

# 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](mailto: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*

#### **Value of Electricity Content Packet:**

"Sparking Progress" 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*

#### **EPA Impacts Content Packet:**

"How EPA Ruling Will Impact You" 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.*