



# VENTUREPORTLAND

Growing Business. Connecting Neighborhoods.

## LETTERS TO THE EDITOR

**Guidelines for *The Oregonian*:** Limit letters to 150 words and include name, home address and daytime phone number for verification. All submissions become the property of *The Oregonian* and will not be returned; submissions may be edited and may be published or otherwise used in any medium.

Send letters to:

Email	<a href="mailto:letters@oregonian.com">letters@oregonian.com</a>
Fax	503.294.4193
Mail	Letters to the Editor, The Oregonian 1500 S.W. First Ave. Portland, OR 97201

**Guidelines for the *Portland Tribune*:** Limit letters to 300 words and include full name, home address and daytime phone number for verification. All submissions become the property of the *Portland Tribune* and will not be returned; submissions may be edited and may be published or otherwise used in any medium.

Send letters to:

Email	<a href="mailto:tribletters@portlandtribune.com">tribletters@portlandtribune.com</a>
Fax	503.546.0727
Mail	Letters to the Editor, Portland Tribune 6605 SE Lake Road, Portland, OR 97222

**Guidelines for *Willamette Week*:** Limit letters to 250 words and include name, home address and phone number for verification.

Send letters to:

Email	<a href="mailto:mzusman@wweek.com">mzusman@wweek.com</a>
Fax	503.243.1115
Mail	Willamette Week 2220 NW Quimby Street, Portland, OR 97210

**Tips:**

- Be concise
- Reference a recent timely issue
- Mention your business/business district

**Sample letter:**

As President of [\_\_\_\_ **BUSINESS DISTRICT**] and [OWNER/EMPLOYEE of/at \_\_\_\_ **BUSINESS**], I encourage Portlanders to Celebrate Small during National Small Business Week, April 30-May 6. In Portland, 98% of neighborhood businesses have 5 or less employees. I am proud to say [\_\_\_\_ **BUSINESS DISTRICT**] is home to [#] small businesses, including [LIST **SOME UNIQUE OFFERINGS – PERSONALIZE TO FIT YOUR DISTRICT**]. Small businesses power our economy and deliver the goods and services Portlanders rely on. Supporting small, neighborhood businesses grows Portland's economy and creates local jobs. In fact, 70% of every dollar spent at a small business stays in the local economy. Look for 'Portland Celebrates Small' signs at businesses throughout [\_\_\_\_ **BUSINESS DISTRICT**] and help us honor small businesses [by **INSERT SPECIFIC EVENT DETAILS/INFORMATION, IF APPROPRIATE**]. Celebrate Small April 30-May 6 and throughout the year to support the small business owners who make Portland big.

[Name, business name/business district]

Word count = 142

The above letter offers a brief outline of a typical letter to the editor. There is room to add the details of your Small Business Week activities and still meet the space requirements. We recommend personalizing any letter to reflect your unique business district and voice.

Possible things to include:

- Number of small businesses in neighborhood business district
- Website address (and Facebook or Twitter) for your business district
- Economic impact your small business/business district has on Portland's economy

Contact Venture Portland (503.477.9648) if you'd like help writing your letter. And don't forget to send us a copy! Happy writing!