



2018 Editorial Calendar

Protection Update is a quarterly digital publication from the International Safety Equipment Association (ISEA). Distributed through an exclusive partnership with the National Safety Council's (NSC) *Safety+Health* publication, *Protection Update* is located on the *Safety+Health* website as well as on the ISEA website.

The purpose of *Protection Update* is to raise awareness about the importance of worker safety and the role of personal protective equipment (PPE) in keeping workers safe. Each issue will include articles on worker protection, updates on safety standards, worker safety policy updates and association activities, and regular features such as "ISEA Member Spotlight", "Washington Watch" "Safety Equipment works for You", and new product innovations from ISEA member companies.

2018 Protection Update Editorial Calendar

Q1 Issue March
<p>Content Due: Feb Release Date: Mar <i>Product Focus:</i> Protective Apparel, Hand Protection, High-Visibility Products, Emergency Eyewash and Shower</p>
Q2 Issue June
<p>Content Due: May Release Date: Jun <i>Product Focus:</i> Fall Protection, Protective Apparel, First Aid, Head Protection, Hi-Visibility Products, Hand Protection</p>
Q3 September
<p>Content Due: Aug Release Date: Sep <i>Product Focus:</i> Heat Stress, Respiratory Protection, Eye/Face Protection, Hearing Protection, Fall Protection, First Aid</p>
Q4 December
<p>Content Due: Nov Release Date: Dec <i>Product Focus:</i> Instruments, Confined Space, Cold-weather safety</p>

Protection Update Regular Features:

1. *ISEA Standards Update*
2. *Safety Equipment Works For You*
3. *Member Spotlight*
4. *Safety Partners*
5. *ISEA Update (Association Updates)*
6. *Washington Watch (Policy news and interviews)*
7. *Spotlight (New products)*

Protection Update Content Submission

Submit final content in the form of an **MS Word file**, provide links as well as any photos, videos or slides for slide shows.

Guidelines:

Article Submission and Length: All submitted articles will be reviewed, and may be saved for a future issue. ISEA reserves the right to edit articles and will contact authors ahead of time for comments if needed, or we may not be able to include an article for various reasons. Suggested submission length is from 300 to 2500 words. We invite submissions ranging from short vignettes to extensively-developed articles, and also invite suggestions of recommended resources and article/interview leads. Articles should be originally written/repurposed for *Protection Update*, please refrain from submitting the same article in a calendar year to other safety publications.

Article Format: Submit final content via email to Lbaugh@safetysafetyequipment.org in the form of an MS Word file; provide links as well as any photos, videos or slides for slide shows. We are seeking articles written for the user groups, please refrain from submitting sales focused content. Include a short author bio, or company background.

Permission and Publication Rights: Obtain the necessary permissions before you submit an article. Once an article appears in *Protection Update*, ISEA will maintain copyright on all content. Your article may also appear on our website or in future compilations. You retain all other rights to it. If you'd like to use it elsewhere, we would appreciate an attribution line:
"This article first appeared in *Protection Update*, (month/year)."

Photos, Videos and Slides: Include compelling images that illustrate your subject. If you would like to submit an article but unable to supply photos, provide advanced notice in order for us to source images. Photos should be high resolution jpegs. Photos, videos and slides can be emailed or shared via Dropbox. Carefully review photos and ensure they represent safe practices (unless the article's intention is to specifically highlight unsafe practices or environments).

Protection Update Circulation: Through the partnership, *Safety+Health* will market *Protection Update* to *Safety+Health*'s email circulation list. In addition, they will promote it on the *Safety+Health* home page, feature *Protection Update* in the *Safety+Health* website navigation and run promotional in-house ads in the print version of *Safety+Health* (over 85K print circulation/190K pass-along readership). The *Safety+Health* website generates over 100K page impressions monthly.

For more information or for inquiries and/or suggestions,

contact: Lydia Baugh – Editor, Protection Update

Email:

Lbaugh@safetysafetyequipment.org

Mobile: 703-795-7038

ISEA Website “Knowledge Center” Content Submission

The Knowledge Center is an online resource area for all safety related information from member company experts and industry influencers.

Articles can be submitted on a rolling basis the first month of each quarter, submit via form below: <https://safetyequipment.org/knowledge-center/submit-an-article/>

Or email Lydia Baugh: lbaugh@safetyequipment.org

Q1 Topics
Content Due: Jan <i>Product Focus:</i> Protective Apparel, Hand Protection, High-Visibility Products, Emergency Eyewash and Shower
Q2 Topics
Content Due: April <i>Product Focus:</i> Fall Protection, Protective Apparel, First Aid, Head Protection, Hi-Visibility Products, Hand Protection
Q3 Topics
Content Due: July <i>Product Focus:</i> Heat Stress, Respiratory Protection, Eye/Face Protection, Hearing Protection, Fall Protection, First Aid
Q4 Topics
Content Due: Oct <i>Product Focus:</i> Instruments, Confined Space, Cold-weather safety