

BOARD ACTION MEMORANDUM

TO: NCUA Board

DATE: March 26, 2018

FROM: Office of General Counsel

SUBJ: Final Rule - Advertising
(12 C.F.R. part 740)

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

DATE ACTION REQUESTED: April 19, 2018

OTHER OFFICES CONSULTED: N/A

VIEWS OF OTHER OFFICES CONSULTED: N/A

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) is revising 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 advertising statement" when advertising. In addition to being permitted to use any of the three current versions of the official advertising statement, the Board is allowing FICUs the option of using a fourth version, namely by stating "Insured by NCUA." To provide additional regulatory relief, the Board is: (1) expanding a current exemption from the advertising statement requirement regarding radio and television advertisements; and (2) eliminating the requirement to include the official advertising statement on statements of condition required to be published by law.

RECOMMENDED ACTION: The Board issue the attached final rule.

ATTACHMENT: Final Rule.