

STRAIGHT TALK

2025 EDITORIAL CALENDAR FOR ELECTRIC CO-OPS

NRECA's Straight Talk provides monthly customizable communications resources for co-op communicators. Each issue of Straight Talk will include a mini-packet of content for print and digital channels, a social media guide with graphics and sample posts and more. ***New:** Beginning in the March 2025 issue, we'll provide a Policy Matters resource packet, which will include a variety of policy-focused resources and support for co-ops. These packets will be provided throughout the calendar year, based on emerging policy-focused issues and needs. **Questions? Contact StraightTalk@nreca.coop.**

JANUARY

Available in early November

Packet: Balancing Energy Supply & Demand
(CEO/GM column, print graphic, social assets)

Article: The Future of Reliability

Jan. Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resources: Financial Wellness
Article & NRECA Updates

APRIL

Available in early February

Packet: Lineworker Appreciation
(CEO/GM column, print graphic, social assets)

Graphic: Going the Extra Mile

April Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resource:
Financial Wellness Article

FEBRUARY

Available in early December

Packet: Factors That Impact Energy Bills
(CEO/GM column, print graphic, social assets)

Article: Wrapped in Energy Savings (Insulation)

Feb. Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resource:
Financial Wellness Article

MAY

Available in early March

Packet: Summer Energy Savings
(CEO/GM column, print graphic, social assets)

Graphic: U.S. Residential Electricity Prices

May Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resources: Financial Wellness
Article & NRECA Updates

MARCH

Available in early January

Packet: Be Storm Ready
(CEO/GM column, print graphic, social assets)

Graphic: Stay Connected

March Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resources: Financial Wellness
Article & NRECA Updates

***Policy Matters packet offerings begin**

JUNE

Available in early April

Packet: Reduce Energy Use During Extreme Heat
(CEO/GM column, print graphic, social assets)

Article: Tips to Prevent Wildfires

June Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resource:
Financial Wellness Article

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JULY

Available in early May

Packet: Who Owns What?

(CEO/GM column, print graphic, social assets)

July Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resources: Financial Wellness

Article & NRECA Updates

AUGUST

Available in early June

Packet: Net Metering 101

(CEO/GM column, print graphic, social assets)

Graphic: Value of Electricity

Article: Smart Home Tech to Save Energy

Aug. Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resource:

Financial Wellness Article

SEPTEMBER

Available in early July

Packet: AI Impacts

(CEO/GM column, print graphic, social assets)

Article: Reducing Energy Use Benefits Everyone

September Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resources: Financial Wellness

Article & NRECA Updates

OCTOBER

Available in early August

Packet: National Co-op Month

(CEO/GM column, print graphic, social assets)

Article: Stay Cyber Smart

Graphic: How Americans Use Electricity

October Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resource:

Financial Wellness Article

NOVEMBER

Available in early September

Packet: Home Lighting 101

(article, print graphic, social assets)

CEO/GM Column: Season of Giving

November Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resources: Financial Wellness

Article & NRECA Updates

DECEMBER

Available in early October

Packet: Reflecting on Reliability

(CEO/GM column, print graphic, social assets)

Graphic: Best Bets for Electrical Purchases

December Social Media Guide/Graphics

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Comms Resource:

Financial Wellness Article

Calendar topics are subject to change.