

## Michael Josephson: The Man Behind the Mission

Michael Josephson, a former lawyer, law professor, and successful entrepreneur, is one of the nation's most respected and sought-after speakers and consultants in the field of ethics and character.

Every day, millions of listeners hear his award-winning CHARACTER COUNTS! radio commentaries on KNX-1070 in Southern California and other stations across the country and around the world on American Forces Network. Broadcast continually since 1996, his editorials have become one of the longest-running editorial features in radio history.

Mr. Josephson is frequently interviewed and profiled by major media organizations including CNN, *Nightline*, *Dateline*, *ABC World News*, *Good Morning America*, *Today*, *The Wall Street Journal*, *USA Today*, *Los Angeles Times*, and *Time*. He has authored or co-authored more than 20 books.

In 2009, he was named UCLA Alumnus of the Year, an honor given to only 60 of the 500,000 people who have earned degrees from UCLA. He has also received the America's Award for Integrity from former President Ronald Reagan.

In 1987, after a distinguished 20-year career teaching law and as the CEO of a prominent legal education company, he resigned his professorship and sold his business to found the Joseph & Edna Josephson Institute of Ethics, a nonprofit organization named in honor of his parents. Mr. Josephson serves as the Institute's president without salary. All proceeds from his presentations and consultations go directly to the Institute.

Employing Mr. Josephson's groundbreaking insights and strategies, Josephson Institute has assisted corporations, government agencies, and professionals in politics, education, healthcare, law, sports, journalism, policing, the military, and the nonprofit community to strengthen individual and institutional decision-making and create sustainable ethical cultures. Clients include Johnson & Johnson, Kroger, ITT, 3M, Kaiser Permanente, the IRS, the Social Security Administration, the Department of Agriculture, the Department of Defense, the U.S. Air Force Academy, the U.S. Naval Academy, West Point, and the state legislatures of Arizona, Alaska, California, Iowa, New Jersey, and Nebraska.

In 1993, the Institute moved into youth education with the creation of CHARACTER COUNTS!, a character-development strategy based on universal ethical values called the Six Pillars of Character (trustworthiness, respect, responsibility, fairness, caring, and citizenship). CHARACTER COUNTS! has grown to become the largest and most successful character-development program in the world. Nearly 1,000 organizations deliver its strategies to more than 7 million young people and their families. Every year since 1993, the U.S. Senate passes a joint resolution and the sitting president signs a proclamation declaring the third week in October National CHARACTER COUNTS! Week.

Michael Josephson's highest priority, however, is his family – his wife Anne, his son Justin, and his four daughters Samara, Abrielle, Carissa, and Mataya.



**See the following pages for Mr. Josephson's specialized experience and expertise.**

## Areas of Interest

### **Education**

- Under the auspices of Josephson Institute, Mr. Josephson created the Center for Youth Ethics.
- Since its inception, the CHARACTER COUNTS! Coalition has grown to nearly 950 members, including such youth-serving and educational institutions as National Education Association, American Federation of Teachers, National Association of Elementary School Principals, National Association of Secondary School Principals, National Association for Family & Community Education, American Association of School Administrators, American Association of Community Colleges, YMCA of the USA, Boys & Girls Club of America, Big Brothers Big Sisters of America, National 4-H, National PTA, National Honor Society, U.S. Army Child & Youth Services, Youth Volunteer Corps of America, and many more.
- Mr. Josephson developed a three-day train-the-trainer course called the “Character Development Seminar” for teachers and youth-serving organization leaders to teach principled reasoning and ethical decision-making.
- Mr. Josephson developed a one-day workshop for superintendents, school board members, principals, and assistant principals called “Living Up to the Public Trust: Ethical and Risk-Management Issues in School Administration” to help them perceive, prevent, and handle ethical issues that could lead to damaging public criticism and litigation.
- In 1992, Mr. Josephson hosted a conference in Aspen, Colorado, to formulate a nonpartisan, nonsectarian framework for character development. The result was the Aspen Declaration, which created a list of shared ethical values, called the Six Pillars of Character (trustworthiness, respect, responsibility, fairness, caring, and citizenship) that have formed the basis of character education programs and business and government ethics codes across the country.
- In 1992, Mr. Josephson conducted the Institute’s first “Report Card on the Ethics and Values of American Youth,” a biennial national survey measuring behavior of high school students.
- In 1993, Mr. Josephson launched the first National CHARACTER COUNTS! Week to encourage schools and communities to celebrate good character. Since its inception, the annual celebration has been endorsed by the Congress, most states, and virtually every President.
- In 1995, the Institute launched the *CHARACTER COUNTS! Chronicle*, a monthly e-newsletter devoted to character education trends.
- In 2000, Mr. Josephson served on the Bush-Cheney Transition Team on Education.
- In 2002, the Institute for Character Development at Drake University presented Mr. Josephson with its Pillar of Character Award.
- In 2004, Mr. Josephson helped shape an ABC *PrimeTime Live* special on academic cheating, which called on schools and parents to more aggressively promote integrity. His words struck such a chord that he developed an academic integrity initiative called “Honor Above All” for teachers and administrators.
- In 2005, Mr. Josephson created the “Foundations for Life” program for schools to help students develop reading, writing, and critical thinking skills through quotations about ethics and character.
- In 2009, Mr. Josephson launched the website MyLife 24-7 to help and inspire teens to develop leadership skills and promote ethical values.
- In 2010, Mr. Josephson contracted with the government of Puerto Rico to introduce the CHARACTER COUNTS! framework to the island’s entire public school system.

- Mr. Josephson has authored or commissioned the following education-related publications:  
*Parenting to Build Character in Your Teen* (2001)  
*Making Ethical Decisions* (2002)  
*What's a Parent to Do?* (2002)  
*Good Ideas for Helping Kids Develop Good Character* (2002)  
*What Every Educator and Youth Leader Must Know* (2005)

## **Business**

- Under the auspices of Josephson Institute, Mr. Josephson created the Center for Business Ethics.
- Since 1987, Mr. Josephson has helped companies improve their workplace cultures – from ethics audits to consulting to ethics training to keynote speeches. He has spoken to and consulted with such clients as Bank of America, Goodyear, Levi-Strauss, State Farm, Johnson & Johnson, Kroger, ITT, 3M, Kaiser Permanente, Proctor and Gamble, Tyco, Viacom, and many others.
- Mr. Josephson has authored or commissioned the following business-related publications:  
*Ethics in Grantmaking & Grantseeking* (1992)  
*Living the Credo: Making Good Decisions at Johnson & Johnson* (2003)  
*Good Ideas for Creating a More Ethical and Effective Workplace* (2005)

## **Public Service**

- Under the auspices of Josephson Institute, Mr. Josephson created the Center for Public Service Ethics.
- Mr. Josephson developed a comprehensive two-day ethics-training program for public officials called “Living Up to the Public Trust: Ethical and Risk-Management Issues for Public Administrators and Managers” to help them perceive, prevent, and deal with ethical problems and accusations of wrongdoing.
- In the public sphere, Mr. Josephson has addressed and/or worked with the FBI; the IRS; the Social Security Administration; the U.S. Army; the U.S. Naval Academy; the U.S. Air Force Academy; the Department of Defense; Michigan’s Administrative Officers Association; the California and Colorado Judiciary Conferences; the New York State Division of the Budget; the state legislatures of Arizona, Alaska, California, Iowa, New Jersey, and Nebraska; and many more.
- In 2005, Mr. Josephson created the “Five Principles of Public Service Ethics,” a widely adopted framework used in drafting ethics laws, codes of conduct, and trainings.
- In 2009, the U.S. Department of Agriculture approached Mr. Josephson and the Institute to conduct a multi-year cultural and ethical transformation of the agency.
- In 2009, the government of Puerto Rico commissioned Mr. Josephson and the Institute to train the entire government staff in CHARACTER COUNTS! principles.
- Mr. Josephson has authored the following public service-related publication:  
*Preserving the Public Trust: The Five Principles of Public Service Ethics* (2005)

## **Law**

- As a law student at UCLA, Mr. Josephson was Chief Justice of the Honors Moot Court Program. Upon graduation, he was selected to represent all graduate school departments as valedictorian.
- After graduating law school, Mr. Josephson began a distinguished 20-year career as a law professor at the University of Michigan, Wayne State University, and Loyola University. At the

age of 28, just three years out of law school, he became one of the youngest to ever be awarded tenure and a full professorship in law at a major university.

- In the late 1960s, Mr. Josephson created a national chain of bar exam preparation courses called the Josephson Bar Review Center of America, Inc. and a legal publishing company called the Center for Creative Educational Services, which created law school study aids. He eventually expanded them into a multi-state, multi-million dollar enterprise. More than 5,000 lawyers have used the Josephson Bar Review course.
- Josephson Institute was a major funder of the American Bar Association's project to redraft the Judicial Code of Ethics, and Mr. Josephson was an active participant in drafting the current code.
- Mr. Josephson is a frequent speaker at judicial conferences, bar association meetings, and law firm retreats. He consults extensively with corporations and government agencies to help establish sustainable ethical cultures and improve decision-making.
- Mr. Josephson has authored the following law-related publications:  
*Handbook of Appellate Advocacy* (1967)  
*Evidence* (1975)  
*Evidence Primer* (1976)  
*Grading and Testing in Law School* (1982)  
*Josephson's Essential Principles of Criminal Law* (1982)  
*Josephson's Essential Principles of Criminal Procedure* (1983)  
*Josephson's Essential Principles of Evidence* (1984)  
*Josephson's Essential Principles of Professional Responsibility* (1986)  
*Learning and Evaluation in Law School* (1988)  
*Politics, Power, and Ethics: Ethical Obligations and Opportunities of Government Service* (1989)  
*Ethics Beyond the Code: Applying Ethical Values in Your Practice* (1992)

## **Policing**

- Under the auspices of Josephson Institute, Mr. Josephson created the Center for Policing Ethics.
- Mr. Josephson established his credentials in the policing field as a law professor when he created a seminar in policing practices, participated in ride-alongs to get a hands-on understanding of police procedures, and taught constitutional principles at police academies.
- A frequent adviser to police and sheriff departments and a presenter at police association meetings, Mr. Josephson was commissioned by the California Commission on Police Officer Standards and Training to develop the highly acclaimed "Exemplary Peace Officer" series of training manuals and courses that are used by many agencies around the country including the Los Angeles and Jacksonville sheriff departments and the Chicago, Inglewood, Los Angeles, Pasadena, San Diego, and Seattle police departments.
- Mr. Josephson developed a two-day workshop for police managers and administrators called "Honoring the Badge: Ethical Issues for Peace Officers and Administrators" to help them perceive, avoid, and deal with ethical problems and better manage risk.
- Mr. Josephson has authored the following police-related publications:  
*Becoming an Exemplary Peace Officer: An Introduction to Peace Officer Training*  
*Becoming an Exemplary Peace Officer: The Guide to Ethical Decision Making*

## Sports

- Under the auspices of Josephson Institute, Mr. Josephson created the Center for Sports Ethics.
- Mr. Josephson has raised ethical awareness in sports with summit conferences and addresses to such organizations as the national governing boards of all Olympic sports, Citizenship Through Sports Alliance, National Congress of State Games, National Association of Basketball Coaches, National Association of Collegiate Women Athletic Administrators, National Association of Sports Officials, American Association of Baseball Coaches, Pacific-10 Conference, U.S. Olympic Committee Coaches Division, and International Council for Coach Education Conference.
- In 1996, Josephson Institute launched a sportsmanship initiative called “Pursuing Victory With Honor” to encourage and assist coaches and sports administrators to enhance character-building and sportsmanship. The campaign has been endorsed by virtually every major American amateur athletic organization.
- In 1998, Mr. Josephson developed coaching educational courses for the U.S. Olympic Committee’s Coaching Division and presented to conclaves of the National Governing Bodies.
- In 1999, Mr. Josephson organized a summit conference of sports leaders in Scottsdale, Arizona, to establish core principles of ethics, sportsmanship, and character-building in athletic competition. The result was the Arizona Sports Summit Accord, which outlined 16 principles of how sports should be played, coached, administered, officiated, and watched. The Accord has become the centerpiece of high school associations in California, Arizona, New Mexico, and Iowa.
- In 2001, the Institute launched *Pursuing Victory With Honor*, a monthly e-newsletter devoted to sportsmanship.
- In 2001, in collaboration with the National Association of Basketball Coaches, Mr. Josephson conceived and organized a summit conference of nearly 50 university presidents, conference commissioners, and major college coaches in Kansas City, Missouri, to formulate the *Game Plan for Amateur Basketball*, a comprehensive document that addressed ethical and character-building issues in basketball.
- In 2002, Mr. Josephson organized a summit conference in Los Angeles of 40 leaders from youth programs such as Little League, Pop Warner, AYSO, U.S. Youth Soccer, USA Volleyball, U.S. Tennis, USA Hockey, and the Amateur Softball Association to create an initiative called “The Gold Medal Standards for Youth Sports,” a common framework of sportsmanship requirements that all youth programs should meet.
- In 2004, Mr. Josephson and UCLA basketball coach John Wooden released a DVD about sportsmanship called “Coach John Wooden on Pursuing Victory With Honor.”
- In 2006, Mr. Josephson launched the “Gold Medal Children’s Activity Centers” initiative that certifies and supports the character-building efforts of gyms and youth centers across the country.
- In 2008, the U.S. Olympic Committee commissioned Mr. Josephson to present a series of sportsmanship training and cultural-awareness sessions to the entire U.S. team prior to the Beijing Olympic Games called “Make U.S. Proud.” The goal was to strengthen the image and conduct of American delegates.
- In 2008, the Institute for International Sport named Mr. Josephson one of “The 100 Most Influential Sports Educators in America.”
- In 2009, Mr. Josephson, in collaboration with the Los Angeles Unified School District, developed a professional-development program for coaches called “True Champions Practice Points” to help them instill sportsmanship lessons during practices.
- In 2009, the United States Sports Academy presented Mr. Josephson with its Distinguished Service Award.

## **Journalism**

- Mr. Josephson is a frequent editorialist and guest columnist for major national newspapers and specialized magazines.
- Mr. Josephson's Gabriel Award-winning commentaries on character and ethical decision-making have been heard daily on CBS news radio station KNX-1070 in Southern California, on select stations nationwide, and worldwide on American Forces Network continually since 1996, making the slot one of the longest-running editorial features in radio history.
- In 1997, the Associated Press Managing Editors Association commissioned Mr. Josephson to coordinate four regional meetings of journalists and the public to draft a comprehensive code of ethics for journalists.
- In 2004, Mr. Josephson delivered the keynote address and facilitated a panel of publishers and editors for a joint meeting of the American Society of Newspaper Editors and the Newspaper Association of America.
- Mr. Josephson has written for such organizations as:  
State Boards of Education  
International Association of Police Chiefs  
California Judges Association  
Los Angeles Firefighters Association  
National Association of Secondary School Principals
- Mr. Josephson has published articles in such publications as:  
*Los Angeles Times*  
*The Boston Globe*  
*Chicago Tribune*  
*The Philadelphia Inquirer*  
*Star Tribune*  
*The San Diego Union-Tribune*  
*The Orange County Register*  
*Hartford Courant*  
*Law and Order*  
*CA Employer*
- Mr. Josephson has authored the following books:  
*The Power of Character* (1998)  
*You Don't Have to Be Sick to Get Better!* (2001)  
*The Best Is Yet to Come* (2002)

**JosephsonInstitute.org CharacterCounts.org**  
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