Sample Text for Promoting Canadian Points of View Reference Centre

*This document contains sample promotional text for librarians to use in marketing Canadian Points of View Reference Centre to students, teachers and school librarians. We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications. Customize as needed.*

**Long Descriptions (for Emails)**

**AUDIENCE: STUDENTS**

Subject line: Get help researching current events and issues

Preheader: Access Canadian Points of View through the library website

Writing a persuasive essay? Searching for a good debate topic?

Look no further than **Canadian** **Points of View Reference Centre**, a database from EBSCO that is available through our school library. Containing resources that present diverse perspectives on important issues and events, including those of interest to Canadians, this research tool has the information you need to better understand controversial issues and create persuasive arguments ― in speech and in writing.

Canadian Points of View covers more than **300 topics** across a variety of categories. Each topic includes articles presenting an Overview (objective background), Point (argument), Counterpoint (opposing argument or alternate perspective) and a Guide to Critical Analysis to help you evaluate controversial topics and develop your own perspectives. Topics include:

* Atlantic Initiative
* Bitcoin & Currency Alternatives
* Cancel Culture
* Climate Change
* Contact Tracing Technology
* Electric Vehicles
* Indigenous Course Requirements
* Media Bias
* Opioid Crisis
* Predator Culls
* Quebec Separatism
* Supply Chain

In addition, you can:

* Search for magazine articles, books, news and more using a single search box
* Hear HTML articles read aloud with EBSCO’s Text-to-Speech feature
* Use the citation tool to build your list of references/works cited

Access Canadian Points of View through our school library website: [insert direct URL]. If you have any questions about this valuable research tool, just ask your school librarian!

Sincerely,

[Your name & contact information]

**AUDIENCE: TEACHERS**

Subject line: Research tool spotlight: Canadian Points of View Reference Centre

Preheader: Available through the library website

Balanced perspectives on current events and issues

To support student research and classroom instruction in high schools, our library provides free access to **Canadian Points of View Reference Centre**, an easy-to-use reference tool from EBSCO. Containing resources that present diverse perspectives on important issues and events, including those of interest to Canadians, Canadian Points of View has the information your students need to better understand controversial issues and craft persuasive arguments ― in speech and in writing.

The database covers more than **300 topics** across a variety of categories. Each topic includes articles presenting an Overview (objective background), Point (argument), Counterpoint (opposing argument or alternate perspective) and a Guide to Critical Analysis to help students evaluate controversial topics and develop their own perspectives. Topics include:

* Atlantic Initiative
* Bitcoin & Currency Alternatives
* Cancel Culture
* Climate Change
* Contact Tracing Technology
* Electric Vehicles
* Indigenous Course Requirements
* Media Bias
* Opioid Crisis
* Predator Culls
* Quebec Separatism
* Supply Chain

**What your students can do with Canadian Points of View:**

* Search for magazine articles, books, news and more using a single search box
* Browse popular topics by category to get ideas for research papers, persuasive essays and debates
* Hear HTML articles read aloud with EBSCO’s Text-to-Speech feature
* Save articles to [Google Drive, Microsoft OneDrive] or password-protected personal folders
* Use the EBSCO citation tool to properly format citations

**What you can do with Canadian Points of View:**

* Limit results to articles that are grade-appropriate and match student reading levels (Lexile® Measures)
* Find content that aligns with curriculum standards across subject areas by using the recommended search strings in EBSCO’s [Curriculum Standards Module](https://connect.ebsco.com/s/article/Using-Curriculum-Standards-Module)
* Share content with students via Google Classroom

In addition, [EBSCO Connect](https://connect.ebsco.com/s/?language=en_US) offers some great resources for teachers, including [lesson plans](https://connect.ebsco.com/s/article/Where-can-I-find-lesson-plans-that-integrate-EBSCO-resources) that integrate Points of View and other EBSCO resources into the curriculum.

You and your students can access Canadian Points of View from the library website: [insert direct URL]. If you have any questions about this valuable research tool, please feel free to contact me.

Sincerely,

[Your name & contact information]

**AUDIENCE: SCHOOL LIBRARIANS**

Subject line: Help students research important issues and events

Preheader: Tell them about Canadian Points of View Reference Centre

Balanced perspectives on current events and issues

To support student research and classroom instruction in high schools, our library provides free access to **Canadian Points of View Reference Centre**, an easy-to-use reference tool from EBSCO. Containing resources that present diverse perspectives on important issues and events, including those of interest to Canadians, Canadian Points of View has the information your students need to better understand controversial issues and craft persuasive arguments ― in speech and in writing.

The database covers more than **300 topics** across a variety of categories. Each topic includes articles presenting an Overview (objective background), Point (argument), Counterpoint (opposing argument or alternate perspective) and a Guide to Critical Analysis to help students evaluate controversial topics and develop their own perspectives. Topics include:

* Atlantic Initiative
* Bitcoin & Currency Alternatives
* Cancel Culture
* Climate Change
* Contact Tracing Technology
* Electric Vehicles
* Indigenous Course Requirements
* Media Bias
* Opioid Crisis
* Predator Culls
* Quebec Separatism
* Supply Chain

**What students can do with Canadian Points of View:**

* Search for magazine articles, books, news and more using a single search box
* Browse popular topics by category to get ideas for research papers, persuasive essays and debates
* Hear HTML articles read aloud with EBSCO’s Text-to-Speech feature
* Save articles to [Google Drive, Microsoft OneDrive] or password-protected personal folders
* Use the EBSCO citation tool to properly format citations

**What educators can do with Canadian Points of View:**

* Limit results to articles that are grade-appropriate and match student reading levels (Lexile® Measures)
* Find content that aligns with curriculum standards across subject areas by using the recommended search strings in EBSCO’s [Curriculum Standards Module](https://connect.ebsco.com/s/article/Using-Curriculum-Standards-Module)
* Share content with students via Google Classroom

In addition, [EBSCO Connect](https://connect.ebsco.com/s/?language=en_US) offers some great resources for teachers, including [lesson plans](https://connect.ebsco.com/s/article/Where-can-I-find-lesson-plans-that-integrate-EBSCO-resources) that integrate Points of View and other EBSCO resources into the curriculum.

Please be sure to add a link to Canadian Points of View from your library website: [insert direct URL]. To help you market this resource to students and teachers, EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/Canadian-Points-of-View-Reference-Centre-Promotion-Kit), including a handout, poster and social media kit.

Please feel free to contact me directly with any questions.

Sincerely,

[Your name & contact information]

**Short Descriptions (for Newsletters)**

**AUDIENCE: STUDENTS**

Get help researching current events and issues

Writing a persuasive essay? Searching for a good debate topic? Look no further than **Canadian Points of View Reference Centre**, a database from EBSCO that is available in our school library. Containing resources that present diverse perspectives on important issues and events, including those of interest to Canadians, Points of View has the information you need to better understand controversial issues and craft persuasive arguments ― in speech and in writing. The database covers more than 300 topics across a variety of topic categories, including bioethics, energy, the environment, indigenous peoples and more. Access Canadian Points of View through the library: [insert direct URL]. Questions? Ask your school librarian!

**AUDIENCE: TEACHERS**

Balanced perspectives on current events and issues

To support student research and classroom instruction in high schools, our library provides free access to **Canadian** **Points of View Reference Centre**, an easy-to-use reference tool from EBSCO. Containing resources that present diverse perspectives on important issues and events, including those of interest to Canadians, Points of View has the information your students need to better understand controversial issues and craft persuasive arguments ― in speech and in writing. The database covers more than 300 topics across a variety of topic categories, including bioethics, energy, the environment, indigenous peoples and more. Access Canadian Points of View through the library: [insert direct URL]. Questions? Ask your school librarian!

**AUDIENCE: SCHOOL LIBRARIANS**

Balanced perspectives on current events and issues

To support student research and classroom instruction in high schools, our school district provides free access to **Canadian Points of View Reference Centre**, an easy-to-use reference tool from EBSCO. Containing resources that present diverse perspectives on important issues and events, including those of interest to Canadians, Points of View has the information students need to better understand controversial issues and craft persuasive arguments ― in speech and in writing. The database covers more than 300 topics across a variety of topic categories, including bioethics, energy, the environment, indigenous peoples and more. Please be sure to add a link to Canadian Points of View from your library website: [insert direct URL]. EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/Canadian-Points-of-View-Reference-Centre-Promotion-Kit) to help you market this resource to students and educators. Questions? Contact [insert contact information].