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Media Release

FOR IMMEDIATE RELEASE

NCUA Unveils Share Insurance TV Ad Campaign

Financial journalist Jane Bryant Quinn promotes NCUA insurance protection

March 25, 2009, Alexandria, Va. – The National Credit Union Administration (NCUA) is partnering with nationally respected finance expert Jane Bryant Quinn to promote National Credit Union Share Insurance Fund (NCUSIF) coverage and remind consumers that federally insured credit unions are a safe place to keep your money at a time of market turmoil. During a 5-month video, print ad and electronic campaign, television, Internet, and transit buses will spread the word that member accounts in federally insured credit unions are safe and secure.

The roll-out begins tomorrow with a 10-week video campaign featuring nationally-known personal finance expert Jane Bryant Quinn in a 30-second television advertisement. The commercial, which touts the safety and security of federally insured credit union funds, is being aired on CBS TV stations in the major media markets of New York, Chicago, Los Angeles, Sacramento, San Diego, San Francisco, Tampa, and Washington, D.C.



Credit unions are encouraged to download the Jane Bryant Quinn commercial, which will be available shortly in HD video, from NCUA's website – [click here](#) -- to post on their website and broadcast in the lobby.

The NCUA-Quinn commercial is slated to air during this weekend's NCAA men's basketball tournament, beginning Thursday, March 26. It can also be seen weekly,

beginning March 29, during the award-winning *Sunday Morning with Charles Osgood* or *Face the Nation* broadcasts. From April 30 through May 29, the NCUA-Quinn commercial will appear on the CBS early morning news between 5 a.m. and 9 a.m. Monday through Friday.



CBS TV Station website advertisement

In addition, for the entire 10 weeks, related CBS TV station websites will host a 15 second rotating NCUA insurance banner. The promotion, appearing in CBS Internet Home, business, sports, and news pages, will enable viewers to link to www.ncua.gov. CBS TV online websites are the leading TV station sites in the market.

NCUA will also be placing the share insurance commercial on YouTube.

Link to the YouTube video advertisement online at: <http://www.youtube.com/watch?v=4BB04N7UoVQ>



You Tube share insurance video



As the 13 week television campaign concludes, NCUA will launch a summer transit bus advertisement campaign. From June 1 through August 31, 2009, local transit buses will advertise NCUA share Insurance ads in nine major metropolitan areas in

three states -- Arizona, California, and Florida -- and the District of Columbia. Adapted from NCUA's successful Uncle Sam/NCUSIF poster, the bus advertisement reaffirms the security of member deposits in federally insured credit unions. The 26 X 10 ads will be displayed in the interior of a total of 1,700 transit buses, spread over the nine markets.

"This multi-media campaign is an important demonstration of NCUA's commitment to consumers at a very difficult and uncertain time. I am confident that this highly visible advertisement, employing one of the most well-respected and prominent voices in financial journalism, Jane Bryant Quinn, will underscore the safe alternative that is NCUSIF insurance," stated NCUA Chairman Michael E. Fryzel.

The National Credit Union Administration is the independent federal agency that

charters and supervises federal credit unions. NCUA, with the backing of the full faith and credit of the U.S. government, operates the National Credit Union Share Insurance Fund, insuring the savings of nearly 89 million members in all federal credit unions and most state-chartered credit unions. NCUA operations are funded by credit unions, not tax dollars.

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