

STRAIGHT TALK

2024 EDITORIAL CALENDAR FOR ELECTRIC CO-OPS

NRECA's Straight Talk provides monthly customizable communications resources for co-op communicators. *New for 2024:* Each issue of Straight Talk will include two mini-packets of content for print and digital channels, and additional internal communications resources. We'll also provide policy updates and content throughout the year. Questions? Contact StraightTalk@nreca.coop.

JANUARY

Available in early November

Grid 101 Content Packet:

"Beginner's Guide to the Grid" article
Print graphic; social media assets

Annual Meeting Content Packet:

"Why Voting Matters" column
Print graphic; social media assets

Social Media Guide

Advocacy Social Media Packet

Energy Efficiency Tip of the Month

Internal Communications Resources:

NRECA Updates: article and digital signage slides

"Ideas for Have Fun at Work Day" resource

Financial wellness article

FEBRUARY

Available in early December

Winter Weather Impacts Content Packet:

"How Winter Temps Impact Energy" article
Print graphic; social media assets

Energy Audits Content Packet:

"The Good Kind of Audit" column
Print graphic; social media assets

Social Media Guide

Advocacy Social Media Packet

Energy Efficiency Tip of the Month

Internal Communications Resources:

"Workplace Safety Tips" article & digital signage

Financial wellness article

MARCH

Available in early January

Reliable Fuel Mix Content Packet:

"Striking the Right Balance for Reliability" article
Print graphic; social media assets

Trimming for Reliability Content Packet:

"Clearing the Path for Reliability" column
Print graphic; social media assets

Social Media Guide

Advocacy Social Media Packet

Energy Efficiency Tip of the Month

Internal Communications Resources:

NRECA Updates: article and digital signage slides

"Co-op Trivia" resources; financial wellness article

APRIL

Available in early February

Co-op Innovation Content Packet:

"Shaping Our Energy Future" article
Print graphic; social media assets

Lineworker Appreciation Content Packet:

"Powering Life, Whatever it Takes" column
Print graphic; social media assets

Social Media Guide

Advocacy Social Media Packet

Energy Efficiency Tip of the Month

Internal Communications Resources:

"Tips to Communicate the Co-op Difference" article

Financial wellness article

MAY

Available in early March

Electrified Lawn Care Content Packet:

"Will Electric Lawn Equipment Work for You?" article
Print graphic; social media assets

Summer Energy Savings Content Packet:

"Grow Summer Savings" column
Print graphic; social media assets

Social Media Guide

Advocacy Social Media Packet

Energy Efficiency Tip of the Month

Internal Communications Resources:

NRECA Updates: article and digital signage slides

"How We Work with Our G&T" article

Financial wellness article

JUNE

Available in early April

Energy Scams Content Packet:

"Know the Signs of a Scam" column
Print graphic; social media assets

Weatherization Content Packet:

"Unlock Savings and Comfort" article
Print graphic; social media assets

Social Media Guide

Advocacy Social Media Packet

Energy Efficiency Tip of the Month

Internal Communications Resources:

"National Discounts Program" digital signage packet

Financial wellness article

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JULY

Available in early May

Smart Home Content Packet:

"Smart Tech: Your New Easy Button" article
Print graphic; social media assets

Power Restoration Content Packet:

"Behind the Scenes of Restoration" column
Print graphic; social media assets
Social Media Guide
Advocacy Social Media Packet
Energy Efficiency Tip of the Month

Internal Communications Resources:

NRECA Updates: article and digital signage slides
"Tips for a Healthy Work-Life Balance" article
Financial wellness article

AUGUST

Available in early June

EPA Impacts Content Packet:

"How EPA Ruling Will Impact You" column
Print graphic; social media assets

Energy Demand/TOU Content Packet:

"Reliable Power for the Dog Days of Summer" article
Print graphic; social media assets
Social Media Guide
Advocacy Social Media Packet
Energy Efficiency Tip of the Month

Internal Communications Resources:

"Back-to-School Fun for Employees" resource
Financial wellness article

SEPTEMBER

Available in early July

Value of Electricity Content Packet:

"Sparking Progress" column
Print graphic; social media assets

Harvest Safety Content Packet:

"Harvest *Safely*" article
Print graphic; social media assets
Social Media Guide
Advocacy Social Media Packet
Energy Efficiency Tip of the Month

Internal Communications Resources:

NRECA Updates: article and digital signage slides
"Tips to Run a Successful Fundraiser" resource
Financial wellness article

OCTOBER

Available in early August

Co-op Month Content Packet:

Article, print graphic and social media assets

Cybersecurity Awareness Month Content Packet:

Sample article, print graphic and social media assets
Social Media Guide
Advocacy Social Media Packet
Energy Efficiency Tip of the Month

Internal Communications Resources:

Co-op Month digital signage slides
Cybersecurity Awareness digital signage slides
Financial wellness article

NOVEMBER

Available in early September

Holiday Content Packet:

"May Your Holidays Be Merry and Bright" column
Print graphic; social media assets

Heat Pumps Content Packet:

"Is a Mini-Split System Right for Your Home?" article
Print graphic; social media assets
Social Media Guide
Advocacy Social Media Packet
Energy Efficiency Tip of the Month

Internal Communications Resources:

NRECA Updates: article and digital signage slides
"From Our Table to Yours" (recipes from NRECA staff)
Financial wellness article

DECEMBER

Available in early October

Capital Credits Content Packet:

"Your Slice of the (Cooperative) Pie" column
Print graphic; social media assets

Electric Vehicles Content Packet:

"Making the Switch to an EV" article
Print graphic; social media assets
Social Media Guide
Advocacy Social Media Packet
Energy Efficiency Tip of the Month

Internal Communications Resources:

"You Make the Holidays Bright" article
Financial wellness article

Calendar topics are subject to change.