

What We Learned from ... South Carolina- Leveling the Playing Field in Consumer Protection

[Paul L. Singer](#), [Abigail Stempson](#), [Beth Bolen Chun](#), [Andrea deLorimier](#), [Benjamin Lieman](#)

December 2, 2025

In this episode, we walk through how South Carolina Attorney General's Office — led by Alan Wilson — frames its consumer-protection approach as a “referee on a football field,” focusing on neutrality, predictability, and transparency rather than punitive ends.

We explain how the office evaluates cases under a “Meritorious and Compelling State Interest Test,” gives respondents a full opportunity to be heard, and emphasizes good-faith engagement over aggressive enforcement.

Hosted by Simone Roach. Based on a blog post by [Paul L. Singer](#), [Abigail Stempson](#), [Beth Bolen Chun](#), [Andrea deLorimier](#), [Benjamin Lieman](#).