



**INCOSE PR 2012 Recap
October 21, 2012**

Media Coverage

- American Society of Mechanical Engineers Website: “Certified Systems Engineers are in High Demand” (September 2012)
 - Over 84,600 online monthly readers
- CrossTalk, The Journal of Defense Software Engineering: “Why a Secure Digital World Requires Systems Thinking” by Bill Miller (Sept./Oct. 2012 issue and online)
 - 325,000 monthly readers
- Medical Design Technology: "A Systems Approach for Safe – But Not Too Safe – Medical Devices" by John Gardner (June 19, 2012)
 - 7,582 online monthly readers
- Michigan State University Alumni Magazine: John Thomas’ president announcement (Summer 2012 issue and online)
 - 44,057 print monthly readers
 - 13,574 online monthly readers
- Energy Efficiency & Technology Magazine: Symposium posting (December 2011)
 - 2,230 online monthly readers
- Wind Systems Magazine: Symposium press release (July 2, 2012); feature article regarding smart grids and systems engineering from NASA published in upcoming issue; interviewed Ray Beach
 - 2,432 online monthly readers
- Aviation Week & Space Technology: Systems engineering for aviation; interviewed John Thomas (pending)
- Engineering News Record: Requested John Thomas bio for future expert resource
- Mechanical Engineering Magazine: Interested in interviewing systems engineering experts for future issues (following up)
- Civil Engineering Magazine: Requested info. for Symposium smart grid and high-speed rail contacts (following up)