

Ian Koski

Vice President for New Media Strategy

Ian Koski is the Vice President for New Media Strategy at Kennedy Communications, a Pollie Award-winning political communications firm specializing in direct mail, research and new media for progressive candidates and organizations. Ian manages all of the firm's web technology and web strategy projects, and consults with campaigns on how to best use the Internet to raise money, organize supporters, and persuade voters.

Ian joined Kennedy Communications after two years as a Senior Strategy Client Manager at Blue State Digital, where he worked with a portfolio of clients that included Senator Ted Kennedy, Senator John Kerry, Governor Martin O'Malley, the Presidential Inaugural Committee, the U.S. Olympic Committee, the American Cancer Society Cancer Action Network, Walmart Watch, Americans United for Change, Childhelp, America's Voice, and a host of other terrific progressive organizations.

Prior to joining Blue State Digital, Ian was the founder and creative director of On Deck Communication Studio, where he crafted communications strategy and developed web sites for a variety of Democratic campaigns and causes.

Ian's experience in politics is complemented by seven years as a journalist at newspapers in New York and Pennsylvania, covering politics, education, and sports. He continues to report for NationalsDailyNews.com, an independent web site that covers the Washington Nationals professional baseball club. Ian co-founded the site before the Nationals' inaugural season and continues to be its managing editor.

In 2005 and 2006, Ian led a grassroots campaign in the Washington metro area aimed at getting cable giant Comcast to begin carrying the Mid-Atlantic Sports Network, which had broadcast rights for the Nationals. After a months-long petition drive, he organized a widely covered bipartisan press conference at RFK Stadium that featured members of Congress and state legislators all calling for a resolution to the dispute. Several months after the resultant Congressional hearing, at which Ian testified, Comcast relented.

He is a frequent presenter on the role of new media in modern political communications, speaking before a variety of international and domestic audiences, including recently the European Institute and the George Washington University. Ian is also a proud member of the Diplomatic Finnish Sauna Society of D.C.

He has published articles on online campaigning in several reports and journals and is a contributing author to the book "Getting Results: A Guide for Federal Leaders and Managers." He holds a bachelor's degree in communication from Villanova University and a master's degree in political management from the George Washington University. He lives in Washington, DC.