

# STRAIGHT TALK

## 2027 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 July-December Energy News topics will be determined later in the year to ensure we are covering timely topics. Questions? Contact [StraightTalk@nreca.coop](mailto:StraightTalk@nreca.coop).

### JANUARY

*Available in early November*

**Efficiency Column:** Home Energy Efficiency Checklist

**BTS Article:** New Potential for Geothermal

**Energy News Article:** Co-ops Are Prepared for Winter

### FEBRUARY

*Available in early December*

**Efficiency Column:** Tracking Your Home Energy Use

**BTS Article:** Small Box, Big Job (Transformers)

**Energy News Article:** How Winter Temps Impact Bills

### MARCH

*Available in early January*

**Efficiency Column:** Alternative Cooling & Heating Options

**BTS Article:** Microgrids and Community Resilience

**Energy News Article:** Biggest Tests to the Grid

### APRIL

*Available in early February*

**Efficiency Column:** Summer Energy Savings

**BTS Article:** AI for Grid Operations and Outage Prediction

**Energy News Article:** Data Centers

### MAY

*Available in early March*

**Efficiency Column:** Pool and Hot Tub Efficiency Tips

**BTS Article:** Understanding the Interconnection Queue

**Energy News Article:** Digital Safety Tools for Co-op Crews

### JUNE

*Available in early April*

**Efficiency Column:** Ensuring the Right HVAC Size

**BTS Article:** How Co-ops Manage Large Loads

**Energy News Article:** Co-op Boards Adapt to Complex Energy Landscape

### JULY

*Available in early May*

**Efficiency Column:** Home Sleuthing (attic, crawlspace, etc.)

**BTS Article:** Backup Power Options

**Energy News Article:** TBD

### AUGUST

*Available in early June*

**Efficiency Column:** Smart Thermostat Settings

**BTS Article:** How V2H/V2G Technology Works

**Energy News Article:** TBD

### SEPTEMBER

*Available in early July*

**Efficiency Column:** Lumens in Your Light Bulbs

**BTS Article:** Residential Energy Storage Systems

**Energy News Article:** TBD

### OCTOBER

*Available in early August*

**Efficiency Column:** Efficiency Programs Underscore the Cooperative Difference

**BTS Article:** The Benefits of Agrivoltaics

**Energy News Article:** TBD

### NOVEMBER

*Available in early September*

**Efficiency Column:** Diagnosing Leaky Ducts

**BTS Article:** Undergrounding vs Hardening Lines

**Energy News Article:** TBD

### DECEMBER

*Available in early October*

**Efficiency Column:** Where Winter Bills Can Go Wrong

**BTS Article:** Plug-in Solar Safety Reminders

**Energy News Article:** TBD