

**QUESTION: If you think about the writing you do (or need to do) — what role does CREATIVITY play in that kind of writing?**

Mary Kavanagh [Washington, DC]: brainstorming

Bridget Barry Thias [Dallas/Texas] 2: a major role in getting people's attention

Amy Nadell [Phoenix, AZ]: word choice

Sarah Wickett [Kingston]: idea generation

Bill Hord [Houston]: Try to communicate an idea or a process clearly

David Gansz [Shepherdstown, WV]: new way to approach a topic and present the end results

Sharon Murphy [Edmonton]: Inspiration - essential

Candise Branum [Portland, Oregon]: Demonstrating my passion for a topic and getting people interested

Claire Nickerson [Hays, KS]: Choosing topics & subtopics, organization of ideas

Martha Frey [ST-Lambert]: new ways of expressing an idea

Kimberly Grotewold [Lancaster]: idea generation

Jennifer Eatough [Salt Lake City, UT]: How to organize the writing. The best way to get a reader to connect. Use of visuals or not in the text. What topics to write about.

Lynn Ford [Indianapolis, Indiana]: Applying analysis to persuade.

Richard Sanders [Canton]: Everything

UNH Library [Durham, NH]: unique research question

Kathryn Phillips [Washington DC]: Making the writing interesting and engaging

Danielle Knowles [Chattanooga]: keywords--research--thinking outside the box--word choice

Janis McKenzie [Vancouver] 2: Taking a fresh look at material that may be too familiar -- being able to switch on fresh eyes and see reader's perspective.

Sarah Davis [Salem, OR]: brain-mapping/outline

Tara Patterson [Northern Virginia]: creative research methods

Maria Goodspeed [Pensacola]: Attention grabbing

Joy Harrigan [Cutler Bay, FL]: Choosing the best phrasing to get my point across

Kimberly Grotewold [Lancaster]: connecting themes

Karen Schneider [Rohnert Park, CA]: providing directions

Laurie Francis [Rexburg]: salmon

Kelly Diamond [Morgantown, WV]: Making connections that I normally wouldn't make

Virginia Ballance [Nassau Bahamas]: 99% perspiration and 1%inspiration

Jennifer Tapp [Houston]: expressing ideas