

2021 Editorial Calendar for Distribution Co-ops

NRECA's Straight Talk team provides monthly consumer-focused materials, as well as occasional internal communications resources for energy efficiency and safety topics, Co-op 101, leadership columns, social media content and more! In addition to the materials listed below, Straight Talk issues will include videos and graphics to help you communicate important, timely topics. Have an idea for a Straight Talk resource? Please send requests and feedback to StraightTalk@nreca.coop.

January 2021 Available in November

Energy Eff. Article: Five Ways to Stay Cozy
Internal Comms: Plug-In to Your Professional Community
Column: Let's Connect
Social Media Packet

*Tip of the Month, Energy Explorers Activity

February 2021 Available in December

Tech Article: Understanding the Electric Grid
Column: Committed to a Co-op Culture for All
Energy Efficiency Ad: Thermostats
Social Media Packet

*Tip of the Month, Energy Explorers Activity

March 2021 Available in January

Eff./Tech Article: 3 Electrifying Gadgets for Your Kitchen
Column: What's Beneficial Electrification?
Internal Comms: Tips for Managing and Organizing Email
Social Media Packet

*Tip of the Month, Energy Explorers Activity

April 2021 Available in February

Column: Lineworker Appreciation
Content Packet: Lineworker Appreciation Day
Community Ad: Co-ops are Community-Focused
Safety Article: Steps for Safe Digging
Social Media Packet

*Tip of the Month, Energy Explorers Activity

May 2021 Available in March

Safety Article: Practice Safety When DIY-ing
Column: Tree Trimming Improves Service for All
Internal Comms: Treat Yourself! Five Tips for Self-Care
Safety Ad: Generator Safety
Social Media Packet

*Tip of the Month, Energy Explorers Activity

June 2021 Available in April

Energy Eff. Article: Suds and Savings
Column: We're Ready for Storms. Are You?
Technology Ad: Smart Home Tech
Social Media Packet

*Tip of the Month, Energy Explorers Activity

July 2021 Available in May

Safety Article: Don't Fall Victim to Utility Scams
Internal Comms: Tips and Tools for Time Management
Column: A Balanced Fuel Mix for Better Reliability
Social Media Packet

*Tip of the Month, Energy Explorers Activity

August 2021 Available in June

Tech Graphic: EV Charging Levels
Column: The Value of Electricity
Safety Article: Power Surges vs Power Blinks
Social Media Packet

*Tip of the Month, Energy Explorers Activity

September 2021 Available in July

Energy Eff. Article: Let's Beat the Peak Together
Column: Unplug with Meaningful Community Programs
Internal Comms: Tips for Responding to Negative Comments
Social Media Packet

*Tip of the Month

October 2021 Available in August

Content Packet: National Co-op Month
Bonus Social Media: Careers in Energy Week
Column: It's a Matter of Co-op Principles (part one)
Internal Comms: Be a Champion for the Co-op
Energy Explorers: Co-op Principles Coloring Sheets (7 total)

*Tip of the Month

November 2021 Available in September

Efficiency Ad: Cooking Efficiency
Column: It's a Matter of Co-op Principles (part two)
Social Media Packet

*Tip of the Month, Energy Explorers Activity

December 2021 Available in October

Energy Eff./Tech Article: Holiday Decor for an Energy-Wise Household
Column: Season's Greetings from Your Electric Co-op
Holiday Ad
Social Media Packet

*Tip of the Month, Energy Explorers Activity

Please note calendar topics are subject to change. Straight Talk will continue to provide consumer-focused videos in 2021. Topics will be determined throughout the year based on co-op needs. Have an idea for a video? Let us know! Email StraightTalk@nreca.coop.