

STRAIGHT TALK

2024 EDITORIAL CALENDAR FOR STATEWIDES AND G&TS

NRECA's Straight Talk provides customizable communications content exclusively for statewides and G&Ts, including a monthly Q&A efficiency column, Energy News article and industry tech article from NRECA's Business Technology Strategies (BTS) group. Check out Straight Talk's monthly internal communications resources (listed on the editorial calendar for distribution co-ops) which can also be utilized by statewides and G&Ts. Questions? Contact StraightTalk@nreca.coop!

JANUARY

Available in early November

Efficiency Column: Winter Efficiency Tips
Energy News: Extreme Weather Impacts on Grid
BTS Article: Hardening for Cybersecurity

FEBRUARY

Available in early December

Efficiency Column: Efficiency for Manufactured Homes
Energy News: Safe and Efficient Tree Planting
BTS Article: What's New with Nuclear
SEA Theme Package: Healthy Living

MARCH

Available in early January

Efficiency Column: Spring Cleaning to Boost Savings
Energy News: Women in Energy
BTS Article: Automated and Electrified Ag Equipment
SEA Theme Package: Lawn and Garden

APRIL

Available in early February

Efficiency Column: Celebrate Earth Day
Energy News: Lineworker Fast Facts
BTS Article: How Energy Policy Impacts You
SEA Theme Package: Travel

MAY

Available in early March

Efficiency Column: Why Solar is Not Free
Energy News: Battery-Powered Generators
BTS Article: Best Practices for DER

JUNE

Available in early April

Efficiency Column: Set Your Home to Vacay Mode
Energy News: Anatomy of a Power Outage
BTS Article: Mutual Aid and Why it Matters

JULY

Available in early May

Efficiency Column: Signs Your HVAC is in Trouble
Energy News: AI, VR and Electric Utilities
BTS Article: Community Solar Pros and Cons

AUGUST

Available in early June

Efficiency Column: Types of Heat Pumps
Energy News: Power Sources: Baseload vs Intermittent
BTS Article: EV Buyer's Checklist

SEPTEMBER

Available in early July

Efficiency Column: Tax Credits for Efficiency Upgrades
Energy News: Supply Chain Challenges
BTS Article: Managing the Grid and EV Transition

OCTOBER

Available in early August

Efficiency Column: Efficient Attic Organization & Storage
Energy News: Energy Careers
BTS Article: Cybersecurity Tips for the Home

NOVEMBER

Available in early September

Efficiency Column: Smart Home Tech on a Budget
Energy News: G&Ts: Behind-the-Scenes Power
BTS Article: Understanding Net Metering

DECEMBER

Available in early October

Efficiency Column: Simple Ways to Save in the Kitchen
Energy News: What to Know Before Purchasing Major Smart Appliances
BTS Article: Be an (Energy) Star

Calendar topics are subject to change.