



# JOSEPH & EDNA JOSEPHSON Institute of Ethics

The mission of the nonprofit, nonpartisan Joseph and Edna Josephson Institute of Ethics is to improve the ethical quality of society by changing personal and organizational decision making and behavior. Nationally active and based in southern California, the Institute uses presentations, consulting, community trainings, workshops and publications to help focus the moral energy of people who want to do something to make our society more honest, fair, caring and accountable.

## Catalyst for a Better World

The Josephson Institute teaches and encourages people to make principled decisions and carefully consider the effects of their choices. Since 1987 the Institute has conducted programs for more than 100,000 leaders — in government and the armed forces, in business and journalism, in law and law enforcement, and in education and the nonprofit community. The nationwide CHARACTER COUNTS! youth education initiative is a project of the Institute.

To help individuals change, the Institute seeks to:

- Stimulate moral ambition
- Heighten the ability to perceive the ethical dimension of choices
- Teach how to formulate optimal ethical responses
- Show how to implement these responses intelligently

The Institute seeks to enhance the ethical quality of organizational conduct by inspiring leaders to:

- Identify the ethical obligations arising from positions of authority
- Consider the impact of all institutional actions on all stakeholders
- Create workplaces that reward the ethical and discourage the unethical

## Founder

Former law professor and businessman Michael Josephson founded the Institute in the name of his parents and serves as its president on a volunteer basis. Often featured in the news media, Mr. Josephson has become one of the nation's most sought-after ethicists.

## Governance

The Institute is overseen by a volunteer, independent Board of Governors. Mr. Josephson serves as Institute president without salary.

## Consensus Ethical Values

The Institute holds that ethical obligations are based on common ethical values applicable and knowable to all, regardless of gender, race, age, wealth, class, politics or religion. These values, called the Six Pillars of Character, are: trustworthiness, respect, responsibility, fairness, caring and citizenship.

## Funding

The Institute is a 501(c)(3) nonprofit, tax-exempt corporation funded by revenue from its members, programs, products and publications as well as by gifts and grants.

*For specific projects, services  
and clients, please see next page.*

## PROJECTS

### ■ CHARACTER COUNTS!

The Josephson Institute established the **CHARACTER COUNTS!** youth education initiative in 1993, one year after convening a conference on character education. The lesson from that conference was that schools, youth organizations and communities need to work together, using a common language of ethical values, to maximize their ability to help young people grow up morally strong. Now comprising hundreds of schools, communities and nonprofit groups, the **CHARACTER COUNTS!** Coalition can reach millions of young people. Major **CHARACTER COUNTS!** programs include the American Youth Character Awards and Character Development Seminars.

### ■ CHARACTER COUNTS! Sports & Pursuing Victory With Honor

Building on the success of **CHARACTER COUNTS!**, the Institute convened in May 1999 a conference of four dozen leaders in amateur athletics. They developed the Arizona Sports Summit Accord, 16 principles to reform the way sports are played, coached and watched. The Pursuing Victory With Honor sportsmanship campaign carries forth these principles with training seminars, summits and other programs.

### ■ Other Institute Projects

- Declaration of Standards for the News Media (drafted for Associated Press Managing Editors)
- Biennial Survey of American Youth Attitudes and Behaviors

## SERVICES

- Presentations and keynote addresses
- Workshops, seminars and community forums
- Customized on-site training
- Ethics audits and consulting
- Standards/codes of conduct
- Media commentary
- Ethics in the Workplace seminars
- Character Development Seminars
- Pursuing Victory With Honor sportsmanship seminars
- Publications, videos and communications

## CLIENTS INCLUDE:

### ... In Journalism

Associated Press Managing Editors (APME), Knight-Ridder Corp., Times-Mirror Corp., Society of Professional Journalists, *The Baltimore Sun*, *The Cincinnati Enquirer*, *The Dallas Morning News*, *The Detroit Free Press*, *Los Angeles Times*, *The Orange County Register*, *The Philadelphia Daily News*, *The Philadelphia Inquirer*, *Roll Call*, *San Antonio News*, *The San Jose Mercury News*, *The Wichita Eagle*

### ... In Business

Johnson & Johnson, Union Pacific, American Express, Bank of America, Bankers Compliance, Pacific Bell, Chevron, First Interstate Bank, Prudential Insurance, Goodyear, Insurance Institute of America, Levi Strauss, Northrop, Oklahoma State Chamber of Commerce and Industry, ARCO, Pacific Bank, State Farm Insurance, Wierston Steel, American Honda, Pizza Hut, NYNEX, 3M, Metropolitan Insurance

### ... In Government

CIA; FBI; IRS; Social Security Administration; Dept. of Agriculture, Dept. of Defense; General Services Administration; Los Alamos National Laboratories; U.S. Army War College; State legislators of Alabama, Arizona, California, Delaware, Hawaii, Missouri, Nebraska and Puerto Rico; state, county and city commissioners and managers in Arkansas, Connecticut, California, Georgia, Iowa, Minnesota, New Jersey, Ohio, Oregon, South Carolina and Utah; Council on Government Ethics Laws; League of California Cities; Michigan Municipal League; National Conference of State Legislatures; National Assn. of Attorneys General; National Certified Public Managers Consortium; National League of Cities; U.S. Conference of Mayors

### ... In Law and Law Enforcement

L.A.P.D., Oregon Assn. of Police Chiefs, Officers Command College (CA), American Bar Assn., ABA Appellate Judges Conference, Colorado Courts Judicial Conference, Illinois Assoc. Judges, Philadelphia Trial Lawyers, Bar Assns. of Arizona, California, Columbus (OH), Louisville (KY), Maricopa County (AZ), New Jersey, New York, Oregon, Rhode Island, Kentucky, Kansas, Florida, Montana

### ... In Education and Youth Services

Cornell, Duke, USC, Loyola, Saskatchewan Teachers Association, Bangor Educational Foundation, California Association of School Psychologists, East Ramapo Central School District (NY), Grand Haven School District (MI), Grosse Pointe PTA (MI), Guidance Counseling Consortium (CA), Minnesota School Boards Assn., National Conference on Values Education and other school districts, colleges and universities

### ... In the Philanthropic and Nonprofit Community

American Heart Assn., California Community Foundation, Colorado Trust, City of Hope, Council of Foundations, Girl Scouts USA, Goodwill, Kellogg Foundation, Social Service Charities, National Planned Giving Assn., Red Cross, National Assn. of Fund Raising Executives, Points of Light Foundation, Southern California Assn. for Philanthropy and various United Way agencies nationwide



9841 Airport Blvd., Suite 300  
Los Angeles, CA 90045

(310) 846-4800 or (800) 711-2670  
(310) 846-4857 fax  
ji@jiethics.org  
www.josephsoninstitute.org  
www.charactercounts.org