

STRAIGHT TALK

2025 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 and Policy Matters 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

Eff. Column: Uncover Savings with a DIY Energy Audit

Energy News: Electricity Demand Trends (Part 1)

BTS Article: The Crucial Role of Battery Storage

FEBRUARY

Available in early December

Efficiency Column: Maximize Warmth, Minimize Waste

Energy News: Electricity Demand Trends (Part 2)

BTS Article: Electrified Bikes, Buses and Bucket Trucks

MARCH

Available in early January

Efficiency Column: Landscaping to Save Energy

Energy News: How the EPA Rule Impacts Reliability

BTS Article: Managing Distributed Energy Resources

SEA Theme Package: Health & Wellness

APRIL

Available in early February

Efficiency Column: Prep Now for Summer Savings

Energy News: Trip of a Lifetime (Youth Tour)

BTS Article: Electrification Trends (BE)

SEA Theme Package: Home Improvement

MAY

Available in early March

Efficiency Column: Beat the Energy Peak

Energy News: Move Over

BTS Article: How Americans Use Energy at Home

JUNE

Available in early April

Eff. Column: Efficiency Tips for New Homes (Part 1)

Energy News: Wildfire Mitigation Strategies

BTS Article: Diverse Fuel Mix is Essential for Reliable Power

JULY

Available in early May

Eff. Column: Efficiency Tips for Older Homes (Part 2)

Energy News: Generate Safely

BTS Article: How Data Centers are Impacting Utilities

AUGUST

Available in early June

Efficiency Column: Cool Savings

Energy News: Wind Energy

BTS Article: Charge Your EV During Off-Peak Hours

SEPTEMBER

Available in early July

Efficiency Column: ENERGY STAR® Shopping Guide

Energy News: How Co-ops Differ from Other Utilities

BTS Article: NERC Forecasts (final title TBD)

OCTOBER

Available in early August

Eff. Column: Best Bets for Efficiency Projects and Upgrades

Energy News: Co-ops Impact Local Communities

BTS Article: Be Vigilant for Energy Scams

NOVEMBER

Available in early September

Efficiency Column: Prep Now for Winter Savings

Energy News: Understanding "Not-for-Profit"

BTS Article: Innovating with AI

DECEMBER

Available in early October

Efficiency Column: Water Heater Woes

Energy News: A Guide to Smarter Electronics

BTS Article: Safe Recycling of Batteries

Calendar topics are subject to change.