

## Allie Kosterich

Department of Communications and Media Management  
Gabelli School of Business  
Fordham University  
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### EDUCATION

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#### 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

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

*Gabelli School of Business, Fordham University*  
**CSR Fellow** **2020 - 2021**

*Association of National Advertisers Educational Foundation*  
**Visiting Professor** **2020 - 2021**

*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**

## PUBLICATIONS

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### Books

**Kosterich, A.** (forthcoming, 2022). News nerds: Rapid institutional change and professional journalists. New York, NY: Oxford University Press.

### Peer-Reviewed Journals

**Kosterich, A.,** and Ziek, P. (2022). Watching the Watchdogs: Media Firms' Implementation of CSR Communication on Diversity. *Journalism and Mass Communication Quarterly*.

**Kosterich, A.** (2021). Reengineering journalism: Product Manager as News Industry Institutional Entrepreneur. *Digital Journalism*. doi: 10.1080/21670811.2021.1903959

- Special Issue on The Business of Digital Journalism.

**Kosterich, A.,** & Ziek, P. (2020). Media Operations: Instruments of communication and those who operate them. *Journal of Media Business Studies*, 17, 317-331. doi: 10.1080/16522354.2020.1768723

**Kosterich, A.** (2020). Managing news nerds: Strategizing about institutional change in the news industry. *Journal of Media Business Studies*, 17, 51-68. doi: 10.1080/16522354.2019.1639890

- Special Issue on Strategic Management in the Media Industries.

**Kosterich, A.,** & Weber, M. S. (2019). Careers in modern professional journalism: A case study of NYC journalist network histories 2011-2015. *Journalism Practice*, 13, 982-987. Doi: <https://doi.org/10.1080/17512786.2019.1642134>

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

**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

**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

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](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>

### Peer-Reviewed Book Chapters

**Kosterich, A.** (2022). Media markets. In G. Borchard (Ed.), *The SAGE encyclopedia of journalism* (Vol. 1, pp. 1004-1006). SAGE Publications, Inc., <https://dx.doi.org/10.4135/9781544391199.n247>.

**Kosterich, A.** & Weber, M. S. (2020). Careers in modern professional journalism: A case study of NYC journalist network histories 2011-2015. In Gutsche, Jr., R. E. & Brennen, B. (Eds.), *Journalism research in practice: Perspectives on change, challenges, and solutions*. Routledge.

**Kosterich, A.** & Weber, M. S. (2019). 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* (2<sup>nd</sup> 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.

### **Book Reviews**

Carlson, M. (2017). *Journalistic Authority: Legitimizing news in the digital era*, New York, NY: Columbia University Press.

### **Articles Under Review**

Royal, C., & **Kosterich, A.** Who Needs to Code? How Practice, Actors and Community Interact Across Fields in a News Organization

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

### **Works in Progress**

Institutional Arbitrage: The Rise of Product Managers in Journalism (with Cindy Royal)

Diversity in Media: Organizational Identity, Crisis, and Institutional Logics (with Paul Ziek)

Streaming Wars: Examining audience ownership of multiple services (with Ronen Shay, Bozena Mierzejewska, Danny Kim)

The Impact of Covid-19 on Media Professionals (with Bozena Mierzekewska, Dariusz Tworzydło, Sławomir Gawroński)

Digital Media and the challenges of educating modern professional journalists

Reconsidering Innovation in Media

Future of Work (with Matt Weber)

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

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

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

## REFEREED CONFERENCE PAPERS & PRESENTATIONS

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- Kosterich, A. & Ziek, P.** (2022, October). *Transparency and Accountability in Media Organizations*. Paper presented at the Annual International Vincentian Business Ethics Conference (IVBEC). Virtual.
- Kosterich, A. & Ziek, P.** (2022, May). *Watching the watchdogs: Examining the adoption and implementation of CSR communication on diversity in journalism*. Paper presented at the International Communication Association Conference (ICA). Paris.
- Kosterich, A. & Ziek, P.** (2021, October). *Guardians and custodians: The media and diversity*. Paper presented at the Annual International Vincentian Business Ethics Conference (IVBEC). Virtual.
- DeMars, T., Garcia, S., **Kosterich, A.**, Royal, C., & Smith, L. (2021, August). *Integrating product management into a media curriculum*. Panel presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (AEJMC). Virtual.
- Kosterich, A. & Ziek, P.** (2021, August). *A reckoning for the media industry: Examining the implementation of CSR communication on diversity*. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (AEJMC). Virtual.
- Kosterich, A.** (2021, May). *Reengineering journalism: The rise of the product manager as news industry institutional entrepreneur*. Paper presented at the World Media Economics and Management (WMEM) Biennial Conference. Virtual.
- Bluestein, S., Gordon, R., Guglielmo, C., **Kosterich, A.**, Morris, P., & Royal, C. (2020, August). *Career potential and growth opportunities within the newsroom for those with innovative skills*. Panel presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (AEJMC). Virtual.
- 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 newsworker 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, August). *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

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Kosterich, A. (2022, September). *News Nerds: Institutional Change and the Profession of Journalism*. Duke University. Durham, NC.

Kosterich, A. (2021, January). *Strategic Management in the Media Industry: The Case of MoviePass*. Fordham University Gabelli School of Business Admissions Department Open House. New York, NY.

Kosterich, A. (2020, November). *Watching the watchdogs: Media firms' implementation of CSR communication on diversity*. Fordham University CSR Research Presentations. New York, NY.

Kosterich, A. (2020, July). *Strategic Management in the Media Industry: The Case of MoviePass*. Fordham University Gabelli School of Business Admissions Department. New York, NY.

Kosterich, A. (2020, May). *The Long Tail*. Fordham University Gabelli School of Business Admissions Department. New York, NY.

Kosterich, A. (2019, January). *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

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### Funded External Research Grants

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



**Funded Internal Grants – Fordham University**

Faculty Research Grant (2022-2023), Diversity in Media: Crisis, Organizational Identity and Institutional Logics, \$5,000

Fordham Gabelli School of Business Faculty Innovation Grant (2022, DEI Focus), \$3,500

Fordham Gabelli School of Business Summer Research Stipend (2022), Grant 1499, \$15,000

Fordham Gabelli School of Business Conference Travel Grant (2021), \$365

Fordham Gabelli School of Business Summer Research Stipend (2021), Grant 1436, \$25,000

Fordham Gabelli School of Business Conference Travel Grant (2020), \$525

Faculty Research Grant (2020-2021), Digital Media and the challenges of educating modern professional journalists, \$5,000

Fordham Gabelli School of Business Summer Research Stipend (2020), Grant 1378, \$25,000

**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 (2021). Science of Organizations: Collaborative research: Institutionalization of emerging job roles in evolving industries. \$161,647

Association for Education in Journalism and Mass Communication (2020). Emerging Scholars in Research. \$3500

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

National Science Foundation (2016). Doctoral Dissertation Research in DRMS: Institutionalization and the Role of Rapid Legitimacy and Managerial Strategy. \$25,868

### **AWARDS**

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Fordham University, Gabelli School of Business, CSR Fellowship Program winner, 2020-2021, \$8000.

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.

## TEACHING EXPERIENCE

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### **Fordham University, Gabelli School of Business**

*Graduate, MS in Media Management*

MSMM 7554: Consumer Adoption of New Media

**Fall 2020 - present**

*Graduate, MS in Strategic Marketing Communications*

MCGB 7580: Social & Digital Media\*

**Summer 2020 - present**

*Undergraduate*

CMBU2664: Business Communications I

**Fall 2019 - present**

CMBU4471: Business of New Media

**Spring 2020 - present**

\*Developed new course

### **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**

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### **Fordham University**

Gabriela Achury (2022), MSMM Independent Study advisee

Shuyuan-Susie Wei (2021), MSMM Independent Study advisee

### **Pace University, Media and Communication Arts Masters Student Advisees**

Irene Mercado (2018)

Shakira Evans (2018)

## **SERVICE AND AFFILIATIONS**

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### **Service to the Professional Community**

#### *Association Positions*

EMMA, <i>emmaConnect Early Stage Researcher Mentor</i>	<b>2020 - present</b>
AEJMC MMEE division, <i>Teaching Committee Chair</i>	<b>2018 - present</b>
AEJMC MMEE division, <i>Professional Freedom &amp; Responsibility Chair</i>	<b>2019 - 2020</b>
AEJMC MMEE division, <i>Secretary</i>	<b>2017 - 2018</b>
AEJMC MMEE division, <i>Graduate Student Liaison</i>	<b>2016 - 2017</b>

#### *Manuscript Reviewer*

Journalism	<b>2021 - present</b>
Journalism Studies	<b>2021 - present</b>
Routledge Pres	<b>2021 - present</b>
Media and Communication	<b>2021 - present</b>
International Journal of Media Management	<b>2020 - present</b>
Digital Journalism	<b>2020 - present</b>
Information, Communication and Society	<b>2020 - present</b>
Journalism Practice	<b>2019 - present</b>
Journal of Media Business Studies	<b>2019 - present</b>
Convergence	<b>2019 - present</b>
Journal of Broadcasting & Electronic Media	<b>2017 - present</b>
Television & New Media	<b>2016 - present</b>

#### *Conference Panel Chair*

Association for Education in Journalism and Mass Communication	<b>2017 - present</b>
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#### *Conference Reviewer*

Academy of Management, Careers Division	<b>2020 - present</b>
Academy of Management, Org Com & Info Systems Division	<b>2020 - present</b>
AEJMC Mid-Winter Conference	<b>2017 - present</b>
AEJMC, NOND Division	<b>2017 - present</b>
AEJMC, MMEE Division	<b>2016 - present</b>
World Media Economics and Management	<b>2016 - present</b>
International Communication Association, Journalism Division	<b>2015 - present</b>

International Communication Association, Media Industries	<b>2015 - present</b>
Academy of Management, Organization & Management Theory	<b>2015 - present</b>
Academy of Management, Technology & Innovation Management	<b>2015 - present</b>

**Service to the University Community**

Fordham University, GSB, BC1 Consulting Cup Coordinator (RH)	<b>Spring 2020 - present</b>
Fordham, GSB, Faculty Search Committee	<b>Spring 2020, Spring 2021</b>
Fordham University, GSB, Semi-Finalist Judge for BCOM1 (LC, RH)	<b>Fall 2019</b>
Fordham University, GSB Open House Faculty Volunteer	<b>Fall 2019</b>

Pace University, <i>MCVA Faculty Curriculum Committee</i>	<b>2017 - 2019</b>
Pace University, <i>Graduate Advisor</i>	<b>2018</b>
Pace University, <i>Faculty Search Committee Member and Affirmative Action Chair</i>	<b>2017</b>
Pace University, <i>Pleasantville Campus Open House Faculty Volunteer</i>	<b>2017</b>
Pace University, <i>Graduate Student Open House Faculty Representative</i>	<b>2017</b>
Pace University, <i>Graduate Orientation Faculty Volunteer</i>	<b>2017</b>

Rutgers University, <i>Peer Mentor</i>	<b>2014 - 2017</b>
Rutgers University, <i>Undergraduate Research Supervisor</i>	<b>2015 - 2017</b>

**Affiliations**

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

**MEDIA INTERVIEWS & RESEARCH COVERAGE**

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- Royal, C. (2021). Relevant research. *MILab Journal on Advances in Media Innovation*.
- Royal, C. (2020). The state of the news product community 2020. *MILab Journal on Advances in Media Innovation*.
- Pengal, C. (2020). Managing news nerds. *Fordham Business Magazine*.
- Spotlight on Research Service. 21<sup>st</sup> century newsroom. UNC Center for Innovation & Sustainability in Local Media (2018, September).
- Arenstein, S. (2018, March). Data analysts in the newsroom: 7 ways to adapt your media pitches. *PRNews*.
- Rutgers and Columbia Study Analyzes the Increase in Technical-Skill-Based Jobs in the NYC Media Industry, SC&I News (2018, March).
- What We're Reading. NiemanLab (2018, March).

## **RELEVANT INDUSTRY EXPERIENCE**

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**Gerson Lehrman Group.** *Global – Remote*

*Media Management Consultant*

**September 2021 – present**

**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.