

Hi Marc,

I wanted to give you a sneak preview of some information I had found for Rev. Williams' Media Kit, for the Topic Background, Facts, and Statistics piece. The following comes from the Ethisphere Institute website at <http://ethisphere.com>. See what I have **bolded**. These are the kinds of facts and figures that give backbone and relevance to what Rev. Williams teaches and his ability to participate in the media conversation. Consider ethics and health insurance, for example. This is and will remain a hot media topic.

So, this is just one small slice. We will go on to create story angles that can relate to any one of the 9 news areas that Rev. Williams addresses. For now, I thought it might help for you to see how this media kit becomes "real." ~ Susan.

By certain indications, cheating is widespread in our culture. In research by Donald McCabe, a professor of management and global business at Rutgers Business School, **more than 70 percent of students** across all types of education institutions report that they engage in some form of cheating. HireRight, a company that does background checks, estimates that **80 percent of resumes** are misleading and 20 percent contain fabricated degrees, as reported in Cheating Culture by David Callahan. Examples of recent transgressions that come to mind include a **CEO, an admissions director of a leading university and a head coach** of a major sports team. The Josephson Institute's 2008 Report Card on the Ethics of American Youth surveyed nearly 30,000 teens about cheating and concluded that the results "painted a troubling picture" for our future leaders. The survey found that **64 percent of teens reported cheating on an exam** in the past year; **30 percent said they stole items from a store**; **23 percent admitted stealing from a relative**; and **42 percent said they lied to save money**. Nearly all the 2008 results showed an increased level in these behaviors compared to the 2006 survey. As one CEO reflected in a speech at Notre Dame, **"People want to toe the line, but the line keeps slipping."** **How does the line slip?** Whatever the reasons, **it is not that people do not know right from wrong.**