

MEMO# 26844

January 8, 2013

FINRA Provides Guidance on New Rules Governing Communications With the Public

[26844]

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TO: ADVERTISING COMPLIANCE ADVISORY COMMITTEE No. 1-13
CLOSED-END INVESTMENT COMPANY MEMBERS No. 3-13
INTERNAL SALES MANAGERS ROUNDTABLE No. 1-13
SALES FORCE MARKETING COMMITTEE No. 1-13
SEC RULES MEMBERS No. 4-13
SMALL FUNDS MEMBERS No. 2-13 RE: FINRA PROVIDES GUIDANCE ON NEW RULES GOVERNING COMMUNICATIONS WITH THE PUBLIC

FINRA recently issued a regulatory notice [\[1\]](#) providing guidance on compliance with FINRA's new rules on communications with the public. [\[2\]](#) The guidance is provided in question and answer format, and is available on FINRA's website at <http://www.finra.org/Industry/Issues/Advertising/P197604>. The guidance addresses issues related to internal communications, transitional filing issues, new member firms, retail structured products, recommendations, and public appearances.

Mara Shreck
Associate Counsel

endnotes

[\[1\]](#) FINRA Regulatory Notice 13-03 (Jan. 2013), available at <http://www.finra.org/web/groups/industry/@ip/@reg/@notice/documents/notices/p197615.pdf>.

[\[2\]](#) See FINRA Regulatory Notice 12-29 (June 2012), available at <http://www.finra.org/web/groups/industry/@ip/@reg/@notice/documents/notices/p127014.pdf>. The effective date of the new rules is Feb. 4, 2013.

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