Beyond sharing info about your work through news stories and interviews, you should explore opinion and commentary forums provided by the press:

- **Letters to the editor** — A letter is a quick way to share your views about topics in the news or specific stories. Letters usually are limited to 150 or 200 words and must be exclusive to the publication you are submitting to. Include your name, title (when appropriate), home address and phone number for the publication’s use in contacting you and verifying authorship. Always check whether a publication offers specific letters guidelines (usually available online) before submitting.

- **Op-eds (aka commentaries or columns)** — These are longer essays of opinion, usually around 600 words, although word lengths can very widely from publication to publication. Again, check guidelines before submission.

- **Editorial boards** — Newspapers and magazines usually have staff devoted to writing their publications’ official editorials. Frequently, staff members and other community representatives meet in forums called “editorial boards” to plan the positions their publications will take. You can lobby these boards to take particular editorial positions. Contact the publications to request meetings with these boards, and ask the AAA’s Media Relations office for advice in preparing pitches to editorial boards.

- **Commentary programs** — Local TV and radio stations may offer public affairs and commentary programs with roundtable or town hall style discussions that you could participate in. Often such opportunities can be found within the public television and radio. Contact program producers about how to become a guest. If any programs air taped commentaries, you might also inquire how to do one of those.

- **Online news publications** — Much like their newspaper and magazine counterparts, online news publications also offer forums for publishing op-eds and columns. Additionally, many offer comment forums following news stories or editorials where you can post your thoughts or take part in discussion boards.