

2023 Editorial Calendar for Distribution Co-ops

NRECA's Straight Talk team provides monthly consumer-focused materials on energy efficiency, safety, technology and the cooperative difference, as well as internal communications articles and resources, leadership columns, social media content and more! In addition to the materials listed below, Straight Talk issues will include videos and bonus graphics to help you communicate important, timely topics. Have an idea for a Straight Talk resource? Please send requests and/or feedback to Abby.Berry@nreca.coop.

January 2023 Available in November

Column: Get Involved! Join us at the Annual Meeting

Internal Comms: Be Well

Internal Comms: 12 Messages to Share with Colleagues This Year

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

February 2023 Available in December

Eff. Graphic: Five Ways to Save this Winter

Column: Beat the Peak

Internal Comms: "Industry Terms" Graphics

Graphic: Going the Extra Mile

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

March 2023 Available in January

Safety Article: Generator Safety

Column: Electric Vehicle FAQs

Graphic: Average Residential Electricity Prices Map

Internal Comms: How to Spotlight Employees

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

April 2023 Available in February

Column: Sustaining a Reliable Electric System

Content Packet: Lineworker Appreciation Day

Internal Comms: Features of NRECA Pension & 401k

Safety Graphic: Danger Zone (downed line safety)

Efficiency Article: Five Summer Upgrades to Save Energy

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

May 2023 Available in March

Safety Graphic: Electrical Safety Month

Column: Military Appreciation

Internal Comms: Free Tools for Mental Health

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

June 2023 Available in April

Energy Eff. Article: Weekend (Energy-Saving!) Warrior

Column: Preparing to Serve You Better

Internal Comms: Easy Ways to Recognize Employees

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

July 2023 Available in May

Tech./Eff. Article: Smart Lighting Options

Internal Comms: Tips for Communicating with Disgruntled Members

Graphic: National Electricity Use

Column: We're Here to Serve You

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

August 2023 Available in June

Print Ad: Friday Night Lights

Column: Factors That Impact Electricity Prices

Graphic: Value of Electricity

Graphic: Understanding Your Bill

Internal Comms: Digital Signage Packet

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

September 2023 Available in July

Article: Factors to Consider Before Installing Solar

Column: Power in Your Hands

Internal Comms: Your Part in a Powerful Purpose

Graphic: Capital Credits

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

October 2023 Available in August

Column: Play it Safe Online

Internal Comms: Cybersecurity Tips for Employees

Eff. Article: Spooky Savings

Bonus Packets: Co-op Month, Careers in Energy Week

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

November 2023 Available in September

Safety Article: Five Ways to Safeguard Your Home This Winter

Column: Serving Up Savings

Internal Comms: Five Engagement Ideas to Bring Employees Together

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

December 2023 Available in October

Column: We're Future-Focused

Internal Comms: Helpful Tools for Busy Communicators

Holiday Print Ad

*Social Media Guide/Graphics, Tip of the Month, Energy Explorers Activity

Please note calendar topics are subject to change. Straight Talk will continue to provide consumer-focused videos in 2023. 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.