

STRAIGHT TALK

2027 EDITORIAL CALENDAR FOR ELECTRIC CO-OPS

NRECA's Straight Talk provides co-op communicators with customizable resources for engaging members across print and digital channels. Each monthly issue includes a content packet, social media guide, energy efficiency tips and more.

New for 2027: Monthly "Plug and Post" packets will include a full-page print graphic and accompanying social media assets.

Questions? Contact StraightTalk@nreca.coop.

JANUARY

Available in early November

Packet: Prep Now for Extreme Winter Temps

Plug and Post: What to Do: Vehicle/Pole Collision

January Social Media Guide

Efficiency Tip of the Month: Attic Insulation

Cybersecurity Tip of the Month: QR Code Awareness

Energy Explorers Activity

Financial Wellness Article

FEBRUARY

Available in early December

Packet: Understanding Power Blinks

Plug and Post: Power Restoration

CEO/GM Column: The Power of Planning

February Social Media Guide

Efficiency Tip of the Month: Insulate Hot Water Pipes

Cybersecurity Tip of the Month: Account Recovery

Energy Explorers Activity

Financial Wellness Article

MARCH

Available in early January

Packet: Data Centers 101

Plug and Post: Tree Planting Guidelines

CEO/GM Column: Importance of Vegetation Management

March Social Media Guide

Efficiency Tip of the Month: Plant for Energy Savings

Cybersecurity Tip of the Month: Think Before Sharing

Energy Explorers Activity

Financial Wellness Article

APRIL

Available in early February

Packet: Lineworker Appreciation

Plug and Post: Understanding Right-of-Way Access

April Social Media Guide

Efficiency Tip of the Month: Home Energy Checkup

Cybersecurity Tip of the Month: Caller ID Scams

Energy Explorers Activity

Financial Wellness Article

MAY

Available in early March

Packet: Wildfire Mitigation

Plug and Post: Capital Credits Process

May Social Media Guide

Efficiency Tip of the Month: Manage Summer Humidity

Cybersecurity Tip of the Month: Secure Payment Methods

Energy Explorers Activity

Financial Wellness Article

JUNE

Available in early April

Packet: Co-op Approach to New Large Load Members

Plug and Post: What's on That Utility Pole

CEO/GM Column: Why Local Matters

June Social Media Guide

Efficiency Tip of the Month: HPWH Efficiency

Cybersecurity Tip of the Month: Public Wi-Fi Cautions

Energy Explorers Activity

Financial Wellness Article

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JULY

Available in early May

Packet: Beat the Summer Peak

Plug and Post: From Plant to Plug: Journey of Electricity
July Social Media Guide

Efficiency Tip of the Month: Pool Pump Efficiency

Cybersecurity Tip of the Month: Scams in the Age of AI
Energy Explorers Activity
Financial Wellness Article

AUGUST

Available in early June

Packet: Rate Structures Explained & What Impacts Them

Plug and Post: Understanding Power Blinks

CEO/GM Column: Ready When You Need Us Most
August Social Media Guide

Efficiency Tip of the Month: Freezer Efficiency

Cybersecurity Tip of the Month: Check the Web Address
Energy Explorers Activity
Financial Wellness Article

SEPTEMBER

Available in early July

Packet: Harvest Safety

Plug and Post: Safety Reminders for Hunters
September Social Media Guide

Efficiency Tip of the Month: Efficient Appliances

Cybersecurity Tip of the Month: Privacy Checkup
Energy Explorers Activity
Financial Wellness Article

OCTOBER

Available in early August

Packet: Co-op Month

Plug and Post: How the Co-op Works
October Social Media Guide

Efficiency Tip of the Month: Insulating Ductwork

Cybersecurity Tip of the Month: Have a Cyber Plan
Energy Explorers Activity
Financial Wellness Article

NOVEMBER

Available in early September

Packet: Grid Infrastructure and Investments

Plug and Post: Winter Storm Prep

CEO/GM Column: Grateful to Serve
November Social Media Guide

Efficiency Tip of the Month: Efficient Water Fixtures

Cybersecurity Tip of the Month: Don't Overshare
Energy Explorers Activity
Financial Wellness Article

DECEMBER

Available in early October

Packet: Behind the Scenes of a Power Outage

Plug and Post: Future of Home Energy Management
December Social Media Guide

Efficiency Tip of the Month: Efficient TV Settings

Cybersecurity Tip of the Month: Urgent? Slow Down
Energy Explorers Activity
Financial Wellness Article

Please note if a CEO/GM column is not listed under a specific month, a column will be included in the scheduled content packet.

In addition to resources listed on the calendar, co-ops will receive policy content and updates as they become available.

Straight Talk calendar topics are subject to change.