

Delivered Properly, A Public Apology Has An Uncanny Way of Reminding Us That 'To Err' Is Human... (Op-Ed)

But Donald Trump's Fell Far Short of Humanity Sunday Night

"Indeed I did have a relationship with Miss Lewinsky that was not appropriate. In fact, it was wrong ... I misled people, including even my wife. I deeply regret that." – President Bill Clinton

"I deeply apologize." – Alec Baldwin in a recent SNL skit in which he bears an eerie resemblance to Donald Trump, perfectly mimicking his famous frowns, retorts and snorts.

✘ *By Thomas J. Madden, Chairman and CEO, [Transmedia Group](#)*

When philandering husbands and lewd-talking braggarts get caught, they face angry wives, confused children and today disenchanted voters, so their apology better ring loud and true with contrition.

Donald Trump's apology Sunday night had a false ring to it.

It's almost as if he apologized with a gun to his head, forcing him to own up to his lewd talk over a decade ago about groping women who couldn't resist his star status. Trump's apology fell short of any chance of women voters forgiving him, let alone voting for him.

Trump might as well have apologized alone, late at night in an empty locker room for all the impact it probably had on the

Ironically Alec Baldwin, who plays Trump so superbly, was forced to apologize for being a bad dad in 2007 when he left a vile voicemail on his 11-year-old daughter's phone."

He apologized sincerely for the way he spoke to her, blaming it on the stress of his custody fight with ex-wife Kim Basinger. It was contrite and enabled Baldwin to move on.

Everyone makes mistakes, and celebrities like Baldwin and even presidents, and now candidates, for president are no exception.

One of the most effective apologies ever was the JetBlue apology in 2007– *"We are truly sorry, we are deeply sorry for the anxiety, frustration and inconvenience that we caused. This is especially saddening because JetBlue was founded on the promise of bringing humanity back to air travel and making the experience of flying happier and easier for everyone who chooses to fly with us. We know we failed to deliver on this promise last week."*

Mr. Trump, instead of grimacing, looking irritated and making nasty references to the blunders of others, try to look deeply sorry as you tell women across the country:

"Fellow Americans, please forgive me. I respect women. I revere them. I hire you. I have confidence in you, and now I need you, all women, to forgive me as I'm no longer the apprentice.

I'm now going for the top job in our country, as I'm confident I can truly make America not only great again, but more tolerant, more decent, respectful, just and fair."

About the Author: *Thomas Madden is CEO of TransMedia Group, one of the largest independent PR firms in Florida, where it currently operates. The firm's clients have included AT&T, American Red Cross, City of New York, GL Homes, Jordache*

Enterprises, McCormick and Schmick's, Rexall Sundown, Stanley Steamer.