AutoMobili-D at the North American International Auto Show in Detroit created international, national and state media opportunities for Michigan State University in January. Here are a few samples:

**Lansing State Journal**, 1.11.2017

**WDIV TV 4** interviewed the Formula Team, 1.9.2017

**WJRT TV 12, Flint**, interviewed Hayder Radha in MSU booth, 1.9.2017

**Rich Garton of CTV Windsor** interviewed Dean Leo Kempel, 1.10.2017

**Monday, Jan. 9 – American media day**
- WXYZ TV 7 Detroit interviewed PhD student Mohammed Al-Qizwini in MSU booth
- ARD German TV did extensive B-roll in MSU booth
- Videographer from MEDC did interviews and B-roll in MSU booth
- Lansing State Journal Alex Alusheff interviewed Dr. Radha and students
- Sebastian Blanco of AutoBlog interviewed students
- Kami Buchholz of Auto Engineering expressed interest in doing a story
- **Special guests** in the MSU booth included **US Senator Gary Peters, Michigan Lt. Gov. Brian Calley and MDOT Director Kirk Steudle.**

**Tuesday, Jan. 10 – International media day**
- SAE Publications requested photos of the Formula Team at NAIAS for use in Momentum Magazine
- Geek Car of China did extensive B-roll shooting in the MSU booth
• Image Works photographer Jim West did photos in the MSU booth
• A photographer from Valeo shot photos in the MSU booth
• Jim Lukens, who produces Continental Comments for Lincoln (Ford Motor Co.) expressed interest in doing a story
• Photographer Ben Boehme of San Francisco photographed the MSU booth
• Jim Motavilli of Car Talk on NPR expressed interest in doing a story
• Germany’s Motor Dialog TV did B-roll in the Formula Team booth
• **Special guests** in the MSU booth included **Michigan Attorney General Bill Schuette and MDOT Director Kirk Steudle.**

**Thursday, Jan. 12 – Industry Day**

• Special guests included **Michigan Gov. Rick Snyder**

**Also:**
- [Benzinga](http://www.benzinga.com/), 1.9.2017
- [Car and Driver](http://www.caranddriver.com/), 1.26.2017
- [Charlotte Observer](http://www.charlotteobserver.com/), 1.9.2017
- [MarketWatch](http://www.marketwatch.com/), 1.9.2017
- [Miami Herald](http://www.miamiherald.com/), 1.9.2017
- [MorningStar](http://www.morningstar.com/), 1.9.2017
- [Sensors Online Magazine](http://www.sensorsmag.com/), 1.11.2017
- [Tech Century](http://www.tecchrcentury.com/), 1.5.2017
- [Yahoo Finance](http://finance.yahoo.com/), 1.9.2017

**MSU media:**
- Smart, Safer, More Connected
- Faculty Voice - John Verboncoeur
- From the Editor - Driver’s Seat
- Student View - Driven to Succeed

Formula Team “takes over” [MSU Snapchat site](http://www.snapchat.com/add/NAIAS) on Wednesday, Jan. 11

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**Other media in January --**

**Yue Qi, associate professor of chemical engineering and materials science,** has been awarded a national 2017 Brimacombe Medal from The Minerals, Metals and Materials Society for significant contributions in computational materials science.
Norbert Mueller, associate professor of mechanical engineering, is a co-investigator at MSU who is using an NSF grant to investigate new ways of producing hydropower, increasing food production and lessening the environmental damage caused by dams. Fox 47 News Lansing, 1.25.2017
HydroWorld, 1.26.2017
International Water Power and Dam Construction, 1.26.2017
MSUToday, 1.25.2017

Ten new fellows, five from the College of Engineering, will expand their international research opportunities as 2017 fellows of the Academy for Global Engagement.
MSUToday, 1.23.2017

Biomechanical Engineer Tamara Reid Bush showed a “Curious About Careers” crew investigator how she and her students study the movement of the human body at MSU.
WKAR, 1.23.2017

Garth Motschenbacher, the college’s director of employer relations, helped student Sherronia Dorsey-Walker pay it forward at MSU by helping her create a scholarship to help others.
The State News, 1.22.2017

Your body in motion may one day power your cell phone. It’s the tricky business of FENG, said Nelson Sepúlveda, associate professor of electrical and computer engineering.
WKAR, 1.18.2017
EE Times Europe, 1.2.2017

Anil Jain, University Distinguished Professor of computer science and engineering, continues to be featured in media around the country and the world.
• Illinois biometrics lawsuits may help define rules for Facebook, Google
Chicago Tribune, 1.18.2017
• The emergence of facial recognition technology
IEEE - Engineering 360, 1.17.2017
• New “camouflage” promises to make you unrecognizable to facial-recognition technology
Quartz, 1.6.2017

Mi Zhang, assistant professor of electrical and computer engineering, is among the faculty members currently featured on The Conversation -- an independent source of news and views from the academic and research community.
community. Other media: Econo Times, Technology Today and more.  

The Smithsonian, 1.13.2017  
The Conversation, 1.12.2017

MSU will build $100 million research center. Future innovations, whether the next breakthrough in healthcare or composite materials, will come from the intersections of different scientific fields, said Leo Kempel, dean of the MSU College of Engineering.  
Lansing State Journal, 1.11.2017

Alumni  
What began as a Design Day project in 2014 is now a startup known as TheraB Medical. Listen to Alexa Jones ('14, bioengineering systems) describe how this MSU spin-out is using light therapy to combat infant jaundice. Hear her on PodcastDetroit.  
MiTechNews, 1.4.2017

MSU Pride Points  
• Jan. 11: MySwimPro, co-founded by MSU computer engineering alumnus Michael Allon, was recognized by Apple for having the Best Watch App of the Year.  
• Jan. 30: Yue Qi won the 2017 Brimacombe Medal for contributions in computational materials science.  
goe.msu.edu/w6y

Some links only stay active for a short period of time. Direct questions to:

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Related Website: Communications contact: Patricia Mroczek

Source URL: http://www.egr.msu.edu/news/2017/02/03/january-2017-media-report