

## Guidelines for Using Straight Talk Content

NRECA's Straight Talk service provides editorial and multimedia content that is crafted to be of interest to electric cooperative employees and consumer-members. NRECA provides Straight Talk content for the express use of its voting members—electric distribution cooperatives, statewide associations, and generation and transmission cooperatives.

Materials from Straight Talk, unless otherwise noted, may be used in co-op newsletters, statewide publications including local news pages, websites, blogs, social media channels, bill stuffers, advertisements and in any other manner an NRECA member co-op deems appropriate.

**Below are guidelines for the use of Straight Talk photos, graphics, video and editorial content.**

### Straight Talk Photos and Graphics

NRECA voting members have the right to use, distribute, reproduce, publish, and publicly display in any media whatsoever any photo or graphic contained in either the Straight Talk Photo Library or the Straight Talk Graphics Library for the purpose of promoting their business.

#### **Members must:**

- Include attribution or source language if any is contained in the original file

Photos and graphics that require attribution will include source information in their file names and in the images themselves. Do not remove source information. Images without source information included do not require attribution.

#### **Members may:**

- Modify graphics for the purpose of incorporating their respective names and logos within a graphic
- Change the colors in a graphic
- Edit text in graphics
- Resize or alter the layout of a graphic to fit the dimensional needs of a particular publication

**Members may not:**

- Crop or edit graphics in a way that substantially changes or modifies the original design
- Use only portions of a graphic or repurpose individual pieces of vector art embedded in design files (unless the design file specifically says it's permitted)
- Sub-license, sell, lease or rent graphics to third parties

## Straight Talk Video

**Members may:**

- Share Straight Talk videos on co-op social media channels, on websites, at meetings, on co-op lobby TVs and anywhere else they deem appropriate
- Modify videos for the purpose of incorporating their respective names and logos within a video
- Use Straight Talk videos without attribution
- Use b-roll video in their own non-commercial video projects

**Members may not:**

- Sub-license, sell, lease or rent Straight Talk videos to third parties
- Use b-roll video for commercial\* or advocacy purposes (due to lack of signed releases)

*\* If you are unclear whether your specific project is commercial, we recommend getting qualified legal advice before incorporating b-roll footage from Straight Talk.*

Some video, including b-roll, may show co-op crews working. Before using, check with your safety coordinator to ensure that the practices shown comply with your state's safety codes.

## Straight Talk Editorial Content

**Members may:**

- Edit and/or customize Straight Talk articles, especially to tailor the content to the local co-op and community (exception noted below)
- Replace an article byline in an edited article with one from the co-op

Edited materials do **not** need to be reviewed by NRECA staff.

**Members may not:**

- Edit and/or customize any article that includes an editor’s note stating that editing is not permitted (happens only rarely)

## Using Cooperative.com Content Found Outside of Straight Talk

### RE Magazine

Editorial content included in RE Magazine may be republished in its entirety with permission from the editor, Scot Hoffman ([scot.hoffman@nreca.coop](mailto:scot.hoffman@nreca.coop) or 703-907-5856). If permission is granted, an identifying tagline should be added at the end, such as “Reprinted from the June 2016 issue of RE Magazine.” RE Magazine articles delve into the nuts and bolts of electric co-op operations; showcase the latest in industry products, services, business and management trends, and marketing tools; highlight co-op community and economic development efforts; profile electric co-op employees; and provide in-depth analysis of political and regulatory policies impacting the electric co-op program.

### Other Content

Use of content provided through other areas of cooperative.com is governed by the site’s Terms of Use ([www.cooperative.com/terms](http://www.cooperative.com/terms)).

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**Please direct questions pertaining to Straight Talk content to Abby Berry at [abby.berry@nreca.coop](mailto:abby.berry@nreca.coop) or 571-319-6231.**