

Allie Kosterich

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EDUCATION

Rutgers University

Ph.D. in Communication 2017

Dissertation: Rapid Institutional Change, Professional Journalists and the Rise of the News Nerd

Committee: Matthew Weber (advisor), Philip Napoli, Katherine Ognyanova, Seth Lewis

2018 International Communication Association Journalism Studies Outstanding Dissertation Award

Cornell University

B.S. in Communication, *Magna Cum Laude* 2009

ACADEMIC EXPERIENCE

Department of Communications & Media Management, Gabelli School of Business, Fordham University
Assistant Professor 2019 - present

Department of Media, Communications, and Visual Arts, Pace University
Assistant Professor 2017 - 2019

Tow Center for Digital Journalism, Columbia University
Knight News Innovation Fellow 2016 - 2018

School of Communication and Information, Rutgers University
Instructor 2014 - 2017

School of Communication and Information, Rutgers University
Graduate Fellow 2013 - 2014

PUBLICATIONS

Peer-Reviewed Journals

Kosterich, A. (in press). Managing news nerds: Strategizing about institutional change in the news industry. *Journal of Media Business Studies*.

- Special Issue on Strategic Management in the Media Industries.

Kosterich, A., & Weber, M. S. (in press). The modern professional journalist. *Journalism Practice*.

- Special Issue on Journalism Research in Practice: Scholarly Inquiry for Journalists

Kosterich, A., & Weber, M. S. (2019). Starting up the news: The impact of venture capital on the digital news media ecosystem. *International Journal on Media Management*, 20, 239-262. doi: 10.1080/14241277.2018.1563547

Kosterich, A., & Weber, M.S. (2019). Transformation of a Modern Newsroom Workforce: A Case Study of NYC Journalist Network Histories 2011-2015. *Journalism Practice*, 13, 431-457. doi: 10.1080/17512786.2018.1497454

Weber, M. S., & **Kosterich, A.** (2018). Coding the news: The role of computer code in the distribution of news media. *Digital Journalism*, 6, 310-329. doi: 10.1080/21670811.2017.1366865

Weber, M.S., Ognyanova, K., & **Kosterich, A.** (2017). Imitation in the quest to survive: Lessons from news media on the early web. *International Journal of Communication*, 11, 5068-5092. doi: 1932-8036/20170005

Kosterich, A. (2016). Reconfiguring the “hits”: The new portrait of television program success in an era of big data. *International Journal on Media Management*, 18, 43-58. doi: 10.1080/14241277.2016.1166431. **Top 10 article of 2016.**

- Special Issue on Big Data and Media Management

Kosterich, A., & Napoli, P. M. (2016). Reconfiguring the audience commodity: The institutionalization of social TV analytics as market information regime. *Television and New Media*. 17, 254-271. doi:10.1177/1527476415597480

Invited Publications

Weber, M. S., & **Kosterich, A.** (2018). Number Crunching. *Columbia Journalism Review*, LVII, 106-109.

Weber, M. S., & **Kosterich, A.** (2018, March 22). Study: Data and platform-based jobs grow substantially in NYC newsrooms. *Columbia Journalism Review*. New York, NY: Columbia University. Available at: https://www.cjr.org/tow_center/data-jobs-grow-in-nyc-newsrooms.php

Weber, M. S., & **Kosterich, A.** (2018). Managing a 21st century newsroom workforce: A case study of NYC news media (White Paper). Tow Center for Digital Journalism. New York, NY: Columbia University. Available at: <https://doi.org/10.7916/D8F4952T>

Book Chapters

Kosterich, A. & Weber, M. S. (2018). Consumers, News and a History of Change. In Brugger, N., Ankerson, M. S., & Milligan, I. (Eds.), *The SAGE Handbook of Web History*. Thousand Oaks, CA: SAGE.

Napoli, P. M., & **Kosterich, A.** (2017). Measuring fandom: Social TV analytics and the integration of fandom into television audience measurement. In Gray, J., Sandvoss, C., & Harrington, C. L. (Eds.), *Fandom: Identities and communities in a mediated world* (2nd ed.). New York, NY: New York University Press.

Aakhus, M., Dadlani, P., Gigliotti, R., Goldthwaite, C., **Kosterich, A.**, & Sahay, S. (2016). Communication expertise as organizational practice: Competing ideas about communication in the market for solutions. In J. Treem & P. Leonardi (Eds.), *Communication, expertise, and organizing* (pp. 189-209). London, UK: Oxford University Press.

Articles Under Review

Kosterich, A., Napoli, P.M, Dunham, I., Mahone, J. News Media Infrastructure and the Journalism Divide: A DMA-Level Analysis.

Kosterich, A., Saffer, A., Weber, M.S., & Kreiss, D. Network Histories: New Methods and Measures for Studying Political Communication.

Kosterich, A., & Weber, M. S. Rapid organizational legitimacy: The case of mobile news apps.

Works in Progress

News nerds: Rapid institutional change and professional journalists (book)

Media transformations revisited: A retrospective assessment of the digital future (with Phil Napoli) (book)

Media Operations: Instruments of communication and those who operate them (with Paul Ziek)

REFEREED CONFERENCE PAPERS & PRESENTATIONS

Kosterich, A. & Mercado, I. (2019, May). *Managing news nerds: Strategizing about institutional change in the news media industry*. Paper presented at the International Communication Association Conference (ICA), Washington DC, USA.

Kosterich, A. & Weber, M. S. (2018, November). *Financing the news: A community ecology approach to the flow of capital into digital news media organizations*. Paper presented at the Annual Meeting of the National Communication Association (NCA). Denver, USA.

Kosterich, A. (2018, April). *A resource exchange approach to interorganizational hyperlinking: Communicative exchanges within a newspaper conglomerate*. Paper presented at the Annual Meeting of the New Jersey Communication Association (NJCA). Lincroft, USA.

Kosterich, A. & Weber, M. S. (2017, November). *Rapid institutional change: The case of professional newswriters, 2010-2015*. Paper presented at the Annual Meeting of the National Communication Association (NCA). Dallas, USA.

Weber, M. S., **Kosterich, A.** (2017, October). *Coding the news: The role of computer code in filtering and distributing the news*. Paper presented at the Computation + Journalism Symposium. Chicago, USA.

Kosterich, A. & Weber, M. S. (2017, August). *Transformation of the professional newsroom workforce: An analysis of newswriter roles and skill sets, 2010-2015*. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (AEJMC). Chicago, USA.

- **First Place Top Faculty Paper Award.**

Kosterich, A. & Weber, M. S. (2017, August). *Rapid organizational legitimacy: The case of mobile news apps*. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (AEJMC). Chicago, USA.

- **Third Place Top Faculty Paper Award.**

Weber, M. S., **Kosterich, A.**, & Tokyani, R. (2017). *Coding the news: The role of computer code in the distribution of news media*. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (AEJMC). Chicago, USA.

Kosterich, A., Napoli, P. M., Dunham, I., & Mahone, J. (2017, May). *News media infrastructure and the journalism divide: A DMA-level analysis*. Paper presented at the International Communication Association Conference (ICA), San Diego, USA.

Kosterich, A. (2017, May). *Transforming news media: Rapid institutional change and the role of translation, densification, and legitimization*. Paper presented at the International Communication Association (ICA) Preconference for Journalism Studies Graduate Student Colloquium, San Diego, USA.

Kosterich, A. & Weber, M. S. (2016, November). *Rapid organizational legitimacy: The case of mobile news apps*. Paper presented at the Annual Meeting of the National Communication Association (NCA), Philadelphia, USA.

Weber, M.S., Ognyanova, K., & **Kosterich, A.** (2016, November). *Imitation in the quest to adapt: Lessons from news media on the early Web*. Paper presented at the Annual Meeting of the National Communication Association (NCA), Philadelphia, USA.

Kosterich, A. & Weber, M. S. (2016, August). *Starting up the news: The impact of venture capital on the digital news media ecosystem*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Minneapolis, USA.

- **Second Place Faculty Paper Award.**

Kosterich, A. (2016, May). *Reconfiguring the hits: The new portrait of television program success in the social media era*. Paper presented at the World Media Economics and Management (WMEM) Biennial Conference, New York, USA.

Kosterich, A. & Napoli, P. M. (2016, April). *Measuring fandom: Social TV analytics and the integration of fandom into television audience measurement*. Paper presented at the Broadcast Education Association (BEA) Annual Conference, Las Vegas, USA.

- **Top Paper Award.**

Kosterich, A. & Napoli, P. M. (2015, August). *Towards a tyranny of Tweeters? The institutionalization of social TV analytics as market information regime*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Francisco, USA.

Kosterich, A., & Weber, M. S. (2015, May). *Journalism and the role of venture capital: Navigating the new, news media landscape*. Paper presented at the International Communication Association Conference (ICA), San Juan, Puerto Rico.

Weber, M., Lazer, D., Ognyanova, K., & **Kosterich, A.** (2014, February). *Utilizing large scale archival internet data to study organizational interaction*. Paper presented at the Sunbelt XXXIV Conference of the International Network for Social Network Analysis (INSNA), St. Pete Beach, FL.

INVITED PRESENTATIONS

Kosterich, A. (2018, December). Rapid Institutional Change, Professional Journalists and the Rise of the News Nerd. Fordham University, Bronx, NY.

Kosterich, A. (2018, November). Rapid Institutional Change, Professional Journalists and the Rise of the News Nerd. University of Miami, Miami, FL.

Kosterich, A. (2017, September). Rapid Institutional Change, Professional Journalists and the Rise of the News Nerd. PhD Student Colloquium, Rutgers University, New Brunswick, NJ.

Kosterich, A. (2017, March). Social Media & Marketing. Media, Marketing, & Communication course, Rutgers University, New Brunswick, NJ.

Kosterich, A. (2016, November). Influencer Marketing. Media, Marketing, & Communication course, Rutgers University, New Brunswick, NJ.

Weber, M. S. and Kosterich, A. (2016, November). Work Histories and Changing Skills in 21st Century Newsrooms. Tow Center for Journalism, Columbia University, New York, NY.

Weber, M. S. and Kosterich, A. (2016, October). Newsroom 21. Dodging the Memory Hole Conference, University of California Los Angeles, Los Angeles, CA.

Kosterich, A. (2016, June). Newsroom 21. Tow Center for Journalism, Columbia University, New York, NY.

Kosterich, A. (2015, November). New Business Models in Media. Media Management & Strategy course, Rutgers University, New Brunswick, NJ.

Kosterich, A. (2015, November). Media Measurement. Media, Marketing, & Communication course, Rutgers University, New Brunswick, NJ.

Kosterich, A. (2015, September). News Media and Venture Capital Funding Networks. Summer Research Colloquium. Rutgers University, New Brunswick, NJ.

Kosterich, A. (2015, June). Workplace Communication. Introduction to Communication course, Rutgers University, New Brunswick, NJ.

Kosterich, A. (2015, April). Organizational Communication. Introduction to Communication course, Rutgers University, New Brunswick, NJ.

Kosterich, A. (2014, September). Advertising. Media, Marketing, & Communication course, Rutgers University, New Brunswick, NJ.

GRANTS

Funded External Research Grants

Kosterich, A., & Weber, M. S. (2016-2018). Digital Journalism and the Challenges of Managing a 21st Century Newsroom Workforce. *Tow Center for Digital Journalism at Columbia University*. \$19,689.

Funded Internal Grants – Pace University

Pace University Dyson College of Arts and Sciences (2017-2018), *Conference Travel Grant*, \$300

Funded Internal Grants – Rutgers University

Rutgers School of Communication & Information (SCI), (2017), *Conference Travel Grant*, \$500

Rutgers SCI, (2017), *COM Area Dissertation Support Grant*, \$1,000

Rutgers SCI, (2017), *Conference Travel Grant*, \$700

Rutgers Graduate School, (2016), *TA/GA Professional Development Fund Award*, \$1,665

Rutgers Graduate School, (2015), *TA/GA Professional Development Fund Award*, \$700

Rutgers SCI, (2016), *Research Development Grant*, \$3,000

Rutgers SCI, (2016), *Conference Travel Grant*, \$500

Rutgers SCI, (2016), *Conference Travel Grant*, \$500

Rutgers SCI, (2016), *Conference Travel Grant*, \$300

Rutgers Graduate School, (2015), *Special Study Grant: Networks Analysis Workshop*, \$1,400

Rutgers SCI, (2015), *Conference Travel Grant*, \$400

Rutgers SCI, (2015), *Conference Travel Grant*, \$700

Rutgers SCI, (2015), *Research Development Grant*, \$650

Unfunded Grants

National Science Foundation. (2016). Doctoral Dissertation Research in DRMS:

Institutionalization and the Role of Rapid Legitimacy and Managerial Strategy. \$25,868

Ewing Marion Kauffman Foundation (2017). Kauffman Entrepreneurship Scholars Dissertation Fellowship: Institutionalization of Entrepreneurship: The Role of Rapid Legitimacy and Managerial Strategy. \$20,000

AWARDS

Outstanding Dissertation Award - International Communication Association, Journalism Studies, 2018.

Top Faculty Paper – First Place, Media, Management, Economics, and Entrepreneurship Division at the Association for Education in Journalism and Mass Communication Annual Conference, 2017.

Top Faculty Paper – Third Place, Media, Management, Economics, and Entrepreneurship Division at the Association for Education in Journalism and Mass Communication Annual Conference, 2017.

Top Faculty Paper – Second Place, Media, Management, Economics, and Entrepreneurship Division at the Association for Education in Journalism and Mass Communication Annual Conference, 2016.

Outstanding Graduate Student for Communication, Rutgers University, 2016.

Top Paper, Research Division, Broadcast Education Association Annual Conference, 2016, \$50.

RESEARCH EXPERIENCE

Rutgers NetSci Lab, *Research Assistant*, (2012 – 2017).

Local News Ecosystems, *Research Assistant*, (2016). Project funded by the Democracy Fund under Philip M. Napoli & Matthew S. Weber (Co-PIs).

Utilizing Archival Resources to Conduct Data-Intensive Internet Research, *Research Assistant*, (2013-2014). Project funded by the National Science Foundation (NSF BCC-SBE) under Matthew S. Weber (PI).

TEACHING EXPERIENCE

Pace University, Department of Media, Communications, and Visual Arts

Graduate

MCA696S: Current Issues in Media Technology* **Fall 2018**
MCA645: Media Innovation* **Fall 2017**

Undergraduate

MCA364: Media & Strategic Communication* **Spring 2019**
MCA311: Ethics, Morality, & the Media **Spring 2018**
MCA264: Public Relations Research **Spring 2018; Spring 2019**
COM200: Public Speaking **Fall 2017; Spring 2018; Spring 2019**

*Developed new course

Rutgers University, School of Communication and Information

Instructor

COM410: Media, Marketing, & Communication **Spring 2016; Fall 2016; Spring 2017**
COM354: Mediated Communication **Fall 2015**

Teaching Assistant

COM410: Media, Marketing, & Communication

Fall 2015

COM101: Introduction to Communication

Fall 2014; Spring 2015

Cornell University

Teaching Assistant

COMM3010: Business and Professional Presentation

Spring 2009

COMM201: Oral Communication

Fall 2007

BEE3299: Sustainable Development

Spring 2009

ADVISING EXPERIENCE

Pace University, Media and Communication Arts Masters Student Advisees

Irene Mercado (2018)

Shakira Evans (2018)

SERVICE AND AFFILIATIONS

Service to the Professional Community

Association Positions

AEJMC MMEE division, *Teaching Committee Chair*

2017 - present

AEJMC MMEE division, *Secretary*

2017 - 2018

AEJMC MMEE division, *Graduate Student Liaison*

2016 - 2017

Journal Reviewer

Convergence

2019 - present

Journal of Broadcasting & Electronic Media

2017 - present

Television & New Media

2016 - present

Conference Panel Chair

Association for Education in Journalism and Mass Communication

2017 - present

Conference Reviewer

AEJMC Mid-Winter Conference

2017 - present

AEJMC, NOND Division

2017 - present

AEJMC, MMEEE Division

2016 - present

International Communication Association, Journalism Division

2015 - present

International Communication Association, Media Industries

2015 - present

Academy of Management, Organization & Management Theory

2016

World Media Economics and Management

2016

Academy of Management, Technology & Innovation Management

2015

Service to the University Community

Pace University, <i>MCVA Faculty Curriculum Committee</i>	2017 - present
Pace University, <i>Graduate Advisor</i>	2018
Pace University, <i>Faculty Search Committee Member and Affirmative Action Chair</i>	2017
Pace University, <i>Pleasantville Campus Open House Faculty Volunteer</i>	2017
Pace University, <i>Graduate Student Open House Faculty Representative</i>	2017
Pace University, <i>Graduate Orientation Faculty Volunteer</i>	2017
Rutgers University, <i>Peer Mentor</i>	2014 - 2017
Rutgers University, <i>Undergraduate Research Supervisor</i>	2015 - 2017

Affiliations

National Communication Association	2016 - present
Broadcast Education Association	2016 - present
World Media Economics and Management	2016 - present
Association for Education of Journalism and Mass Communication	2015 - present
International Communication Association	2015 - present

RELEVANT INDUSTRY EXPERIENCE

Man With A Cam, Inc. New York, NY

Operations & Development Consultant

September 2013 - present

Advises operations team on best practices with regards to workflow and account management.
Assists the development team with strategic targeting of key clients.

Chief Operations Officer & VP Business Development

January 2012 – September 2013

Managed operations and development for a media startup company, focusing on the shift in ways media production companies and workers are generating content in a digital world. Developed operational workflow to provide structure and overall vision across all accounts. Managed client relations, finances, and marketing strategies.

Bloomberg Television, New York, NY

Producer, Writer, & Editor

September 2009 - January 2012

Produced multiple long-form series offering a business insider perspective at innovative organizations. Managed pre-production, research, and interviews while directing and producing shoots. Spearheaded client sponsor pitch to drive digital engagement with cross-platform content.