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NCUA Media Advisory

520 square-foot ad featuring Suze Orman Now Posted for the Holiday Season

November 15, 2010, Alexandria, Va. -- The National Credit Union Administration's "NCUA-safe" public education campaign took a giant step forward today with the unveiling of a 26-foot tall commercial message board in Times Square, New York, touting the safety of federal deposit insurance for credit unions.

The message board, known as the "Letterman Board," features late night talk show host David Letterman and other CBS-TV programming, from 6:00 a.m.-midnight. A donated :15 second public service announcement (PSA), featuring Suze Orman, will be shown two times per hour from November 15 through January, 1, 2011, the heaviest period of pedestrian traffic. To view the ad, click here: <https://neutron-media.sharefile.com/d/s9d4e2ceed44486bb>.

"This latest pickup of NCUA advertising could not have come at a more opportune time. With millions of consumers flooding Times Square for the Thanksgiving Parade, the 'Black Friday' start to the holiday shopping season, New Year's Eve, and other days that see large numbers of visitors, NCUA's share insurance campaign has hit 'prime time,'" commented NCUA Chairman Debbie Matz. "The reception for our :30 and :60 second PSA commercials has been extremely positive, both from the credit union community and the consumers who we're trying to reach, and now the campaign is receiving the added boost of a highly-visible and perfectly-placed Times Square ad. It is gratifying to see our important public service message about the strength of federal deposit insurance receiving such widespread coverage, and we look forward to even more pickup in the coming months."

Measuring 26x20 feet, the screen is strategically located on 42nd St. between 7th and 8th Ave in the heart of the Times Square Plaza. It is estimated that over 1.5 million people will view the screen daily. The NCUA ad is a variation of the Suze Orman poster touting federal insurance, and features a highly-visual message designed to stand out in the busy Times Square environment.

As the campaign moves forward, NCUA would like to enlist the help of interested credit union leaders. If you spot an NCUA share insurance poster in a local mall, see the NCUA Share Insurance spot in Times Square or catch the NCUA Share Insurance television commercials, please take a picture and send it to socialmedia@ncua.gov. Please include the city and state where you saw it. NCUA will feature your photos in the “NCUA’s Share Insurance Campaign 2010-2011” photo album on our Facebook page at www.facebook.com/NCUAGov.

All entries will be anonymous. NCUA reserves the right to post only the content which it deems appropriate.

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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.

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