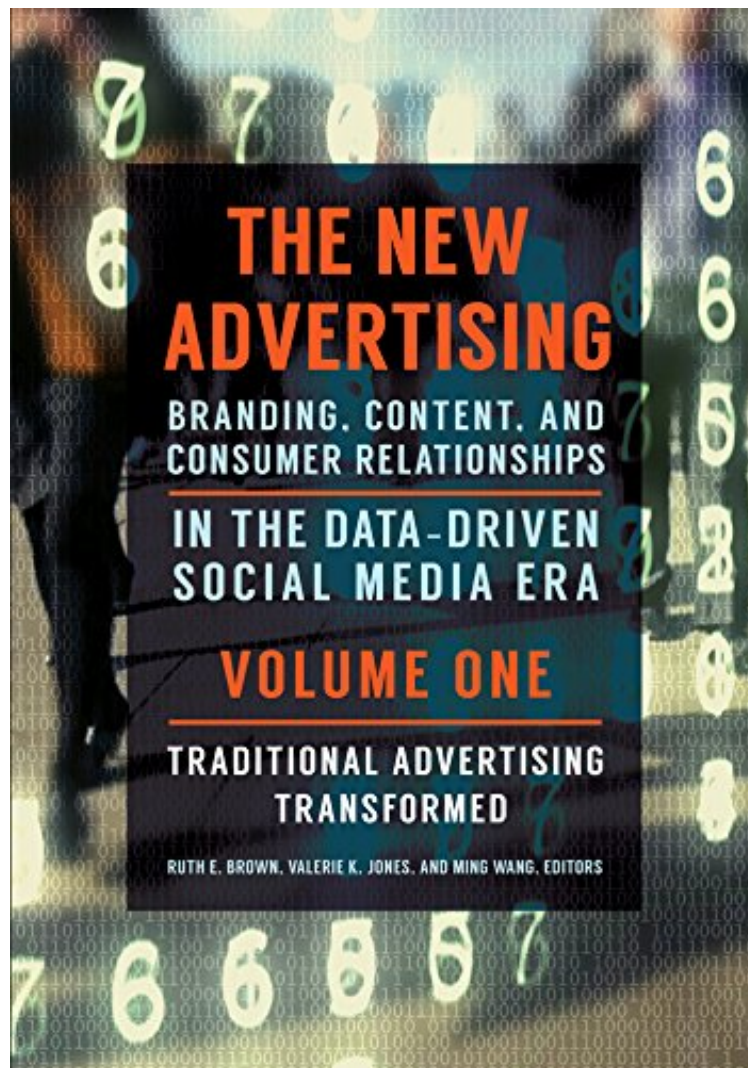


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About the Author
Ruth E. Brown, PhD, is professor of advertising and public relations in the College of Journalism and Mass Communications, University of Nebraska-Lincoln. Valerie K. Jones is an advertising agency veteran turned assistant professor of advertising and public relations at the University of Nebraska-Lincoln, College of Journalism and Mass Communications. Ming Wang, PhD, is assistant professor of advertising and public relations in the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.