

STRAIGHT TALK

2026 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. Please note Q3 and Q4 Energy News article topics will be determined later in the calendar year to ensure we are covering timely, newsworthy topics. Questions? Contact StraightTalk@nreca.coop!

JANUARY

Available in early November

Eff. Column: Wood & Pellet Stove Upgrades for Efficiency

Energy News: Distributed Automation

BTS Article: Energy Storage Advances

FEBRUARY

Available in early December

Efficiency Column: Should I Upgrade My Appliance?

Energy News: Supply Chain Look Ahead

BTS Article: Connected Homes

MARCH

Available in early January

Efficiency Column: How Eff Rebates & Incentives Work

Energy News: FEMA Act Update

BTS Article: Power Players

SEA Theme Package: Health & Wellness

APRIL

Available in early February

Efficiency Column: Electrify Your Lawn care

Energy News: How We Prep for Storm Season

BTS Article: Keeping the Grid Secure

SEA Theme Package: Home Improvement

MAY

Available in early March

Efficiency Column: Are Smart Appliances Right for Me?

Energy News: Transmission Issues

BTS Article: Geothermal Energy Breakthroughs

JUNE

Available in early April

Eff. Column: Low- to No-Cost Ways to Save

Energy News: Data Center Challenges/Opportunities

BTS Article: The Modern Substation

JULY

Available in early May

Eff. Column: How You Can Help During Peak Demand

Energy News: TBD

BTS Article: How Utilities Forecast Demand

AUGUST

Available in early June

Efficiency Column: Efficiency Matters for Comfort

Energy News: TBD

BTS Article: Modern Nuclear Technologies

SEPTEMBER

Available in early July

Efficiency Column: Teach Your Children Well

Energy News: TBD

BTS Article: EV Market Update

OCTOBER

Available in early August

Eff. Column: Seal Ductwork for Savings

Energy News: TBD

BTS Article: Tips to Stay Secure

NOVEMBER

Available in early September

Efficiency Column: Eff Recommendations for Renters

Energy News: TBD

BTS Article: Utility Safety Innovations

DECEMBER

Available in early October

Efficiency Column: Heat Pumps in Extremely Cold Temps

Energy News: TBD

BTS Article: The New Renewables

Calendar topics are subject to change.