**Extending Athlete Reputational Crises:**

**Theorizing Underperformance Crises and the Flip Appeal**

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**Lillian B. Feder, 1st and Corresponding Author**

*Brian Lamb School of Communication, Purdue University, USA*

[feder@purdue.edu](mailto:feder@purdue.edu)

100 N University St Beering Hall Room 2114, West Lafayette, IN 47907

Beering Hall of Liberal Arts and Education, Room 2114

ORC ID:  0000-0002-7324-268X

Lillian Feder (MA, Purdue University, 2019) is a doctoral student in the Brian Lamb School of Communication at Purdue University. Her research interests include public relations, organizational behavior, and sport crises.

**Diana Zulli, PhD, 2nd Author**

*Brian Lamb School of Communication, Purdue University, USA*

[dzulli@purdue.edu](mailto:Diana.zulli@utah.edu); @diana\_zulli   
100 North University Street  
West Lafayette, Indiana 47907-2098

Beering Hall of Liberal Arts and Education, Room 2115

Diana Zulli (PhD, University of Utah, 2018) is an Assistant Professor of Public Relations and Political Communication in the Brian Lamb School of Communication at Purdue University. Her research interests include communication theory, digital technology, and political discourse and crises.