

Credit Unions — Safe & Sound

Banking Concerns in the News Media

Our League Response So Far

Your Credit Union's Experience & How We Can Help

Banking Concerns in the News Media



Banking Concerns in the News Media



- 1) **First round of bank failures probably isn't the last during this cycle.**
- 2) **News chatter over “safety and soundness” of financial institutions has only just begun.**
- 3) **How can CUs prepare for media relations over the long-term?**

Signature

NATURE BANK



FEDIC
POSIT INSURANCE CORPOR



svb
Silicon Valley
Bank

**Our League
Response So Far...**



Our League Response So Far: 2 News Releases

WHO is local

WHO has a high percentage of insured deposits

WHO has wherewithal to serve consumers during volatility

WHO advocates for best financial interests of locals

- Compared CU insured deposits vs. banks
- CUs' equity reserves/net worth and safety/soundness
- Trustworthy financial partners and committed in hard times
- Serve Main Street, not Wall Street
- Locally headquartered/member-owned and democratic
- Reliable/secure option (not-for-profit)

Our League Response So Far: 2 News Releases

Local broadcast, online, & print news media

CALIFORNIA — 336 opens and 23 clicks

NEVADA — 38 opens and 12 clicks

Reporters, assistant editors, department editors, editorial assistants, broadcasters, producers, and newsroom managers



Your Credit Union's Experience & How We Can Help



California
CREDIT UNION LEAGUE

NEVADA
CREDIT UNION LEAGUE

Recent J.D. Power Survey Report (April 27)

Percent of U.S. consumers “very likely” to switch their bank or shift their deposits due to recent banking turmoil...

17% — “switch my bank”

23% — “shift my deposits”

U.S. Print/Online News Media Mentions (combined)

“banks” and “safe”

2022

- 88,300 (Jan – April)
- 230,000 (Jan – Dec)

2023

- 106,000 (Jan – April)
- Potential: 270,00 – 275,000 (**20% increase**)

“banks” and “crisis”

2022

- 142,000 (Jan – April)
- 334,000 (Jan – Dec)

2023

- 190,000 (Jan – April)
- Potential: 485,000 – 490,000 (**47% increase**)

“banks” and “deposits”

2022

- 49,000 (Jan – April)
- 141,000 (Jan – Dec)

2023

- 148,000 (Jan – April)
- Potential: 375,000 – 380,000 (**170% increase**)



Your CU's Experience and How We Can Help

“banks” and “safe”

2023

- **20% increase**

“banks” and “crisis”

2023

- **47% increase**

“banks” and “deposits”

2023

- **170% increase**

What are YOU experiencing when it comes to local news chatter on heightened financial awareness?

How can the Leagues assist in your media awareness efforts with resources and information going forward?



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