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Chris Underation is an assistant professor of communication at The University of Findlay, Findlay, Ohio. He has published in the areas of rhetorical studies, communication theory and mass media effects. Professionally he has worked as a journalist, radio announcer and as a media relations manager for a pair of non-profit organizations.

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Denise Oles-Acevedo is a Lecturer in Speech Communication at Iowa State University in Ames, Iowa. Portions of this essay are drawn from the author's 2008 dissertation titled, *The Critical Interrogation of Female Apology Discourse: A Case Study of Martha Stewart, Oprah Winfrey, and Hillary Clinton's Multiple Attempts at Image Repair*. The dissertation was completed under the direction of Dr. William Trapani at Wayne State University.

Joshua C. Murphy has a Master of Sciences in Communication from the University of Louisiana at Lafayette. **Philip J. Auter** is a Professor of Communication and the graduate program coordinator at the University of Louisiana at Lafayette's Department of Communication. He teaches and performs research in international communication, media and society, uses and gratifications of online communication, and effective distance education pedagogy. He and his co-investigators were recipients of a grant from the US. Department of State's Middle East Partnership Initiative.