

National Credit Union Administration
1775 Duke Street
Alexandria, VA 22314-3428
www.ncua.gov

Media Contact: NCUA Office of
Public & Congressional Affairs
Phone: (703) 518-6330
Email: pacamail@ncua.gov



NCUA Media Advisory

Federal Share Insurance Multi-Media Campaign Gains Nationwide Exposure

*First 3 Months of NCUA Campaign Tallies
Over \$2.6 Million in Donated Ad Time*

December 23, 2010, Alexandria, Va. -- NCUA today announced that donated advertising for the “NCUA-safe” multi-media public education campaign has now topped \$2.6 million in the three months since its initiation. The campaign, featuring nationally-known personal finance expert Suze Orman, combines :30 and :60-second television and radio ads, and outdoor and indoor posters touting the safety of federal insurance for credit union member deposits.



Through December 20, results are:

- National cable networks: 79 airings on CBS, ION and WGN Superstation, for a total of \$154,000 in donated airtime;
- Local TV: 1,346 airings, worth \$388,808;
- Radio: 817 airings, worth \$963,018;
- Out-of-Home (bus shelters, mall posters and Times Square Message Board); worth \$1,108,000.

Total Donated Campaign Value: \$2,613,826

“NCUA’s advertising campaign designed to make consumers more aware of the safety of their money in federally-insured credit unions has yielded impressive results. It’s particularly gratifying to note the national scope of

the pick-up of the ‘NCUA-safe’ ads,” commented NCUA Chairman Debbie Matz. “I look forward to continuing the success of our efforts to elevate the financial public’s understanding of the value of federally insurance.”

The “NCUA-safe” campaign will continue throughout 2011.

NCUA is the independent federal agency that regulates, charters and supervises federal credit unions. With the backing of the full faith and credit of the U.S. government, NCUA operates and manages the National Credit Union Share Insurance Fund, insuring the deposits of over 90 million account holders in all federal credit unions and the overwhelming majority of state-chartered credit unions.

- NCUA -