

COMSTRAT 383 Assignment

Media List

Regional Print Newspaper

Newspaper or Magazine Name	The Seattle Times
Journalist Name	Alex Halverson
Journalist Job Title	Technology and Business Reporter
Journalist Email	[kept from web copy]
Journalist Phone Number	[kept from web copy]
Journalist's Social Media	X/Twitter: @byalexhalverson Bluesky: @alexhalverson.bsky.social
Publication Location	Seattle, Washington
Publication Main url:	https://www.seattletimes.com
Notes:	The Seattle Times is the largest daily print newspaper in Washington. Halverson covers the technology industry and regional retail, and he has written about Nordstrom, Costco and the health of Puget Sound storefronts, so both halves of this story are on his beat.

Web-Based Publication

Online Publication Name	GeekWire
Journalist Name	Todd Bishop
Journalist Job Title	Co-Founder of GeekWire and Editor
Journalist Email	[kept from web copy]
Journalist Phone Number	[kept from web copy]
Journalist's Social Media	X/Twitter: @toddbishop GeekWire on X: @geekwire
Online Publication Location	Seattle, Washington
Online Publication Main url:	https://www.geekwire.com
Notes:	GeekWire is Seattle's dedicated technology publication and reaches a national tech audience from a Pacific Northwest base. Bishop is the site's co-founder / editor and covers devices and the major platform companies, including Apple. GeekWire also maintains a standing Apple news section.

Television Station or Broadcast Channel

TV Station or Broadcast Channel Name	KING 5 (KING-TV, NBC affiliate) - "New Day Northwest"
Journalist Name	Kelly Hanson
Journalist Job Title	Host, New Day Northwest

Journalist Email	newday@king5.com (the show's published pitch address)
Journalist Phone Number	[kept from web copy]
Journalist's Social Media	[kept from web copy]
TV Station or Broadcast Channel Location	Seattle, Washington (1501 First Ave. S.)
TV Station or Broadcast Channel Main url:	https://www.king5.com/new-day-nw
Notes:	New Day Northwest is KING 5's weekday talk show and regularly features local businesses, products and experts, so it is a realistic broadcast opening for a retailer.

Additional Media Contacts (2 additional media contacts from blogs, influencers, magazines, radio, etc.)

Media Outlet name	9to5Mac
Journalist/Influencer Name	Chance Miller
Journalist/Influencer Job Title	Editor-in-chief and host of the 9to5Mac Daily podcast
Journalist/Influencer Email	[kept from web copy]
Journalist/Influencer Phone Number	[kept from web copy]
Journalist/Influencer Social Media	X/Twitter: @ChanceHMiller Threads: @chancehmiller
Media Outlet Location	United States (distributed newsroom; Miller is based in Kalamazoo, Michigan)
Media Outlet Main url:	https://9to5mac.com
Notes:	9to5Mac is one of the most read Apple blogs and its readers are the consumers deciding whether to upgrade this fall. Miller runs the site's coverage and published his own iPhone 18 Pro review covering the variable aperture camera, A20 Pro performance and the smaller Dynamic Island, so the technical claims in the release will be familiar to him.

Media Outlet name	Austin Mann (independent photographer and reviewer, austinmann.com)
Journalist/Influencer Name	Austin Mann
Journalist/Influencer Job Title	Travel photographer and independent iPhone camera reviewer
Journalist/Influencer Email	[kept from web copy]
Journalist/Influencer Phone Number	[kept from web copy]
Journalist/Influencer Social Media	Instagram: @austinmann (handle listed on his site and in speaking bios)
Media Outlet Location	United States; travels internationally for his annual field tests (2026 review shot at Dunton River Camp, Colorado)
Media Outlet Main url:	https://www.austinmann.com
Notes:	Mann has published an in depth iPhone camera field review every year since 2012, and his Sept. 17, 2026, iPhone 18 Pro review tested the variable aperture,

	Pro controls, manual focus, Photographic Styles 3 and Apple Reference Image.
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