

SEPTEMBER 2020, ISSUE 12

# PROVISIONAL PEN MONTHLY

The official e-newsletter of Provisional Pen Writing Services



## SPEAK OUT IN WRITING!

With Banned Books Week coming up at the end of September, we've been thinking about what freedom means for readers and writers. We hope you'll take some time to think about and weigh in on this topic as well. In this issue, you'll learn how Provisional Pen can help you communicate more effectively online, three steps for writing compelling arguments, and how you can make a statement and take a stand through your reading choices.

Happy Reading and Writing!

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# News @ *Provisional Pen*

WRITING SERVICES

## WRITING FOR THE WEB

Getting your message across to an online audience is not always easy; you have to get their attention quickly and hold onto it long enough to make your point. Thankfully, Provisional Pen can help, whether you're maintaining a social media account or managing your own website.

Here's what we can do:

- Brainstorm topics with you (for social media or blog posts, articles, etc.)
- Discuss strategies for attracting more attention to your content
- Give feedback on the content you write
- Assist in proofreading/editing
- Help you keep your social media account, blog, or website current and easy to navigate with suggestions for removal of outdated or redundant material

For more info, check out our [Web Content Writing Services page](#).

Contact us today to  
discuss a personalized  
approach to your web  
content!



## WRITING TIP OF THE MONTH

### WRITE FOR CHANGE

No matter the cause you're communicating about—controlling the pandemic, fighting racial injustice, supporting freedom of speech, to name a few—there are important points to consider. You must first accept that you won't be able to change some people's minds. That's okay, but you can still improve your chances of reaching a larger audience. Here are three steps to writing effectively when arguing for change, whether in readers' thoughts, actions, or both:

#### **Tell a story.**

We tend to respond well to stories, whether they're about people like us or people who couldn't be more different. There's an emotional connection to be made when asking your audience to invest in a certain point-of-view, so don't be afraid to share a relevant experience. Telling a story is an important first step and a great way to frame your argument.

#### **Share well-researched info.**

The next step in writing for change is to provide credible and accurate information to your readers. When there's so much information on the

Internet, how can you decide what to trust? Look for experts and reputable organizations related to your topic. Also, check out multiple studies, surveys, interviews, and statistics to learn about differences in methods and results. You could even conduct some interviews or surveys yourself if you want to take a primary research approach. These strategies should lead you to sources and information you can feel confident in using to support your argument.

#### **Make logical connections.**

Of course, it's not enough to share a story and throw in some information from outside sources. The third and most important step in the argument process is to show your audience how the story connects with the evidence to support what you're arguing for or against. Readers shouldn't be left to connect all the dots on their own.

Depending on your subject matter, you may need to make an argument based more heavily on either logic or emotion, but at least considering this process can help you strike the correct balance.



# MONTHLY WRITING INSPIRATION

## SUPPORT FREEDOM OF CHOICE

Of the many ways to support free speech and artistic freedom, one is as simple as opening a book. That's right: Banned Books Week runs from September 27 through October 3 this year, and there's no better time to pick up a copy of your favorite banned book or check out one you haven't yet experienced.

Why, with all the work that goes into writing a book and all that readers can learn, would anyone want to stop people from reading one? There are many reasons, but whether or not we agree with those reasons is beside the point. Every reader should have the freedom to choose what they read. If people decide certain subject matter isn't for them, that's fine, but everyone should be given the opportunity to make their own choices.

Where children are involved, parents and guardians are uniquely positioned to help them

choose reading material that suits their individual needs and maturity levels. Guidelines, reading levels, and book reviews, widely available online, are useful resources. Parents and caretakers can also screen books themselves before deciding which ones to share with their children at home. Plus, school and public librarians can offer recommendations.

When it comes to educational reading, teachers and school officials stand in for parents. They put a lot of thought and discussion into choosing books for teaching purposes, so they should be allowed to make those choices even if some parents disagree. After all, parents still have input about the rest of their children's reading material.

This month, we encourage you to support the rights of writers as well as your freedom of choice when it comes to what you read.



### Works Consulted

The ALA Office for Intellectual Freedom. "Banned Books Week (September 27- October 3, 2020)." *Banned and Challenged Books*, American Library Association, 2020, [www.ala.org/advocacy/bbooks/banned](http://www.ala.org/advocacy/bbooks/banned). Accessed 28 July 2020.

"Banned Books Week." *NCTE*, National Council of Teachers of English, 2020, [ncte.org/resources/ncte-intellectual-freedom-center/banned-books-week/](http://ncte.org/resources/ncte-intellectual-freedom-center/banned-books-week/). Accessed 28 July 2020.

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