

Allie Kosterich

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EDUCATION

Rutgers University

Ph.D. in Communication

October 2017

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

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

Cornell University

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

2009

ACADEMIC EXPERIENCE

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

Assistant Professor

2017 - present

Tow Center for Digital Journalism, Columbia University

Knight News Innovation Fellow

2016 - present

School of Communication and Information, Rutgers University

Graduate Instructor

2014 - 2017

School of Communication and Information, Rutgers University

Graduate Fellow

2013 - 2014

PUBLICATIONS

Peer-Reviewed Journals

Weber, M. S., & Kosterich, A. (in press). Coding the news: The role of computer code in the distribution of news media. *Digital Journalism*.

Weber, M.S., Ognyanova, K., & **Kosterich, A.** (in press). Newspapers on the early web: Patterns of emergence. *International Journal of Communication*.

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.**

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

Book Chapters

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.

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

Under Review

Kosterich, A., & Weber, M. S. Starting up the news: The impact of venture capital on the digital news media ecosystem.

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

CONFERENCES

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

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). Tow Tea: Digital Journalism and the Challenges of Managing a 21st Century Newsroom Workforce. Tow Center for Digital Journalism, Columbia University, New York, NY.

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

GRANTS

External Funded 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.

Internal Funded Research Grants

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

Rutgers School of Communication & Information, (2017), *COM Area Dissertation Support Grant*, \$1,000

Rutgers School of Communication & Information, (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 School of Communication & Information, (2016), *Research Development Grant*, \$3,000

Rutgers School of Communication & Information, (2016), *Conference Travel Grant*, \$500

Rutgers School of Communication & Information, (2016), *Conference Travel Grant*, \$500

Rutgers School of Communication & Information, (2016), *Conference Travel Grant*, \$300

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

Rutgers School of Communication & Information, (2015), *Conference Travel Grant*, \$400

Rutgers School of Communication & Information, (2015), *Conference Travel Grant*, \$700

Rutgers School of Communication & Information, (2015), *Research Development Grant*, \$650

Unfunded External 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

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.

TEACHING EXPERIENCE

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

Assistant Professor

Graduate

MCA645: Media Innovation* **Fall 2017**

Undergraduate

COM200: Public Speaking **Fall 2017; Spring 2018**

*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**

Guest Lectures

COM410 Media, Marketing & Comm. Topic: Social Media & Marketing **Spring 2017**

COM410 Media, Marketing & Communication. Topic: Influencer Marketing **Fall 2016**

JMS210 Media Management & Strategy. Topic: New Business Models. **Fall 2015**

COM410 Media, Marketing & Communication. Topic: Media Measurement. **Fall 2015**

COM101 Introduction to Comm. Topic: Workplace Communication **Summer 2015**

COM101 Introduction to Comm. Topic: Organizational Communication. **Spring 2015**

COM410 Media, Marketing & Communication. Topic: Advertising. **Fall 2014**

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**

SERVICE AND AFFILIATIONS

Service to the University Community

Rutgers University, *Peer Mentor* **2014 - 2017**
Rutgers University, *Undergraduate Research Supervisor* **2015 - 2017**

Service to the Academic Community

AEJMC MMEE division, *Secretary* **2017 - present**
AEJMC MMEE division, *Graduate Student Liaison* **2016 - 2017**

Journal Reviewer

Television & New Media **2016 - present**

Conference Panel Chair

Association for Education in Journalism and Mass Communication **2017 - present**

Conference Reviewer

Association for Education in Journalism and Mass Communication **2016 - present**
Academy of Management, Organization & Management Theory **2016**
World Media Economics and Management **2016**
International Communication Association, Journalism Division **2015 - present**
International Communication Association, Media Industries **2015 - present**
Academy Of Management, Technology & Innovation Management **2015**

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.