersons can be an effective tool.

**Satellite media tour** – Allows your spokesperson to conduct two-way television interviews with local and national outlets coast-to-coast, and around the world. The spokesperson is situated in a television studio and interviews are up-linked via satellite (they can be either live or taped). He or she simply looks into a camera and interview questions are fed to him or her via an IFB (earpiece).

**Armchair radio tour** – Radio also presents great opportunities to spread your views on timely topics. Armchair radio tour interviews are typically 2-3 minutes in length and are conveniently conducted from your own desk over the telephone. Local, state and network radio outlets are targeted. The interviews can be live or live-to-tape to be aired at a later date. Opportunities for longer interviews sometime emerge, as do chances to participate in call-in segments with the listening audience. Preparation is key.

**Audio news release (ANR)** – Allows your spokesperson to record a series of radio sound bites for distribution to local and national outlets coast-to-coast and around the world. ANRs can be distributed to radio stations and networks via telephone, email and the Internet (MP3 format, for example).

**Online chat room/blog** – The Internet is a very powerful tool. Online chat rooms and blogs have emerged to disseminate organizational messages and build an interactive rapport with key audiences. Corporate guidelines for using these online tools are evolving.

**Podcast** – This is a term that derives from the Apple iPod™. While the initial application for this medium was independent music and talk shows for the iPod, such podshows are now being used to inexpensively syndicate audio (and video) content. Podcast listeners frequently make use of RSS technology to automatically download new content for listening at the user’s convenience. Not just for iPods, podcasts also can be accessed by any computer or portable digital audio device.

**Hyper-local outlets** – With the increased emphasis on online news, a network of websites and blogs such as Patch have emerged to deliver news coverage of communities and neighborhoods across the United States.