

2021 Editorial Calendar for Statewides and G&Ts

Each month, NRECA's Straight Talk team provides statewide editors and G&T communicators with an exclusive article from the Business Technology Strategies (BTS) group, a Q/A efficiency column, Energy News articles, graphics and additional exclusive materials. A separate calendar lists materials provided for distribution co-op communicators. Please send any feedback and/or questions to Abby.Berry@nreca.coop.

January 2021 Available in November

BTS: Electrified Fleets
Keegan: Organize Your Energy
Energy News: Co-op Mutual Aid

February 2021 Available in December

BTS: Current and Future Solar Technologies
Keegan: Which Appliance Should I Upgrade?
Energy News: Please Move Over for Crews
Bonus Article
SEA Theme: Healthy Living

March 2021 Available in January

BTS: Smart Home Technology for Your Budget
Keegan: Energy Efficient Gardens
Energy News: Can I Recycle That?
SEA Theme: Lawn and Garden

April 2021 Available in February

BTS: New Nuclear Energy Tech
Keegan: Three Options for Home Cooling
Energy News: Underground vs Above-Ground Lines
Bonus Article
SEA Theme: Travel

May 2021 Available in March

BTS: Cutting-Edge Tech to Save Energy at Home
Keegan: Four Ways to Save Energy Outdoors
Energy News: Materials That Could Change Solar Panels
SEA Theme: Home Improvement

June 2021 Available in April

BTS: Low-Carbon Alternative Fuels for Vehicles
Keegan: Three Efficient Tools for Dad's Toolbox
Energy News: Wildfire Impacts on Utilities
Bonus Article

July 2021 Available in May

BTS: Top Performing EVs
Keegan: Tips for Shops and Outbuilding Efficiency
Energy News: Understanding the Complex Grid

August 2021 Available in June

BTS: Efficient Irrigation Strategies
Keegan: Reliable Sources for DIY-ing
Energy News: Are We Using Less Energy?
Bonus Article

September 2021 Available in July

BTS: Efficient and Safe Farming Technologies
Keegan: Electric Trucks and SUVs
Energy News: Safeguard Your Home by Securing Smart Devices

October 2021 Available in August

BTS: Pros and Cons of App-Enabled Lighting
Keegan: Which Heat Pump is Right for My Home?
Energy News: High-Tech Co-op Careers
Bonus Article

November 2021 Available in September

BTS: Battery-Powered Fun
Keegan: EV Battery Storage
Energy News: How Will We Charge All the New EVs?

December 2021 Available in October

BTS: Efficient Stove Top Options
Keegan: Where's My Energy Use Going?
Energy News: Five Fun Ways You're Using Energy
Bonus Article

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.