

2022 *Electroindustry* Editorial Calendar: **America's Electrified Future**

Issue	Themes	Featured Topics
<p>January</p> <p>Copy deadline: Dec. 6, 2021</p> <p>Ad deadline: Dec. 20, 2021</p> <p>Publish date: Jan. 3, 2022</p>	<p>The Future of the Electroindustry</p> <p><i>Network-enabled electrical devices, electricity generation that emits increasingly and materially less carbon, and the further electrification of fossil fuel-consuming applications define the third electric century.</i></p>	<ul style="list-style-type: none"> • U.S. Electroindustry Economic Outlook for 2022 • How America's electrical infrastructure is modernizing • The optimism behind ongoing innovation • Infrastructure legislation and how dollars flow to industry • Utilities plan for increasing electricity use across multiple sectors: transportation, buildings, homes, and industrial
<p>February</p> <p>Copy deadline: Dec. 21, 2021</p> <p>Ad deadline: Jan. 18, 2022</p> <p>Publish date: Feb. 1, 2022</p>	<p>Infrastructure</p> <p><i>America's infrastructure is overdue for repair and transformation. A comprehensive, modernizing, and realistic infrastructure approach will help the country's economy by improving productivity and competitiveness.</i></p>	<ul style="list-style-type: none"> • Infrastructure legislation • Vehicle-to-everything tech to help road safety, advance travel efficiency, and complement automated driving • Improving operational efficiency at seaports and airports • Outcomes-Based Contracting • Replacing old technology with government incentives, creative financing models, or targeted rebates • Modernizing the power grid
<p>March</p> <p>Copy deadline: Jan. 18, 2022</p> <p>Ad deadline: Feb. 15, 2022</p> <p>Publish date: March 1, 2022</p>	<p>Supply Chains</p> <p><i>Manufacturers have concerns about supply chain disruptions and increasing regulatory pressure. Shipping delays, restrictive tariffs, and chemical bans are a few of the natural and manmade hindrances create vulnerabilities in their ability to maintain access to parts, supplies, and materials.</i></p>	<ul style="list-style-type: none"> • Resiliency without sacrificing competitiveness • Network design and optimization • Semi-conductor shortage • Disruptions and how to manage through them • Buy America and Buy American rules/policies • The role of automation in supply chains • The logistics of electric vehicle manufacturing • Challenges of materials transparency management
<p>April</p> <p>Copy deadline: Feb. 18, 2022</p> <p>Ad deadline: March 18, 2022</p> <p>Publish date: April 4, 2022</p>	<p>Industry Resiliency</p> <p><i>Manufacturers can be exposed to many risks that are caused by manmade or natural hazards like pandemics, cybersecurity breaches, global supply chain issues, physical attacks, and extreme weather events.</i></p>	<ul style="list-style-type: none"> • Shipping supply and demand • Prepare and persevere through severe weather events • National Institute of Standards and Technology (NIST) Internet of Things software labeling (cybersecurity label) • Digitally connected devices Standards conformity • Advocacy campaigns that help manufacturers reduce risks
<p>May</p> <p>Copy deadline: March 21, 2022</p> <p>Ad deadline: April 18, 2022</p> <p>Publish date: May 2, 2022</p>	<p>Beyond Efficiency</p> <p><i>How do we advocate for the holistic benefits of electrical systems in buildings, industrial facilities, transportation systems, and the electric grid, with focus on safety, reliability, resiliency, digitalization, connectedness, and sustainability?</i></p>	<ul style="list-style-type: none"> • Quality of light for visual experience and circadian benefits • Controls for lighting performance, human benefit • Quantum dots in human-centric lighting • Machine data to improve efficiencies • How motors and drives together can save energy • Labeling for energy efficiency • New programs for system efficiency, sustainability, and occupant wellbeing in commercial buildings (example: WELL Buildings, Fitwel, Living Building Challenge) • NEMA Councils: High-Performance Buildings, Daylight Management, Materials Management, Solar Photovoltaic
<p>June</p> <p>Copy deadline: April 20, 2022</p> <p>Ad deadline: May 18, 2022</p> <p>Publish date: June 1, 2022</p>	<p>Digitalization</p> <p><i>Digitalization is transforming how products are designed, manufactured, used, and serviced, as well as manufacturers' functions, procedures, and the carbon footprint of factories and supply chains.</i></p>	<ul style="list-style-type: none"> • Digitizing chemical data in materials management • Data privacy advocacy and Standards • Machine data vs. personal data • AI technology barriers and Standards that fill in the gaps • MITA addresses AI by removing regulatory and reimbursement barriers • Digitally connected end-to-end building systems • Digital Technologies Council

<p>July</p> <p>Copy deadline: May 20, 2022</p> <p>Ad deadline: June 17, 2022</p> <p>Publish date: July 1, 2022</p>	<p>Transportation 2030</p> <p><i>The transportation sector is increasingly connected, electrified, seamless and ultimately autonomous. Rapid industry advances have been augmented by information and communication technologies. Next-gen transportation needs smart, connected, and electrified infrastructure.</i></p>	<ul style="list-style-type: none"> • How soon will autonomous vehicles become mainstream? • How automobile manufacturers and infrastructure providers effectively collaborate • Vehicle to Grid, Vehicle to Building • Where the mass transit industry is headed concerning electrification; how micromobility provides electric transportation solutions for the last mile • Automotive Components, Rail Electrification Councils
<p>August</p> <p>Copy deadline: June 20, 2022</p> <p>Ad deadline: July 18, 2022</p> <p>Publish date: Aug. 1, 2022</p>	<p>Industry Innovations</p> <p><i>The electroindustry is always innovating. NEMA manufacturers offer modern and emerging technologies relevant to the medical imaging and electrical industries.</i></p>	<ul style="list-style-type: none"> • Overview of NEMA Councils and how they help Members innovate, specifically Healthcare Facilities, Imaging and Communications, Industrial Control Panels, and Seismic • Healthcare products that advance delivery of care • Latest industrial control panel installation practices • Requirements for product resilience and robustness in a seismically active zone
<p>September</p> <p>Copy deadline: July 21, 2022</p> <p>Ad deadline: Aug. 18, 2022</p> <p>Publish date: Sept. 1, 2022</p>	<p>Cybersecurity</p> <p><i>Guidelines that electrical equipment and medical imaging manufacturers can implement during product development are available to minimize the possibility that bugs, malware, viruses, or other exploits can be used to negatively impact product operation.</i></p>	<ul style="list-style-type: none"> • Cybersecurity insurances as a cost driver when it comes to insurance policies • Market incentives for commercial real estate to purchase cybersecurity systems • 5G wireless communications and security for IoT products and systems • Cybersecurity and data privacy laws • Exploring issues and seeking catalysts in healthcare cybersecurity
<p>October</p> <p>Copy deadline: Aug. 22, 2022</p> <p>Ad deadline: Sept. 19, 2022</p> <p>Publish date: Oct. 3, 2022</p>	<p>Codes & Standards</p> <p><i>Standards play a vital role in the design, production, and distribution of products destined for both national and international commerce. NEMA stays abreast of the latest energy and electrical codes at state and local levels and helps promote and adopt codes.</i></p>	<ul style="list-style-type: none"> • Developing a platform for machine-readable Standards • Increasing American influence in international Standards • Making the case for a national approach to electrical code adoption • Revision to DICOS • Changes and revisions to the 2023 <i>National Electrical Code</i>[®]
<p>November</p> <p>Copy deadline: Sept. 20, 2022</p> <p>Ad deadline: Oct. 18, 2022</p> <p>Publish date: Nov. 1, 2022</p>	<p>Globalization 2.0</p> <p><i>Growing globalization encourages us to examine trade trends, detail global risks and opportunities for the electroindustry, increase American influence in international Standards, and improve import enforcement via e-labeling.</i></p>	<ul style="list-style-type: none"> • U.S. Trade Development Agency and the push for clean energy and transportation infrastructure projects • Department of Energy (DOE) report on light-emitting (LED) manufacturing and supply chain • Climate-smart infrastructure for less developed countries • Status of e-labeling initiatives • Advanced Manufacturing, Business Innovation Councils
<p>December</p> <p>Copy deadline: Oct. 20, 2022</p> <p>Ad deadline: Nov. 17, 2022</p> <p>Publish date: Dec. 1, 2022</p>	<p>Year In Review & Looking Ahead</p> <p><i>What has NEMA accomplished in 2022, and what issues are Members facing in 2023?</i></p>	<ul style="list-style-type: none"> • Hot topics from the Annual Meeting • Incoming Chair's speech • NEMA award winners • New NEMA Board Members • Coverage of the Industry Future Forum • NEMA by the Numbers