
Patrick Field on Public Apologies

By Patrick Field

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In this episode, CBI's Managing Director [Patrick Field](#) talks to Noah Susskind about "public apologies"—apologies to the public on behalf of oneself or one's organization. Pat talks about what makes a public apology successful or unsuccessful, drawing on examples like the apologies offered after The Challenger explosion, the Tylenol poisonings, and FEMA's fake news conference. He also describes some of the obstacles for apologizers and for measuring the effectiveness of public apologies.