

REMARKS BY SENATOR ROBERT MORGAN
PFEIFFER COLLEGE
APRIL 19, 1978

It is with deep regret that I must send, rather than bring in person, this message today. But I am prevented by the press of work in the Senate from being with you.

I voice this disappointment because if there is any man in North Carolina who deserves to be honored as you are honoring him today, it is A. J. Fletcher.

No one person I know has had more impact on North Carolina in so many ways as has Mr. Fletcher. He can look around him and see where his interest has bettered our State through many, many of his undertakings.

Lawyer, communications executive, patron of the arts and music, physical fitness enthusiast -- all of these he is.

And in many of them he has been not only an innovator but literally a pioneer.

His ability as a lawyer was exceeded only by his brilliance as a businessman, and the latter won out several years ago.

He turned his attention to the broadcast field, first in radio and then, in the mid-fifties to television when Raleigh's first and only TV station went on the air.

His influence in broadcasting has a far greater reach than the Raleigh area, however, as the Tobacco News Network is heard on many stations and reaches into every section of North Carolina.

Probably one of his greatest loves has been music, and it is in this area that he has been at his creative best. A devotee of the opera, he felt that this form of cultural entertainment should be made available to everybody who wanted to enjoy it and not just those who were able to get a seat at the Metropolitan Opera House in New York.

The result of his feeling that this need existed was the creation of the National Opera Company, which has been heard and enjoyed by thousands of people who would never have made it to the Met.

A. J. Fletcher has been honored in many ways. At East Carolina University, for instance, where I went to school as an undergraduate,

Fletcher Music Building stands as one of the finest structures on the campus.

Mr. Fletcher has been good for North Carolina in all of his endeavors.

He has left his mark on our State and it will not be erased after he and a lot of the rest of us are gone.

It has been my pleasure to have known him personally for several years, and I have frequently gone to him for advice. The advice he has given me has invariably been good.

Pfeiffer College has had many distinguished men and women who have gone forth from this campus to make their presence known in the State and nation.

You have chosen well today in selecting the leader you wish to honor.

Because I can think of no person who has been more influential in a variety of fields of endeavor than my friend, Mr. A. J. Fletcher.

I give my warmest congratulations to Mr. Fletcher and also to Pfeiffer College on this meaningful day.