

STRAIGHT TALK

2026 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, a Policy Matters resource packet and more! Questions? Contact StraightTalk@nreca.coop.

JANUARY

Available in early November

Packet: Working Together to Lower Demand

- Column, print graphic, social assets

Policy Matters Packet

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

NRECA Updates

APRIL

Available in early February

Packet: The Power Behind the Cloud

- Article, print graphic, social assets

Policy Matters Packet

Column: Lineworker Appreciation

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

FEBRUARY

Available in early December

Packet: What's Driving Demand?

- Article, print graphic, social assets

Policy Matters Packet

Column: Reliability Requires Investment

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

MAY

Available in early March

Packet: Battling Wildfires Before They Begin

- Column, print graphic, social assets

Policy Matters Packet

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

NRECA Updates

MARCH

Available in early January

Packet: Spring into Energy Savings

- Column, print graphic, social assets

Policy Matters Packet

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

NRECA Updates

JUNE

Available in early April

Packet: Power Behind the Switch

- Article, print graphic, social assets

Policy Matters Packet

Column: Why Vegetation Management Matters

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

STRAIGHT TALK

2026 EDITORIAL CALENDAR FOR ELECTRIC CO-OPS

JULY

Available in early May

Packet: Shift Timing, Shift Savings

- Column, print graphic, social assets

Policy Matters Packet

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

NRECA Updates

AUGUST

Available in early June

Packet: AI Solutions for Reliable Power

- Article, print graphic, social assets

Policy Matters Packet

Column: Understanding Your Bill

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

OCTOBER

Available in early August

Packet: National Co-op Month

- Article, print graphic, social assets

Policy Matters Packet

Column: Working Together to Stop Scams

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

NOVEMBER

Available in early September

Packet: HVAC Optimization

- Article, print graphic, social assets

Policy Matters Packet

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

NRECA Updates

SEPTEMBER

Available in early July

Packet: Value of Electricity

- Column, print graphic, social assets

Policy Matters Packet

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

NRECA Updates

DECEMBER

Available in early October

Packet: Smart and Shiny (smart appliances)

- Article, print graphic, social assets

Policy Matters Packet

Column: The Gift of Membership

Social Media Guide

Energy Efficiency Tip of the Month

Energy Explorers Activity

Internal Communications Resources:

Financial Wellness Article

Calendar topics are subject to change.