

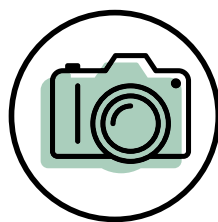
STRAIGHT TALK QUICK GUIDE

Straight Talk provides new resources every month to help you communicate messages on energy efficiency, safety, the Cooperative Advantage and more! Nearly all Straight Talk content can be edited and customized for your co-op.



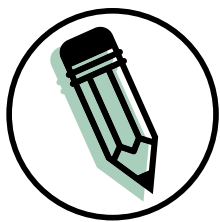
ARTICLES

- Edit articles to better suit your local audience.
- Articles can be repurposed. For example, an efficiency article with energy-saving tips can be used to create several social media posts.
- NRECA bylines can be replaced with local names, like your CEO/GM, energy advisors, etc.



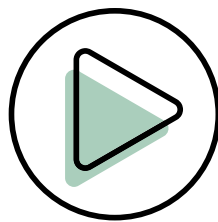
PHOTOS

- Photos can be used however you see fit.
- Most Straight Talk photos come from NRECA or another co-op, and no attribution is required. If a photo does require attribution, that information will be included in the caption.



GRAPHICS

- Graphics include the original design files. If you have the Adobe Suite, we encourage you to tailor graphics for your co-op.
- Using an older version of the Adobe Suite? We always provide the legacy file (EPS for Illustrator and IDML for InDesign) so you can still access the design files.
- Add your logo and change graphic colors, fonts, etc. however you see fit.
- Check out [Guidelines for Using Straight Talk Content](#) for more information.



VIDEOS

- Videos are created in the voice of the co-op, so these resources are ready to go for your members.
- If you use Adobe Premiere and want to edit Straight Talk videos, we can share the original files per request.

STRAIGHT TALK ALSO INCLUDES

Special Sections with content on [Storm Safety & Outage Restoration](#), [Lineworker Appreciation](#), [Co-op Month](#), [Co-op Careers](#) and an [Electric Industry Art Collection](#).