

I'M ROBERT MORGAN, ATTORNEY GENERAL OF NORTH  
CAROLINA. TODAY I'M INTRODUCING AN INNOVATION  
IN WSOC-TV'S EYEWITNESS NEWS WHICH WILL BECOME  
A REGULAR PART OF THE WEEKEND NEWS COVERAGE.

EVERY WEEK WE WILL PRESENT A REPORT TO THE CONSUMERS  
OF NORTH CAROLINA. THE INFORMATION FOR THIS NEWS  
FEATURE WILL BE PREPARED BY THE ATTORNEY GENERAL'S  
OFFICE ... MORE SPECIFICALLY, THE DIVISION OF  
CONSUMER PROTECTION.

OVER THE PAST FEW YEARS, SINCE THE ESTABLISHMENT  
OF A SPECIAL DIVISION TO LOOK AFTER THE INTERESTS  
OF CONSUMERS, WE HAVE COMPILED VOLUMES OF MATERIAL  
WHICH CAN BE OF VALUE TO EVERYONE IN THIS STATE.  
WE WANT TO PASS THIS INFORMATION ALONG TO YOU  
THROUGH THIS NEWS PROGRAM.

THIS FEATURE IS NOT ANTI-BUSINESS. TO THE CONTRARY.  
NO OFFICIAL AGENCY IN THE STATE IS MORE AWARE OR  
APPRECIATIVE OF THE MANY FINE, HONEST BUSINESS

OPERATIONS IN THIS STATE. THE OVERWHELMING  
MAJORITY OF NORTH CAROLINA'S BUSINESS MEN ARE  
DOING BUSINESS WITH THE CUSTOMER'S INTEREST IN MIND.  
MOST OF THE BUSINESS MEN IN THIS STATE ARE ETHICAL  
IN THEIR DEALINGS WITH THE PUBLIC AND LEADERS IN  
CIVIC ACTIVITIES WITHIN THEIR COMMUNITIES.

BUT, IT WOULD BE UNREALISTIC TO SAY THAT ALL OF  
NORTH CAROLINA'S BUSINESS INTERESTS ARE ON THE  
LEVEL. WE KNOW THAT THEY'RE NOT. AND, THERE ARE  
TIMES THAT EVEN THE HONEST CAN BE HONESTLY MISTAKEN.

THUS, WE HAVE A CONSUMER PROTECTION DIVISION FOR  
YOUR INTEREST. NOW, LET'S TAKE A LOOK AT THE  
DIVISION AND SOME OF THE \_\_\_\_\_ PEOPLE WHO ARE  
DEVOTING EVERY WORKING HOUR TO THE INTERESTS OF  
NORTH CAROLINA'S CONSUMER. (CUT TO OFFICES ...  
PEOPLE WORKING AT TYPEWRITERS, PHONES, ETC.)

THESE ARE THE PEOPLE WHO MAKE SURE ... THEY ARE  
CHECKING, DOUBLE CHECKING AND TRIPLE CHECKING

COMPLAINTS AND INVESTIGATIVE MATERIALS. IT IS  
NECESSARY TO HAVE COMPLETE INFORMATION BECAUSE WE  
HAVE TO BE SURE THAT COMPLAINTS AND CLAIMS ARE  
VALID.

SO, IT IS FROM THIS AREA THAT WE DRAW OUR MATERIAL  
FOR REPORTS TO THE CONSUMER. IF WE AREN'T SURE  
OF A CLAIM, IT WON'T BE REPORTED UNTIL WE ARE.  
IF WE HAVE TAKEN LEGAL ACTION AGAINST A FIRM OR  
INDIVIDUAL DOING BUSINESS IN THIS STATE, WE WANT  
YOU TO KNOW ABOUT IT ... AND WE WANT YOU TO KNOW  
WHY SUCH ACTION WAS TAKEN.

(BACK TO MORGAN AT DESK OF EUGENE HA FER)

THE MAN IN CHARGE OF THIS AREA OF THE DIVISION IS  
GENE HA FER. HE WILL BE MAKING THE WEEKLY REPORTS  
TO YOU ON EYEWITNESS NEWS.

(HA FER STATEMENT ABOUT THE FIRST PROGRAM...: #)

(BACK TO MORGAN)

WE HOPE THAT YOU FIND THE WEEKLY REPORTS TO THE  
CONSUMER AN INFORMATIVE PART OF YOUR NEWS DAY.

WE'LL BE DOING OUR BEST TO COMMUNICATE TO YOU  
INFORMATION DESIGNED TO MAKE YOU A BETTER INFORMED  
CONSUMER.