

Media & Law as Partner In Consumer Protection

A discussion of the impact the media can have in exposing abuses and addressing wrongful actions... What activities/role does your station participate in to advocate for consumer protection? Do you see the role of traditional television media as 'watch dog' changing with the economic times and/or technology advances of social media? How would you envision a greater partnership with the legal profession in protecting consumers?

Dave Cherry – KPHO 5 News



Dave Cherry was born in Philadelphia and considers himself an avid Philly sports fan.

Mr. Cherry started his 17 year career as a newscaster for WHIP in Harrisburg, Pennsylvania and has done news reporting for KOLD in Tucson, KRON in San Francisco and was a general assignment report in Philadelphia. Through his on-air advocacy work, Mr. Cherry has helped consumers save more than \$1 million dollars. He joined the CBS 5 team as the CBS 5 Advocate in December 2012. An avid fan of Bruce Springsteen, Mr. Cherry loves to play his songs and also record his own music.