

Sample Public Service Announcements for CHARACTER COUNTS!sm

Good character is more to be praised than outstanding talent. Most talents are a gift. Character is not given to us. We have to build it piece by piece- by thought, choice, courage and determination. Hi, I'm _____ of _____ reminding you that young people in _____ county are watching you to see how much character counts. For information on helping both adults and youth develop strong character, contact your county office of University of Illinois Extension at (____)-____-____.

Martin Luther King, Jr. said, "The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy." Hello, I'm _____ of _____ letting you know about CHARACTER COUNTS! in _____ county, a group dedicated to helping both adults and youth develop strong character. To find out more, contact your county office of University of Illinois Extension at (____)-____-____.

The white lie test: When you lie to someone for their own good, will they thank you for caring or feel betrayed if they find out you lied? Hi. I'm _____ of _____, with a reminder that the young people of our community learn by watching you. To find out more about showing the next generation that character counts, contact your county office of University of Illinois Extension at (____)-____-____.

Someone once said, "Character is the sum total of all our everyday choices." One of the most frequent causes of unethical behavior is the continuously increasing pressure for immediate results and instant gratification. Hi, I'm _____ of _____, with a reminder that the young people of our community learn by watching you. To find out more about showing the next generation that character counts, contact your county office of University of Illinois Extension at (____)-____-____.

The best liars tell the truth most of the time...but it is not enough to say that you hardly ever lie. The stain of a lie lasts long after the lie is forgotten. Hi, I'm _____ of _____, reminding you that the youth of our community learn from watching adults. To find out more about showing the next generation that character counts, contact your county office of University of Illinois Extension at (____)-____-____.

Created for CHARACTER COUNTS! in Calhoun County by WBCK/Battle Creek, MI, Patterson Broadcasting.

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CHARACTER COUNTS! is a service mark of the CHARACTER COUNTS! Coalition, a project of the Josephson Institute of Ethics.

