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CU Communicator

An exceptionally tiny corner of the WWW dedicated to helping credit unions become the worst kept secret in the world.

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[Truliant FCU Shines in Media Outreach in Credit Crisis](#)

This is a bit of an update to the [July 16th post](#) about the credit crisis, and the insurance protection credit union members enjoy through NCUSIF. Credit unions across the state and nation have been busy sharing important information with members during these uncertain times.

Truliant FCU has really done a masterful job of getting this information in front of the media through timely press releases. Last week, the credit union sent out a press release showing their [mortgage closings shot up](#) in the first six months of the year, even as the real estate market in Forsyth County and the Piedmont Triad struggled.

A key quote from this press release:

“Our mortgage department stays extremely busy,” said Marc Schaefer, President/CEO of Truliant Federal Credit Union. “We take the necessary steps and time to analyze each member’s needs to ensure they understand all of their options and the costs associated with each. By placing this information within the context of all their financial needs we help them purchase a home that they can both enjoy and afford. As a credit union, we are member-owned and pride ourselves on doing what is best for our members.”

This quote really pushes out some clear points of differentiation for Truliant and just about every other credit union in America!

Of course, the IndyMac bank failure a couple of weeks ago also generated a lot of concern, and Truliant is taking the exceptionally wonderful step of [scheduling seminars](#) to help members understand and maximize share insurance protections. This info was also sent out to the media.

This information may or may not end up in newspapers or other forms of media - a lot of times, good news gets ignored at the expense of the sensational. And that’s too bad.

But at a clear inflection point in the economy and the financial services sector, these press releases do help Truliant differentiate itself in the eyes of reporters and editors. And in a movement that outsiders don’t understand very well, and the media sometimes forgets about, that can’t help but be positive. Keep it up!

This entry was posted on July 31, 2008 at 11:45 am and is filed under [Communications](#), [Credit Crisis](#), [Credit Unions](#), [Earned Media Tips](#), [Mortgages](#), [PR](#), [Truliant Federal Credit Union](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site.

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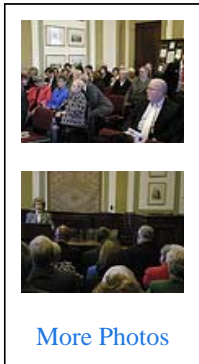
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