

Faculty profile



Damon Kiesow

Expertise areas

- Business of media
- Journalism innovation
- News product management
- Change management
- Audience research

Possible collaboration disciplines

- Business strategy
- Marketing
- Software engineering
- User research

Damon Kiesow is a digital media pioneer who specializes in aligning community information needs and business strategy in support of sustainable local journalism. He teaches a senior capstone in news product thinking and is a co-founder of the international News Product Alliance.

Before joining Mizzou, he served as director of Product for McClatchy in Raleigh, North Carolina, working with a group of locally-focused news organizations from California to Pennsylvania. While there, he reorganized the Product group and created the company's first Product Design and User Experience Research teams.

He is author of the first textbook in News Product Management which aims to define the history, process and ethics of the development of products and services in support of sustainable news organizations working in service to the community good.

Working with colleagues in Journalism, he is studying audience perception of design features in print and digital news products to understand the psychological benefits of affordances such as "editions" and "browseability" in an effort to improve the delivered value of online news offerings.

He is in the second year a collaboration with researchers at the MU Institute of Informatics to develop Machine Learning methods to analyze the quality and quantity of news in the study of media deserts.



*Learn more about Damon
on the J-School website*



Missouri School of Journalism
University of Missouri

journalism.missouri.edu