2020 Editorial Calendar for Statewides and G&Ts

Each month, NRECA’s Straight Talk team provides statewide editors and G&T communicators with an exclusive article from the Business Technology Strategies (BTS) group, a Q/A efficiency column, Energy News articles, graphics and additional exclusive materials. A separate calendar lists materials provided for distribution co-op communicators. Please send any feedback and/or questions to Abby.Berry@nreca.coop.

January 2020 Available in November
BTS: Smart Security Options
Keegan: Five Ways to Lower Your Energy Bills
Energy News: What Owning an EV Really Looks Like
Bonus Article

February 2020 Available in December
BTS: Electrifying End-Use Appliances
Keegan: The Challenges of Efficiency Upgrades
Energy News: The Future is Bright
Bonus Article
SEA Theme: Healthy Living

March 2020 Available in January
BTS: Value of the Electric Grid
Keegan: Energy Efficient Landscaping
Energy News: Batteries Large and Small
Bonus Article
SEA Theme: Lawn and Garden

April 2020 Available in February
BTS: Indoor Agriculture
Keegan: Window Upgrades (part I)
Energy News: 50 Years of Celebrating Earth Day
Bonus Article
SEA Theme: Lawn and Garden

May 2020 Available in March
BTS: 5 Considerations Before Going Solar
Keegan: Window Upgrades (part II)
Energy News: How to Get the ENERGY STAR Rating
Bonus Article
SEA Theme: Home Improvement

June 2020 Available in April
BTS: E-Transportation
Keegan: The Kind of Audit You Actually Want
Energy News: The Upside of Electric
Bonus Article

July 2020 Available in May
BTS: 3 Ways to Get Kids Interested in Saving Energy
Keegan: Surprising Energy Hogs
Bonus Article

August 2020 Available in June
BTS: Renewable Energy Update
Keegan: Sealing Air Leaks, Step-By-Step
Energy News: Top 4 Ways Americans are Using Energy
Bonus Article

September 2020 Available in July
BTS: Electrifying Farming Equipment
Keegan: Winterizing Your Manufactured Home
Energy News: Combatting Cyber Threats
Bonus Article

October 2020 Available in August
BTS: The Future of Energy Storage
Keegan: Ensuring Efficient Basements and Crawl Spaces
Energy News: Co-ops and the Communities They Serve
Bonus Article

November 2020 Available in September
BTS: 4 Efficient Gadgets for Your Kitchen
Keegan: Clearing the Air
Energy News: A Balanced Fuel Mix Ensures Reliability
Bonus Article

December 2020 Available in October
BTS: Upgrade Electronics for Energy Efficiency
Keegan: Things are Looking Up: Efficient Attics
Energy News: High-Speed Internet for All
Bonus Article

Please note calendar topics are subject to change. Straight Talk will continue to provide consumer-focused videos in 2020. Topics will be determined throughout the year based on co-op needs. Have an idea for a video? Let us know! Email StraightTalk@nreca.coop.