

# RE MAGAZINE 2022 EDITORIAL CALENDAR

DRAFT-SUBJECT TO CHANGE

| ISSUE  | JANUARY  | FEBRUARY  | MARCH  | APRIL   | MAY   | JUNE  |
|--|--|---|--|---|---|---|
|  | CEO Close-Up Conference  | TechAdvantage Experience  | Free Ad Study  |   | Buyer's Guide   | Free Ad Study   |
| RESERVATION DEADLINE   | 11/23/21   | 01/03/22  | 01/31/22   | 02/28/22  | 03/28/22  | 04/28/22  |
| AD MATERIAL DEADLINE   | 12/01/21   | 01/06/22  | 02/03/22   | 03/03/22  | 03/31/22  | 05/03/22  |
| <b>FEATURE ARTICLES</b>  | <p><b>Cover:</b> The promise of electric pick-up trucks</p> <p><b>Feature:</b> Beneficial electrification</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Net metering</li> <li>- Rates structure</li> <li>- Smart thermostats/load shifting</li> </ul> | <p><b>Cover:</b> Blockchain and the utility industry</p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>- PowerXchange/TechAdvantage Experience® preview</li> <li>- EV Ag equipment</li> </ul> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- ODIN update</li> <li>- Outage alert innovations</li> <li>- Drones-update on NRECA training program</li> </ul> | <p><b>Cover:</b> How Co-ops are responding to energy transformation/climate change</p> <p><b>Feature:</b> ACCESS project</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Carbon capture</li> <li>- Renewable hybrid power plants</li> <li>- Microgrids</li> </ul> | <p><b>Cover:</b> Evolving G&amp;T/distro relationship</p> <p><b>Feature:</b> Smart communities</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- DG issues</li> <li>- Energy storage</li> <li>- DSO update</li> </ul>              | <p><b>Cover:</b> Co-ops serving iconic brands</p> <p><b>Feature:</b> Fighting scams</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Data – AI</li> <li>- Mass data collection – GIS</li> <li>- Utility uses for augmented and virtual reality</li> </ul> | <p><b>Cover:</b> Community development</p> <p><b>Feature:</b> E&amp;T</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Tech challenges with light commercial accounts</li> <li>- Multispeak</li> <li>- Utility scams</li> </ul> |
| <b>TECH INSIGHTS</b><br>Highlights how manufacturers help electric cooperatives solve challenges | Co-op Case Study Submissions Due: 09/01/21   | Co-op Case Study Submissions Due: 10/01/21  | Co-op Case Study Submissions Due: 11/01/21   | Co-op Case Study Submissions Due: 12/01/21  | Co-op Case Study Submissions Due: 01/02/22  | Co-op Case Study Submissions Due: 02/01/22  |
| <b>NEW PRODUCTS</b><br>New/enhanced products and services from trusted vendors                   | Product or Service Releases Due: 11/01/21  | Product or Service Releases Due: 12/01/21   | Product or Service Releases Due: 01/02/22  | Product or Service Releases Due: 02/01/22   | Product or Service Releases Due: 03/01/22   | Product or Service Releases Due: 04/01/22   |
| <b>INFOGRAPHIC</b>   | Co-op system data explained  | Co-ops and precision Ag   | Beneficial electrification explained   | How utility AI works  | How a hydrogen fuel cells works   | How G&Ts scrub powerplant emissions   |
| <b>SPECIAL SUPPLEMENTS</b>   |  | Special Feature: NRECA PowerXchange (formerly NRECA Annual Meeting) and TechAdvantage® Experience<br>"The Official" Preview Guide w/ Exhibitor List   | Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research   | Safety Products Showcase Insert   | 2022 RE Magazine BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives!<br><i>View Online Buyer's Guide: rebuyersguide.nreca.coop/</i>   | Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research  |
| <b>ADDITIONAL DISTRIBUTION</b><br><i>Event dates subject to change</i>                           | <p>NRECA CEO Close-up Conference<br/>Jan 9-12, 2022<br/>Phoenix, AZ</p> <p>DistribuTECH International<br/>Jan 26-28, 2022<br/>Dallas, TX</p> <p>NEXT Conference (formerly NET)<br/>Jan 31-Feb 2, 2022<br/>Indian Wells, CA</p>   | <p>NRECA PowerXchange<br/>Mar 6-9, 2022<br/>Nashville, TN</p> <p>NRECA TechAdvantage® Experience<br/>Mar 7-9, 2022<br/>Nashville, TN<br/>techadvantage.org</p>  |  | <p>NRECA Directors Conference 2022<br/>April 2-5, 2022<br/>Austin, TX</p> <p>IEEE Rural Electric Power Confer &amp; Expo<br/>Apr 5-8, 2022<br/>Savannah, GA</p> <p>IEEE PES T&amp;D Confer &amp; Expo<br/>Apr 25-28, 2022<br/>New Orleans, LA</p> | <p>2022 CONNECT Conference<br/>May 3-5, 2022<br/>Seattle, WA</p> <p>UTC Telecom &amp; Technology 2022<br/>May 16-20, 2022<br/>OK</p>  | FiberConnect<br>Jun 9-15, 2022<br>Nashville, TN   |
| ESTIMATED MAIL DATE  | 12/28/21   | 01/28/22  | 02/28/22   | 03/24/22  | 04/22/22  | 05/23/22  |

| ISSUE  | JULY  | AUGUST  | SEPTEMBER   | OCTOBER   | NOVEMBER   | DECEMBER   |
|--|---|---|---|---|--|--|
|  | Membership Directory  |   | Co-op Budget Planning Time  | Co-op Budget Planning Time  | Co-op Budget Planning Time   | Co-op Budget Planning Time   |
| RESERVATION DEADLINE   | 05/27/22  | 06/28/22  | 08/01/22  | 08/29/22  | 09/28/22   | 10/31/22   |
| AD MATERIAL DEADLINE   | 06/01/22  | 07/01/22  | 08/04/22  | 09/01/22  | 10/03/22   | 11/03/22   |
| <b>FEATURE ARTICLES</b>  | <p><b>Cover:</b> Carbon free by ...</p> <p><b>Feature:</b> Drones</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Vegetation management</li> <li>- Going PCB-free</li> <li>- Bird impact mitigation</li> </ul> | <p><b>Cover:</b> Broadband</p> <p><b>Feature:</b> Broadband – RDOF winners' buildouts</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Cryptocurrency operations and co-op load</li> <li>- Using VR</li> <li>- Wildfire mitigation</li> </ul> | <p><b>Cover:</b> Co-ops and federal infrastructure funding</p> <p><b>Feature:</b> Co-ops Vote</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Wood poles update</li> <li>- ITC update</li> <li>- Safety – near misses</li> </ul> | <p><b>Cover:</b> Safety</p> <p><b>Feature:</b> ESSENCE – cybersecurity</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- IT/OT cybersecurity</li> <li>- System hardening</li> <li>- Fighting ransomware</li> </ul>                       | <p><b>Cover:</b> International Program</p> <p><b>Feature:</b> Serving military bases</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Storm hardening</li> <li>- Right-of-way maintenance</li> <li>- Utility robots</li> </ul> | <p><b>Cover:</b> Technology trends</p> <p><b>Feature:</b> Young Adult Member Engagement (YAME)</p> <p><b>Tech:</b></p> <ul style="list-style-type: none"> <li>- Utility truck advances</li> <li>- Broadband safety</li> <li>- Internal comms technologies</li> </ul> |
| <b>TECH INSIGHTS</b><br>Highlights how manufacturers help electric cooperatives solve challenges | Co-op Case Study Submissions Due: 03/01/22  | Co-op Case Study Submissions Due: 04/01/22  | Co-op Case Study Submissions Due: 05/01/22  | Co-op Case Study Submissions Due: 06/01/22  | Co-op Case Study Submissions Due: 07/01/22   | Co-op Case Study Submissions Due: 08/01/22   |
| <b>NEW PRODUCTS</b><br>New/enhanced products and services from trusted vendors                   | Product or Service Releases Due: 05/01/22   | Product or Service Releases Due: 06/01/22   | Product or Service Releases Due: 07/01/22   | Product or Service Releases Due: 08/01/22   | Product or Service Releases Due: 09/01/22  | Product or Service Releases Due: 10/01/22  |
| <b>INFOGRAPHIC</b>   | How does a co-op go carbon-neutral?   | How 5G works  | Modern lineworker safety gear   | How utility scammers work   | How co-ops serve military installations  | Generating power with hydrogen   |
| <b>SPECIAL SUPPLEMENTS</b>   | 2022 MEMBERSHIP DIRECTORY of Electric Cooperatives and Affiliated Organizations (Cooperative Members, Associate Members & Affiliate Members)  | Co-op Broadband Case Studies Insert   | Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research  |   |  | Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research   |
| <b>ADDITIONAL DISTRIBUTION</b><br><i>Event dates subject to change</i>                           | <p>NRECA INTERACT Conference (HR Conference)<br/>July 10-14, 2022<br/>Phoenix, AZ</p> <p>NRECA Tax, Finance &amp; Accounting Conference for Cooperatives<br/>Jul 31-Aug 3, 2022<br/>San Antonio, TX</p>                         | <p>NRECA INTERACT Conference (HR Conference)<br/>Aug 8-10, 2022<br/>New Orleans, LA</p>   | <p>NRECA Region Meetings 1 &amp; 4<br/>Sep 6-8, 2022<br/>Indianapolis, IN</p> <p>NRECA Region Meetings 5 &amp; 6<br/>Sep 21-23, 2022<br/>Minneapolis, MN</p> <p>NRECA Region Meetings 7 &amp; 9<br/>Sep 27-29, 2022<br/>Portland, OR</p>          | <p>2022 NRECA PowerUp Conference (Executive Admin.)<br/>Oct 3-5, 2022<br/>Savannah, GA</p> <p>NRECA Region Meetings 2 &amp; 3<br/>Oct 10-12, 2022<br/>Hollywood, FL</p> <p>NRECA Region Meetings 8 &amp; 10<br/>Oct 24-26, 2022<br/>Little Rock, AR</p> |  |  |
| ESTIMATED MAIL DATE  | 06/23/22  | 07/25/22  | 08/24/22  | 09/22/22  | 10/24/22   | 11/23/22   |