

BOARD ACTION MEMORANDUM

TO: NCUA Board

DATE: August 11, 2017

FROM: Office of General Counsel

SUBJ: NPRM—Advertising
(12 C.F.R. part 740)

ACTION REQUESTED: Board approval to issue the attached notice of proposed rulemaking to revise provisions of NCUA's advertising rule to provide regulatory relief to federally insured credit unions.

DATE ACTION REQUESTED: September 28, 2017

OTHER OFFICES CONSULTED: Office of Examination and Insurance

VIEWS OF OTHER OFFICES CONSULTED: Concur.

BUDGET IMPACT, IF ANY: None.

SUBMITTED TO INSPECTOR GENERAL FOR REVIEW: Yes.

RESPONSIBLE STAFF MEMBERS: Marvin Shaw, Staff Attorney, Office of General Counsel.

SUMMARY: The NCUA Board (Board) proposes to revise certain provisions of NCUA's advertising rule to provide regulatory relief to federally insured credit unions (FICUs). The advertising rule requires FICUs to use NCUA's "official advertisement statement" when advertising. In addition to being permitted to use any of the three current versions of the official advertising statement, the Board proposes to allow FICUs the option of using a fourth version, namely by stating "Insured by NCUA." To provide additional regulatory relief, the Board proposes to: (1) expand a current exemption from the advertising statement requirement regarding radio and television advertisements; and (2) eliminate the requirement to include the official advertising statement on statements of condition required to be published by law.

RECOMMENDED ACTION: The NCUA Board issue the attached NPRM.

ATTACHMENT: NPRM.