

BOARD ACTION MEMORANDUM

TO: NCUA Board **DATE:** May 2, 2011

FROM: Office of General Counsel **SUBJ:** Final Rule -
Part 740

ACTION REQUESTED: Board approval of final rule to amend certain provisions of NCUA's advertising rule. 12 C.F.R. Part 740.

DATE ACTION REQUESTED: May 19, 2011.

OTHER OFFICES CONSULTED: All Regional Offices and E&I.

VIEWS OF OFFICES CONSULTED: Concur.

SUBMITTED TO INSPECTOR GENERAL FOR REVIEW: Yes.

BUDGET IMPACT, IF ANY: No.

RESPONSIBLE STAFF MEMBER: Frank Kressman, Senior Staff Attorney,
Office of General Counsel.

SUMMARY: Staff recommends the Board issue the attached final rule to revise certain provisions of NCUA's official advertising statement rule. Specifically, insured credit unions will be required to include the statement in a greater number of radio and television advertisements, annual reports, and statements of condition required to be published by law. The final rule also defines the term "advertisement" and clarifies size requirements for the official advertising statement in print materials.

RECOMMENDED ACTION: Recommend the Board issue the final rule.

ATTACHMENT: Final rule.