

# 2024 Credit Union Times: Digital Editorial Calendar\*

PUB MONTH	SPECIAL FEATURE	SPECIAL FEATURE DESCRIPTION
January	The Road Ahead for Auto Loans	Data analysis of auto lending trends for credit unions.
February	CU Branch Gains & Losses	Where have CUs open or closed branches as compared to banks and what it reveals about the future.
March	CU Industry Led By Women	A detailed look at leadership demographic data paired with CU asset size.
April	Analyzing CU-Fintech Partnerships	What CUs use which third-party provider and why?
May	Credit Card Trends: What Do Members Want?	Compiling payment and rewards data to better understand the CU members' needs.
June	The Mortgage Market: Wins & Losses for CUs	Economic breakdown of the credit union mortgage landscape - what's working, what's not?
July	How CUs Are Spending Charitable Dollars	A look at where CU money goes into communities and how we might measure success.
August	The Value of CUs Sports Sponsorships	Is that naming rights deal worth it? We'll break down the money going to sports sponsorships.
September	AI Tools for CUs	We will take a look at the AI products & services most used by CUs and why.
October	The Overdraft & NSF Fees Dilemma	A breakdown of the credit union fees landscape.
November	Elections Have Consequences	What the 2024 federal and state election results mean for CUs. A full analysis.
December	Where Have the Credit Unions Gone?	We will analyze the history of M&A activity to see where the industry sits and where it's going.

\* THIS CALENDAR IS SUBJECT TO CHANGE AND IS FOR PLANNING PURPOSES ONLY.