

Damon Kiesow

Professor, Journalism Professions
Knight Chair in Digital Editing and Producing
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Missouri School of Journalism

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Educator, product leader; UX practitioner; digital media manager and editor; experienced newsroom innovator, trainer and coach.

EDUCATION

Bentley University McCallum Graduate School of Business, Waltham, MA May 2015
M.S. Human Factors in Information Design

Rivier College, Nashua, NH May 2011
B.S. Business Administration

ACADEMIC APPOINTMENTS

Missouri School of Journalism, University of Missouri, Columbia August 2018
Professor of Journalism Studies, Knight Chair in Journalism

PROFESSIONAL EXPERIENCE

Director of Product, McClatchy Raleigh, NC 2014-2018
Grew the newly re-formed Product group from 6 to 20 including McClatchy's first Product Design and UX Research teams and instituted a systematic approach to human centered design.

Senior Product Manager, Boston Globe Boston, MA 2011-2014
Supported tactics and strategy for Boston.com and BostonGlobe.com mobile experiences. Focused on data driven processes, emerging technologies and mobile-first culture.

Digital Media Fellow, Poynter Institute St Petersburg, FL, 2010-2011
Founded the Mobile Media blog at poynter.org offering daily industry news and analysis. Taught classes and webinars in mobile strategy, mobile news gathering and change leadership. Presented at industry conferences and consulted within media organizations.

Online Managing Editor, Nashua Telegraph Nashua, NH, 2005-2010
Directed the convergence efforts of a small daily newspaper. Developed infrastructure, workflow, staffing and training programs to support Web-first reporting and publishing.

Principal Photo Editor, America Online Dulles, VA 1999-2005
Managed a team of 12 photo editors supporting 24/7 news coverage for the period's leading online news and sports platform.

Photojournalist, Community Journalist ME, NH 1992-1999
Worked at a variety of New England media outlets in both writing and photography roles including: The Ellsworth American, Old Town-Orono News, Bangor Daily News, Associated Press, The Biddeford (ME) Journal Tribune, The Laconia (NH) Citizen and The Nashua (NH) Telegraph.

RESEARCH AND TEACHING INTERESTS

News Product Management	Innovation
Media Business Models	Audience Research
Change Management	Human Centered Design

RESEARCH & PUBLICATION

Invited Forum

Royal, C., Bright, A., Pellizzaro, K., Belair-Gagnon, V., Holton, A. E., Vincent, S., Heider, D., Zielina, A., & Kiesow, D. (2020). Product Management in Journalism and Academia. *Journalism & Mass Communication Quarterly*. <https://doi.org/10.1177/1077699020933872>

Invited Book Contributions

Kiesow, D. (In Press) The Business of Digital News: Understanding the Cross-Functional Orchestra. In Belair-Gagnon, V & Usher, N. *Journalism (Research) Matters*, Oxford University Press, London.

Kiesow, D. (2019) Apps for Journalists. In Briggs, M. *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. CQ Press.

Under Review

Zhou, S. Kiesow, D. Gou, L. (2019) The Values of Print: Affordances and Cognitive Support for Newspaper Consumers. Revise and Resubmit for *Journalism and Mass Communications Quarterly*.

Kiesow, D., Zhou S., Gou, L. (2019) Digital in Dispute: Affordances and Cognitive Support for Online News Consumers. *Submitted for publication*.

Works in Progress

Zhou, S. Kiesow D., Gou, L. (2020) Expert Opinions: How News Workers Understand Reader Perceptions of News Affordances.

Peer-reviewed Conference Papers

Kiesow, D., Zhou S., Gou, L. (2019) Digital in Dispute: Affordances and Cognitive Support for Online News Consumers. Presented at International Association of Media and Communication Research. Online Conference, July 2020.

Kiesow, D., Zhou S. (2019) Print Newspapers Are Dead, Long Live The Cognitive Support For News Consumers Embodied In The Conventions Of Print Design. Published in Proceedings of HCI for Accurate, Impartial and Transparent Journalism: Challenges and Solutions at CHI 2019, May 3, 2019.

Citations Received

Kiesow, D. (2018) "What it takes to shift a news organization to reader revenue." Cited in Gilarranz, P. C. (2020). Los medios ante los modelos de suscripción. Editorial UOC.

Kiesow, D. (2018) "What it takes to shift a news organization to reader revenue." Cited in Nelson, J. L., & Kim, S. J. (2020). Improve Trust, Increase Loyalty? Analyzing the Relationship Between News Credibility and Consumption. *Journalism Practice*, 0(0), 1–18. <https://doi.org/10.1080/17512786.2020.1719874>

Kiesow, D. (2018) "What it takes to shift a news organization to reader revenue." Cited in Schmidt, T. R., Nelson, J. L., & Lawrence, R. G. (2020). Conceptualizing the Active Audience: Rhetoric and Practice in "Engaged Journalism." *Journalism*, 1464884920934246. <https://doi.org/10.1177/1464884920934246>

Kiesow, D. (2018) "What it takes to shift a news organization to reader revenue." Cited in Nelson, J. L. (2019). The next media regime: The pursuit of 'audience engagement' in journalism. *Journalism*, 1464884919862375.

Kiesow, D. (2018) "What it takes to shift a news organization to reader revenue." Cited in Sjøvaag, H. (2019). *Journalism Between the State and the Market*. Routledge.

- Kiesow, D. (2018) "What it takes to shift a news organization to reader revenue." Nelson, J. L. (2019). Currencies Cannot Change. *Social Media + Society*, 5(3), 2056305119856707. <https://doi.org/10.1177/2056305119856707>
- Kiesow, D. (2018) "Google has a local news problem." Cited in Chen, W., & Thorson, E. (2019). Perceived individual and societal values of news and paying for subscriptions. *Journalism*, 146488491984779. <https://doi.org/10.1177/1464884919847792>
- Kiesow, D. (2018) "Google has a local news problem." Cited in Usher, N. (2019). Putting "place" in the center of journalism research: A way forward to understand challenges to trust and knowledge in news. *Journalism & Communication Monographs*, 21(2), 84-146.
- Kiesow, D. (2015) "The readers we ignore and the news they want." Cited in Nelson, J. L. (2019). The next media regime: The pursuit of 'audience engagement' in journalism. *Journalism*, 1464884919862375.
- Kiesow, D. (2015) "The readers we ignore and the news they want." Pavlik, J. V. (2019). Journalism in the age of virtual reality: How experiential media are transforming news. Columbia University Press.
- Kiesow, D. (2015) "The readers we ignore and the news they want." Cited in McCollough, K., Crowell, J. K., & Napoli, P. M. (2017). Portrait of the online local news audience. *Digital Journalism*, 5(1), 100-118.
- Kiesow, D. (2010) "Portland Press Herald Drops Reader Comments in Response to Vicious Postings." Cited in Carroll, B. (2013). Anonymous Screech: Protecting anonymous expression and reputation in a digital age. *Virtualis*, 4(7), 63-98.

Technical Projects

- Kiesow, D., Straub, I. (2020) Chatter v1.0 [software]
- Kiesow, D., Golding, B. (2020) NewsNetrics v0.5 [software]

Conferences Organized

- Kiesow, D. (2020) SRCCON: Product. With Open News, co-organized first News Product Management conference in the industry. Philadelphia, PA, February 13-14, 2020.
- Kiesow, D. (2014) ONA Design Camp NC:Mobile. Chaired for the Online News Association. UNC Chapel Hill, Feb 8, 2014.
- Kiesow, D. (2001-2002) Flying Short Course. Co-chaired traveling nationwide conference for National Press Photographers Association.
- Kiesow, D. (2000-2008) Northern Short Course in Photojournalism. Member of board of directors and conference chair for the National Press Photographers Association.

Conference Panels Organized

- Kiesow, D. (2019, June 4) Organized and moderated the panel discussion "Consumer Acquisition & Revenue" at the Local Media Consortium annual meeting. McLean, VA.
- Kiesow, D. (2019, April 3) Organized and moderated the panel discussion "Bundled Pricing, Technology and New Ideas for Subscription Growth" at America East for the Pennsylvania News Media Association. Hershey, PA.
- Kiesow, D. (2019, February 26) Organized and moderated the panel discussion "Changing the newsroom culture to maximize reader revenue" at MegaConference for the News Association of America. Las Vegas, NV. <http://mega-conference.com/stories/mega,4149213>

Invited Conference Presentations

- Kiesow, D. (2019, July 31) "Local News for Local Readers – A Shift (back) to Community." Presented at the Newspaper Association Managers annual meeting. Montreal, QC.
- Kiesow, D. (2019, June 4) "Fundamental Subscription Strategies." Presented at the Local Media Consortium national conference. Tyson's Corner, VA.
- Kiesow, D. (2016, March 11) "The (Mobile) Readers We Ignore - Audience Not Tech." Presented at INMA Mobile Strategies. Austin.

- Vankat, B., Kiesow, D. (2015) "Publishing Mobile-First - CMS is destiny." Presented at Mobile Me & You Conference. University of Lincoln-NB.
- Kiesow, D. (2015, September 10) "UX = User + Experience." Presented at Online News Association. Los Angeles, CA.
- Kiesow, D. (2015, March 15) "Mobile @ McClatchy." Presented at Newspaper Association of America. Nashville, TN.
- Ishmael S., Kiesow, D. (2015, September 14) "The Smartest Kids in the Room: Building a News Apps Team." Presented at Poynter Mobile News Summit. Columbia University.
- Kiesow, D. (2014, September 27) "iBeacons and more." Presented at Online News Association national conference. Chicago, IL.
- Kiesow, D. (2014, March 22) "Print Optimization is Killing Us (or) Does News Even Work on Mobile?" Presented at SNDMakes. Indianapolis, IN.
- Kiesow, D. (2013, June 17) "Publishing at the Speed of Mobile." Presented at American Press Institute Mobile Transformation Tour. Boston, MA.
- Kiesow, D. (2013, April 10) "Why are We Building an App? Native apps in an HTML5 World." Presented at IREX. Lyon, France.
- Kiesow, D. (2012, March 29) "Creating a Product-Focused Culture." Presented at Poynter Institute. St Petersburg, FL.
- Kiesow, D. (2012, March 28) "Building and Evolving a Mobile Strategy." Presented at Poynter Institute. St Petersburg, FL.
- Kiesow, D. (2012, March 24) "MobileTools." Presented at SPJ Region One Conference. Stony Brook, NY.
- Kiesow, D. (2011, September 26) "Mobile Tools for Journalists." Presented at SPJ/RTNDA national conference. New Orleans, LA .
- Kiesow, D. (2011, June 21) "Managing Change in the Newsroom." Presented at Poynter Institute. St Petersburg, FL.
- Kiesow, D. (2011, June 20) "Building a Mobile Revenue Strategy." Presented at Poynter Institute. St Petersburg, FL.
- Kiesow, D. (2010, November 9) "Blogging Best Practices." Presented at Essential Skills for the Digital Journalist, Poynter Institute. St Petersburg, FL.
- Kiesow, D. (2010, September) "Managing a Multimedia Newsroom." Presented at Maine Press Association. Rockland, ME.
- Kiesow, D. (2008, January 2008) "Leading the 24-7 Newsroom." Presented at American Press Institute. Reston, VA.

Online Presentations

- Kiesow, D. (2019, April 9) "Reader Revenue – The Pivot to Data, Funnels and Readers" Presented to a News Corp Australia Leadership Cohort.
- Kiesow, D. (2015, April 10) Segment of "NewsU at 10: Top Lessons from a Decade of E-Learning" Presented at NewsU Webinar. St Petersburg, FL.
- Kiesow, D. (2014, February 2014) "How UX Can Save Journalism." Presented at NewsU Webinar.
- Kiesow, D. (2014, August 1) "Mobile Metrics - Truth and Myths." Presented at NewsU Webinar. St Petersburg, FL.
- Kiesow, D. (2012, January 19) "Mobile Tools." Presented at NewsU Webinar. St Petersburg, FL.
- Kiesow, D. (2010, December 9) "Track Your Traffic: Web Analytics for Journalists." Presented at NewsU Webinar. St Petersburg, FL.
- Kiesow, D. (2010, July 16) "10 Things You Can Do For Free on Your Website." Presented at NewsU Webinar. St Petersburg, FL.

TEACHING EXPERIENCE

University of Missouri, Columbia

Proseminar 1001 (Fall 2020) Freshman Interest Group - News Innovation

Journalism 7050 (Spring 2020) Independent Study - News Innovation

Journalism 4992 (Fall 2019 - Fall 2020) Convergence Capstone

Honors 2100H (Fall 2019 - Spring 2020) Honors Tutorial - Business of News

Journalism 1300 (Fall 2019 -Fall 2020) Fundamentals of Written Journalism

Journalism 2100 (Fall 2018 - Spring 2019) News Writing Intensive

SERVICE ACTIVITIES

Service to the School of Journalism

Missouri Information Corps (2020) Co-founded summer fellowship program for COVID-19 coverage.

Knight/INN Nonprofit News Internships (2019-2020) Founded and funded diversity internship program.

Elected Member (2019-2020) Promotion and Tenure Committee

Jeremy Gilbert lecture (2020) Organized and sponsored on-campus event with Mizzou ONA

Stacie-Marie Ishmael lecture (2020) Organized and sponsored on-campus event with Mizzou NABJ

Appointed Member (2020) Hiring Committee for Maxine Gregory Chair in Journalism Research

Course Designer (2019) JOURN 1300 - Fundamentals of Writing for News

Millie Tran lecture (2019) Organized and sponsored on-campus event with Mizzou Women in Media

Appointed Member (2019-2020) Facilities Committee

Sally Stapleton visiting professional (2019) Co-organized and funded 3-day visit and teaching.

Eric Ulken consulting (2019) Organized and funded review and recommendations for Missouriian's Google Analytics set-up.

Appointed Member (2018-2020) Ad Hoc Collaboration Committee

Student Advising

Abby Ivory-Ganja (2020) Master's Committee "We Can Work It Out: Understanding Local and National Collaborative Reporting Projects"

Celia Wu (2020) Master's Committee "How Can News Publishers Use Micropayments as a Customer Acquisition Tool for the Casual Reader?"

Toan Quach (2020) Master's Committee "Understanding the Prtactive and Attitude of Community Engagement by Journalists at American Nonprofit Newsrooms."

Maddison Conte (2021) Master's Committee

Tran Nguyen (2021) Master's Committee

Samuel Manas (2019-2020) Graduate Advisee

Julia Bower (2018-2020) Undergraduate Advisee

Service to Industry

Founding Member (2020) News Product Alliance.

Contest Judge (2020) LION Local Journalism Awards
Contest Judge (2018-2020) Online Journalism Awards. Online News Association.
Grant Review Committee (2020, April) LION & Google News Initiative
Contest Judge (2019) International News Media Association annual contest
Program Committee (2018) Online News Association national conference.
Team Lead (2010, October) Poynter Leadership Academy.
Board Member (2009) National Press Photographers Association.
Board Member (2007) New Hampshire Press Association.

Creative Contributions

Kiesow, D. (2019, April 12) Journalism's Dunbar Number. Editor and Publisher Shoptalk. <https://www.editorandpublisher.com/columns/shoptalk-journalisms-dunbar-number/>
Kiesow, D. (2018, February 8) The UX explanation for why you hate your new job after three months. Quartz at Work. <http://bit.ly/2H2Jx8Y>
Kiesow, D. (2016, October 22) Newspapers are failing the product solution stack test. Media Stack. <http://bit.ly/2EhxfvR>
Kiesow, D. (2015, June 29) The readers we ignore and the news they want. Kiesow.net. <http://bit.ly/1Ub2is8>
Kiesow, D. (2011, January 28) Events in Egypt, Tucson show that media need to build a 'Flipboard for news.' Poynter.org. <http://bit.ly/2C9Mykb>
Kiesow, D. (2011, January 13) A first look at The Daily, Rupert Murdoch's iPad newspaper. Poynter.org. <http://bit.ly/2EhkfpS>
Kiesow, D. (2010, December 30) In its debut year, the iPad has not saved journalism, but it offers 3 lessons for media companies. Poynter.org. <http://bit.ly/2H1kTFE>
Kiesow, D. (2010, November 22) Why Zuckerberg was right: The iPad is not mobile, but it is leisurely. Poynter.org. <http://bit.ly/2nOWs6i>
Kiesow, D. (2010, November 1) 3 strategies emerge for charging for iPad publications. Poynter.org. <http://bit.ly/2CaeunU>
Kiesow, D. (2010, August 18) How The Seattle Times Is Using Mobile Video, Twitter to Report News Fast. Poynter.org. <http://bit.ly/2G2zDmA>
Kiesow, D. (2010, May 11) Former Newspaper Photographer Becomes Mobile, Social Journalist. Poynter.org. <http://bit.ly/2G0Vpaa>
Kiesow, D. (2010, May 9) How Newspapers Lost Their Mojo. Poynter.org. <http://bit.ly/2G1KH3d>

Industry White Papers

Kiesow, D. (2018, October 2). What it takes to shift a news organization to reader revenue. American Press Institute. <https://www.americanpressinstitute.org/reader-revenue/what-it-takes-to-shift-a-news-organization-to-reader-revenue/>
Kiesow, D., Handy T. (2015, October 9) Ad Blocking - Navigating the New Challenges. Local Media Consortium.

Industry Press Mentions

Kiesow, D. (2020, July 15) Quoted in "Opinion, news or editorial? Readers often can't tell the difference." Poynter.org <https://www.poynter.org/reporting-editing/2020/opinion-news-or-editorial-readers-often-cant-tell-the-difference/>
Kiesow, D. (2020, June 26) Quoted in "Google Says It Will Pay News Sites For Their Work—But Not Yet Here." Forbes.com <https://www.forbes.com/sites/robpegoraro/2020/06/26/google-says-it-will-pay-news-sites-for-their-work-but-not-yet-here/#651dda0a59bc>

- Kiesow, D. (2020, April 21) Quoted in “Redeploy Journalism Students to Support Local News.” Chronicle of Higher Education <https://www.chronicle.com/article/redeploy-journalism-students-to-support-local-news/>
- Kiesow, D. (2020, February 5) Quoted in “Here’s what you need to know before moving to a new CMS.” Poynter.org. <https://www.poynter.org/business-work/2020/heres-what-you-need-to-know-before-moving-to-a-new-cms/>
- Kiesow, D. (2020, January 22) Quoted in “2020 – The Year of the Edition.” Twipe Digital Publishing. <https://www.twipemobile.com/why-2020-will-be-the-year-of-the-edition/>
- Kiesow, D. (2019, July 21) Quoted in “Jeffrey Epstein Pitched a New Narrative. These Sites Published It.” New York Times. <https://www.nytimes.com/2019/07/21/business/media/jeffrey-epstein-media.html>
- Kiesow, D. (2019, July 17) Quoted in “How Bloomberg Media takes a test-and-learn approach to product development.” DigiDay. <https://digiday.com/media/bloomberg-media-takes-test-learn-approach-product-development/>
- Kiesow, D. (2019, June 10) Quoted in “‘Tying together two rocks doesn’t make them float’: Why newspapers are facing the end of scale.” What’s New in Publishing. <https://whatsnewinpublishing.com/2019/06/tying-together-two-rocks-doesnt-make-them-float-why-newspapers-are-facing-the-end-of-scale/>
- Kiesow, D. (2019, June 10) Quoted in “NYT promotes questionable study on Google and the media.” Columbia Journalism Review. https://www.cjr.org/the_new_gatekeepers/nyt-google-media.php
- Kiesow, D. (2019, May 6) Quoted in “How Publishers are Creating the Right Membership Model for Their Readers.” Editor and Publisher. <https://www.editorandpublisher.com/feature/how-publishers-are-creating-the-right-membership-model-for-their-readers/>
- Kiesow, D. (2019, April 30) Quoted in “After 10,000 ‘false or misleading claims,’ are we any better at calling out Trump’s lies?” Columbia Journalism Review. https://www.cjr.org/the_media_today/trump_fact-check_washington_post.php
- Kiesow, D. (2019, March 25) Quoted in “Apple is trying to be the future of news. Again.” Washington Post. <https://www.washingtonpost.com/outlook/2019/03/25/apple-is-trying-be-future-news-again/>
- Kiesow, D. (2019, March 21) Quoted in “Industry Insight: Trust and Transparency Could Bring Ad Dollars Back to Local News.” Editor and Publisher. <https://www.editorandpublisher.com/columns/industry-insight-trust-and-transparency-could-bring-ad-dollars-back-to-local-news/>

Honors and Awards

- Knight-McCormick Leadership Fellow (2011) Knight Digital Media Center and the Annenberg School at USC.
- Poynter-McCormick Change Leadership Fellow (2009) Poynter Institute.
- Morris Berman Citation (2002) National Press Photographers Association
- Presidents Award (2000) National Press Photographers Association
- First Place, Sports Feature Photo (1999) New England Associated Press News Editors Association