As a faculty member and researcher it is important to disseminate my research findings. I am a firm believer in others having open access to important publications. Recently, the Open Access movement has shifted the power of access to information from publishing houses to accessible, online journals. The University of South Florida St. Petersburg Digital Archive (spearheaded by Dean Carol Hixson and the Nelson Poynter Library) has been a pioneer in making information easily available. Consequently, my digital archive page, currently containing 22 of my publications, has been viewed almost 16,000 times in the past two years from dozens of countries around the world. That is an amazing amount of exposure for my work! The best feature has been that this exposure and access has been provided to all researchers worldwide who have previously not able to afford the costs of journal subscriptions. Investigative results can now be open to all interested researchers.