

AMY BETH JORDAN

The Annenberg Public Policy Center, University of Pennsylvania
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EDUCATION

- 1983 B.A., Communication Studies, Muhlenberg College
Summa Cum Laude, Phi Beta Kappa
- 1986 M.A., Communication, The Annenberg School for Communication,
University of Pennsylvania
- 1990 Ph.D., Communication, University of Pennsylvania

POSITIONS

- 1996-present Senior Research Investigator and Director of the Media and the Developing
Child Sector, The Annenberg Public Policy Center, University of
Pennsylvania
- 1995-present Adjunct Instructor, The Annenberg School for Communication, University
of Pennsylvania
- 2008-2012 Director, Annenberg Center for the Advanced Study of Communication
(ACASC) Fellowship Program, Annenberg Public Policy Center,
University of Pennsylvania
- 1993-1995 Research Associate, Public/Private Ventures, Philadelphia, PA
- 1990-1992 Assistant Professor and Department Coordinator, Media Studies Department,
Widener University, Chester, Pennsylvania
- 1989-1990 Instructor, Media Studies Department,
Widener University, Chester, Pennsylvania
- 1987 Adjunct Instructor, Communication Studies Department,
Muhlenberg College, Allentown, Pennsylvania

AWARDS

- Stanley L. Saxton Applied Research Award* (2002) from the National Communication Association and the
Carl R. Couch Center. Awarded for co-authored paper (with Emory Woodard, Jessica Fishman
and Ronda Scantlin) entitled: "Systems theory and the evaluation of media policy: Lessons from
an assessment of the V-Chip mandate."
- Most Important Applied/ Public Policy Research Program Award* (2001) from the International
Communication Association. Awarded for a systematic body of research done for the betterment
of society.
- The Edward L. Palmer Award* (2000) from the Annenberg School for Communication, University
of Pennsylvania. Awarded for excellence in media policy research.
- Top Paper Award* (1998) from the Mass Communication Division of the National Communication
Association. Awarded for paper entitled: "Public policy and private practice: Government
regulation and parental mediation of children's viewing in the home."

AWARDS (CONTINUED)

Top Paper Award (1998) from the Communication Law and Policy Division of the International Communication Association. Awarded for paper entitled: “Playing by the rules: Impact and implementation of children’s educational television regulations among local broadcasters.”

Top Paper Award (1997) from the Mass Communication Division of the International Communication Association. Awarded for paper entitled: “Industry beliefs about the audience for children’s television.”

GRANTS

Testing the effectiveness of public service ads in persuading target audiences to reduce consumption of sugar sweetened beverages. (Amy Jordan, Principal Investigator). Awarded \$147,155 from the Robert Wood Johnson Foundation (Healthy Eating Research Rapid Response Round 4). February 1, 2012-October 31, 2012.

Communities Putting Prevention to Work – Media Campaign Evaluation. (Amy Jordan, Principal Investigator). Awarded \$949,000 from the City of Philadelphia with funds from the Centers for Disease Control and Prevention. March, 2010 – February, 2012.

Precursors and correlates of weight status in young children. (Amy Jordan, consultant). Awarded \$5,000 from The Centers for Disease Control and Prevention to conduct a literature review. August – November, 2006.

Educational media for preschoolers: Connecting schools and families with PBS programming. (Amy Jordan, Principal Investigator). Awarded \$53,000 from the New Jersey Network Foundation. January, 2003 – October, 2003.

Media exposure and adolescent development. (Martin Fishbein, Principal Investigator; Amy Jordan, Co-Investigator). Awarded \$4,382,615 from The National Institute of Child Health and Development. September, 2002 – June, 2009.

Understanding the factors that influence children’s television viewing time. (In partnership with the Research Triangle Institute, James Hersey, Principal Investigator, Amy Jordan, Co-Investigator). Awarded \$445,000 from the Centers for Disease Control and Prevention. October, 2002 – September, 2004.

The implementation, availability and perception of closed captioning following the Telecommunications Act of 1996. (Amy Jordan, Principal Investigator). Awarded \$75,000 from the National Captioning Institute, a Washington-based, non-profit group that provides closed captioning services. January 2002 – January 2003.

Engaging the V-Chip: A follow-up exploration. (2000-2001). (Amy Jordan, Principal Investigator). Awarded \$25,000 from the Smith Richardson Foundation.

Exploring the impact of public policy initiatives on children’s use of television. (1999-2002). (Amy Jordan, Principal Investigator). Awarded \$322,242 from the Smith Richardson Foundation.

Improving educational television opportunities for children. (1997-1998). (Amy Jordan, Principal Investigator). Awarded \$440,000 from The Robert Wood Johnson Foundation.

An evaluation of the Youth Education Sponsors (YES) Program in Detroit Public Middle Schools. (1993). (Amy Jordan, Principal Investigator). Awarded \$40,000 from the UAW-Ford Foundation.

JOURNAL EDITOR

Journal of Children and Media. Refereed international academic journal. Publisher: Taylor & Francis Group of Routledge (co-Editor with Dafna Lemish since July, 2012).

JOURNAL GUEST EDITORSHIPS

- Children's media policy: An international perspective. *Journal of Children and Media*, 5(1) (February, 2011).
- Overweight and obesity in America's children: Causes, consequences, solutions. *The Annals of the American Academy of Political and Social Science*, 615 (January, 2008).
- Babies, toddlers and the media. *The Zero to Three Bulletin*, (Co-Edited with Emily Fenichel) 22(2) (2001).
- Children in the digital age [Special issue]. *Journal of Applied Developmental Psychology*, 22(3) (2001) (Co-edited with Sandra Calvert).
- Children and television. *The Annals of the American Association of Political and Social Sciences*, 557(May, 1998). (Co-edited with Kathleen Hall Jamieson).

BOOKS

- Strasburger, V., Wilson, B., Jordan, A. (forthcoming, 2013). *Children, adolescents and the media*. (Third Edition) Thousand Oaks, CA: Sage Publications.
- Jordan, A., Kunkel, D., Manganello, J., Fishbein, M. (Eds.) (2009). *Media messages and public health: A decisions approach to content analysis research*. New York City, NY: Routledge.
- Strasburger, V., Wilson, B., Jordan, A. (2009). *Children, adolescents and the media*. (Second Edition.) Thousand Oaks, CA: Sage Publications. (Book reviewed in the *Journal of Children and Media*.) This edition has also been published in Portuguese and Chinese.
- Calvert, S., Jordan, A., & Cocking, R. (Eds.) (2002). *Children in the digital age: Influences of electronic media on development*. Westport, CT: Praeger Publishers.

REFEREED JOURNAL ARTICLES

- Gottfried, J. A., Vaala, S. E., Bleakley, A., Hennessy, M., & Jordan, A. (forthcoming). Does the effect of exposure to TV sex on adolescent sexual behavior vary by genre? *Communication Research*.
- Gilmore, J. & Jordan, A. (2012). Burgers and basketball: Race and stereotypes in food and Beverage advertising aimed at children in the US. *Journal of Children and Media*, 6(3): 317-332.
- Evans, C., Jordan, A., Horner, J. (2011). Only two hours? A qualitative study of the challenges parents perceive in restricting child television time. *Journal of Family Issues*, 32(9): 1223-1244.
- Bleakley, A., Hennessy, M., Fishbein, M., & Jordan, A. (2011). Using the Integrative Model to explain how exposure to sexual media content influences adolescent sexual Behavior. *Health Education & Behavior*, 38(5): 530-540. PMID: 21606378

REFEREED JOURNAL ARTICLES (CONTINUED)

- Hull, S., Hennessy, M., Bleakley, A., Fishbein, M. & Jordan, A. (2010). Identifying the causal pathways from religiosity to delayed adolescent sexual behavior. *Journal of Sex Research, 48*, 1-11. PMID: 20960362 [PubMed - in process]
- Jordan A., Bleakley A, Manganello J, Hennessy M, Stevens R, Fishbein M. (2010). The role of television access in the viewing time of U.S. adolescents. *Journal of Children and Media, 4*(4), 355-370.
- Manganello, J., Henderson, V., Jordan, A., Trentacoste, N., Martin, S., Hennessy, M., Fishbein, M. (2010). Adolescent judgment of sexual content on television: Implications for future content analysis research. *Journal of Sex Research, 47*(4), 364-373. PMID:19536684 [PubMed - indexed for MEDLINE]
- Strasburger, V., Jordan, A., & Donnerstein, E. (2010). Health effects of media on children and adolescents. *Pediatrics, 125*(4), 756-767. PMID: 20194281 [PubMed - indexed for MEDLINE]
- Hennessy, M., Bleakley, A., Fishbein, M., and Jordan, A. (2009). Estimating the longitudinal association between adolescent sexual behavior and exposure to sexual media content. *Journal of Sex Research, 46* (6), 586-596. PMC2783973.
- Bleakley, A., Hennessy, M., Fishbein, M., Jordan, A. (2009). How sources of sexual information relate to adolescents' beliefs about sex. *American Journal of Health Behavior, 33*(1), 37-48. PMC2860278
- Bleakley, A., Hennessy, M., Fishbein, M., Jordan, A. (2008). It works both ways: The relationship between exposure to sexual content in the media and adolescent sexual Behavior. *Media Psychology, 11*:443-461. PMC2783973
- Bleakley, A., Fishbein, M., Hennessy, M., Jordan, A., Chernin, A., & Stevens, R., (2008). Developing respondent based multi-media measures of exposure to sexual content. *Communication Methods and Measures, 2*, 43-64.
- Hennessy, M., Bleakley, A., Jordan, A., Fishbein, M. (2008). Validating an index of adolescent sexual behavior using psychosocial theory and social trait correlates. *AIDS and Behavior, 12*(2), 321-31. PMC17636374
- Manganello, J., Franzini, A., Jordan, A. (2008). Sampling television programs for content analysis of sex on TV: How many episodes are enough? *Journal of Sex Research, 45*(1), 9-16. PMID:18321026 [PubMed - indexed for MEDLINE]
- Jordan, A., Trentacoste, N., Henderson, V., Manganello, J. & Fishbein, M. (2007). Measuring the time teens spend with media: Challenges and opportunities. *Media Psychology, 9*(1), 19-42.
- Jordan, A., Hersey, J., McDivitt, J., Heitzler, C. (2006). Reducing children's television-viewing time: A qualitative study of parents and their children. *Pediatrics, 118*:5, e1303-1310.
- Jordan, A. (2006). Make yourself at home: The social construction of research roles in family studies. *Qualitative Research (6)*2, 169-185.
- Scantlin, R. & Jordan, A. (2006). Families' experiences with the V-Chip: An exploratory study. *Journal of Family Communication, 6*(2), 139-159.
- Jordan, A. (June, 2004). The role of media in children's development: An ecological perspective. *Journal of Developmental and Behavioral Pediatrics, 25*(3), 196-207.
- Jordan, A. (2004). The Three-Hour Rule and educational television for children. *Popular Communication, 2*(2), 103-118.

REFEREED JOURNAL ARTICLES (CONTINUED)

- Jordan, A., Schmitt, K., & Woodard, E. (2001). The developmental implications of commercial broadcasters' educational offerings. *Journal of Applied Developmental Psychology, 22*(1), 87-102.
- Winston, F., Woolf, K., Jordan, A., & Bhatia, E. (2000). Actions without consequences: Injury-related messages in children's programs. *Archives of Pediatrics and Adolescent Medicine, 154*(May), 366-369.
- Sullivan, J., & Jordan, A. (1999). Playing by the rules: Impact and implementation of children's educational television regulations among local broadcasters. *Communication Law and Policy, 4*(4), 483-511.
- Jordan, A. (1996). The portrayal of children on prime-time situation comedies. *Journal of Popular Culture, 29*(3), 139-147.
- Jordan, A. (1992). Social class, temporal orientation and mass media use within the family system. *Critical Studies in Mass Communication, 9*(4), 374-386.

INVITED JOURNAL ARTICLES

- Jordan A, Piotrowski JT, Bleakley A, Mallya G. (2012). Developing media interventions to reduce household sugar-sweetened beverage consumption. *The Annals of the American Academy of Political and Social Science, 640*: 118-135.
- Jordan, A. (2010). Children's television viewing and childhood obesity. *Pediatric Annals, 39*(3), 569-573.
- Jordan, A. (2008). Children's media policy. *The Future of Children, 18*(2): 235-253.
- Jordan, A., Kramer-Golinkoff, E., Strasburger, V. (2008). Does adolescent media use cause obesity and eating disorders? *Adolescent Medicine: State of the Art Reviews, 19*(3), 431-449.
- Jordan, A. & Robinson, T. (January, 2008). Children, television viewing, and weight status. *Annals of the American Academy of Political and Social Sciences, 615* (January), 119-132.
- Jordan, A. (2006). Exploring the impact of media on children: The challenges that remain. (Commentary) *Archives of Pediatrics and Adolescent Medicine, 160*(4), 446-447.
- Jordan, A. (2005). Learning to use books and television: An exploratory study in the ecological perspective. *American Behavioral Scientist, 48*(5), 523-538.
- Jordan, A. (2007). Television viewing and weight status in children and adolescents. *Journal of Children and Media (1)*1, 45-54.
- Jordan, A. (2003). Children remember prosocial program lessons but how much are they learning? (Commentary) *Journal of Applied Developmental Psychology, 24*, 341-345.
- Jordan, A., & Woodard, E. (2001). Electronic childhood: The availability and use of household media by two- to three-year-olds. In A. Jordan & E. Fenichel (Eds.) *Babies, toddlers and the media* [Special issue]. *The Bulletin, 22*(2), 4-10.
- Jordan, A., & Woodard, E. (1998). Growing pains: Television for children in the new regulatory environment. *The Annals of the American Academy of Political and Social Sciences, 557*(May), 83-95.
- Jordan, A. (1997). Children and television: A conference summary. *Annals of the American Academy of Political and Social Sciences, 550*: 153-167.

BOOK CHAPTERS

- Jordan, A. & Gilmore, J. (forthcoming, 2012). Children and advertising policies in the U.S. and beyond. In D. Lemish (Ed.) *The Routledge Handbook of Children, Adolescents and Media*. New York, NY: Routledge Taylor & Francis Group.
- Jordan, A. (forthcoming, 2012). The impact of media policy on children's media exposure. In Erica Scharrer (Ed.), *Media Effects/Media Psychology*. New York, NY: Blackwell Press.
- Jordan, A. (2012). Public policy and private practice: Government regulations and parental of children's television use in the home. In Dorothy and Jerome Singer (Eds.), *Handbook of Children and the Media*, Chapter 32 (649-660), Thousand Oaks, CA: Sage Publications.
- Jordan, A. & Chernin, A. (2011). The role of media in childhood obesity. In Debasis Bagchi (Ed.), *Global views on childhood obesity: Current status, consequences & prevention*. NY: Elsevier/Academic Press.
- Jordan, A. & Manganello, J. (2008). Sampling and content analysis: An overview of the issues. In A. Jordan, D. Kunkel, J. Manganello & M. Fishbein (Eds.) *Media Messages and Public Health*, NY: Routledge.
- Jordan, A., Manganello, J., Kunkel, D. & Fishbein, M. (2008). Advancing the science of content analysis. In A. Jordan, D. Kunkel, J. Manganello & M. Fishbein (Eds.) *Media Messages and Public Health*. NY: Routledge.
- Jordan, A. (2003). A family systems approach to examining the role of the Internet in the home (pp. 141-160). In J. Turow and A. Kavanaugh (Eds.) *The wired homestead: An MIT press sourcebook on the Internet and the family*. Cambridge, MA: The MIT Press.
- Jordan, A. (2002). The mediation practices of parents in the multi-media environment of the home. In S. Calvert, A. Jordan, & R. Cocking (Eds.), *Children in the digital age: Influences of electronic media on development*. Westport, CT: Praeger Publishers.
- Jordan, A., Schmitt, K., & Woodard, E. (2002). The developmental implications of commercial broadcasters' educational offerings. In S. Calvert, A. Jordan, & R. Cocking (Eds.) *Children in the digital age: Influences of electronic media on development*. Westport, CT: Praeger Publishers. [Reprinted from the *Journal of Applied Developmental Psychology*, 22(1), 87-102.]
- Jordan, A. (2001). Public policy and private practice: Government regulation and parental control of children's media use in the home. In D. Singer & J. Singer (Eds.), *The Handbook of Children and the Media* (pp. 651-661). Newbury Park, CA: Sage.
- Jordan, A. (1990). The use of the VCR in the family system: An ethnographic approach. In J. Dobrow (Ed.), *The Social and Cultural Uses of the VCR* (pp. 163-179). Hillsdale, N.J.: Erlbaum.

ENCYCLOPEDIA ENTRIES

- Jordan, A. (2001). Children and censorship. In *The Censorship Encyclopedia*. London: Fitzroy Dearborn.
- Jordan, A. (1999). Children and television. In *Americana Annual/Encyclopedia Yearbook* (pp. 534-535). Bethel, Connecticut: Grolier Educational.

BOOK REVIEWS

- Jordan, A. (2003) *Radio and television regulation: Broadcast technology in the United States, 1920-1960*. [Review of book by the same title]. *History and Technology*, 19(4), 390-391.
- Jordan, A. (1999). *Children and media: Image, education, participation*. [Review of book by the same title]. *Journal of International Communication*, 6(2), 148-149.
- Jordan, A. (1991). *Watching as a unit*. [Review of the book *Television and the American family*]. *Journal of Communication*, 41(3), 135-136.

TECHNICAL REPORTS

- Jordan, A., Hennessy, M., Bleakley, A., Piotrowski, J., Kydd, S. (June, 2012). *Philadelphians and Sugar-Sweetened Beverages: The Impact of a Media Campaign and the Context of Countervailing Forces*. Final Report to The Philadelphia Department of Public Health.
- Jordan, A., Hennessy, M., Bleakley, A., Piotrowski, J., Kydd, S. (April 2011-2012). *Philadelphia Healthy Lifestyles Initiative (PHLI) Monitoring Survey Results* (Baseline and Waves 1 through 9). Report to the Philadelphia Department of Public Health.
- Jordan, A., Hennessy, M., Bleakley, A., Piotrowski, J., Kydd, S. (February 28, 2011). *Philadelphia Healthy Lifestyles Initiative Pre-Campaign Telephone Survey Summary*. Report to The Philadelphia Department of Public Health.
- Jordan, A., Bleakley, A., Hennessy, M., Piotrowski, J. (August, 2010). *Results from the Annenberg Philadelphia Healthy Lifestyles Initiative (PHLI) survey*. Report to the Philadelphia Department of Public Health.
- Jordan, A., Horner, J., Stevens, R. (March, 2007). *Ordinary children in extraordinary situations: A report on youth aging out of foster care*. Report to the Pew Charitable Trusts.
- Jordan, A. (November, 2006). *Precursors and correlates of overweight in babies, toddlers and Preschoolers: a review*. Report to the Centers for Disease Control and Prevention.
- Hersey, J. & Jordan, A. (May, 2005). *Reducing children's TV time to reduce the risk of childhood overweight: The children's media use study highlights report*. Report to the Centers for Disease Control and Prevention, Nutrition and Physical Activity Communication Team.
- Jordan, A. (November, 2003). *Realizing the potential for educational media for early childhood literacy. Evaluation of the New Jersey Network Ready-to-Learn Workshop Series*. Report to the New Jersey Network Public Television Foundation:
- Jordan, A., Albright, A., Branner, A., & Sullivan, J. (December, 2003). *The state of closed captioning services in the United States: An assessment of quality, availability and use*. Report to the National Captioning Institute Foundation.
- Jordan, A. (2000). *Is the Three-Hour Rule living up to its potential? An analysis of educational television for children in the 1999/2000 broadcast season*. (Rep. No. 34). Philadelphia: The Annenberg Public Policy Center of the University of Pennsylvania.
- Jordan, A. (1999). *The Three-Hour Rule: Insiders' perspectives*. (Rep. No. 29). Philadelphia: The Annenberg Public Policy Center of the University of Pennsylvania.
- Jordan, A. (1998). *The 1998 state of children's television report: Programming for children over broadcast and cable television*. (Rep. No. 23). Philadelphia: The Annenberg Public Policy Center of the University of Pennsylvania.
- Jordan, A., & Woodard, E. (1997). *The 1997 state of children's television report: Programming for children over broadcast and cable television*. (Rep. No. 14). Philadelphia: The Annenberg Public Policy Center of the University of Pennsylvania.

TECHNICAL REPORTS (CONTINUED)

- Jordan, A., & Sullivan, J. (1997). *Children's educational television regulations and the local broadcaster: Impact and implementation*. (Rep. No. 13). Philadelphia: The Annenberg Public Policy Center of the University of Pennsylvania.
- Jordan, A. (1996). *The state of children's television: An examination of quantity, quality and industry beliefs*. (Rep. No. 2). Philadelphia: The Annenberg Public Policy Center of the University of Pennsylvania.
- Jordan, A., & Roaf, P. (1993). *The UAW-Ford Youth Education Sponsors Program: An assessment of early progress*. Report to the UAW-Ford Foundation. Philadelphia: Public/Private Ventures.

POLICY IMPACT

- Invited Speaker. CPPW Nutrition and Physical Activity Program: Monitoring Survey Findings. Presentation to Health Commissioner and Deputy Mayor Donald Schwarz; Philadelphia, PA. June, 2012.
- Contributor, American Academy of Pediatrics *Policy Statement on Children, Adolescents, Obesity, and the Media*. Council on Communications and the Media (Jordan listed as contributor). *Pediatrics*, 128(1): 201-208. Released 2011.
- Invited Speaker. CPPW Nutrition and Physical Activity Program: Baseline Data from the Annenberg Survey. Presentation to the Healthy Eating Active Living (HEAL) Coalition; Philadelphia, PA. August 4, 2010.
- Invited Speaker. CPPW Nutrition and Physical Activity Program: Baseline Survey Findings. Presentation to Health Commissioner and Deputy Mayor Donald Schwarz; Philadelphia, PA. July 30, 2010.
- Expert Testimony. Philadelphia City Council Hearings: The Causes and Consequences of Childhood Obesity in Philadelphia. February 24, 2010.
- Research Cited. Federal Communications Commission Report: In the Matter of the Child Safe Viewing Act; Examination of Parental Control Technologies for Video or Audio Programming. MB Docket No. 09-26. Adopted August 27, 2009.
- Invited Speaker. "January 2011: Anticipating Children's Media Policy in the Obama Era." Meeting Convened by the Kaiser Family Foundation at the Barbara Jordan Conference Center, Washington, DC, February 25, 2009.
- Research Cited. Report of the Committee on Commerce, Science, and Transportation: Child Safe Viewing Act of 2007. S. 602. March 3, 2008.
- Organizer and moderator. Policy briefing for Congressional staff on "Overweight and Obesity in America's Children: Causes, Consequences, Solutions." January 23, 2008. Russell Senate Office Building, Washington, DC (co-sponsored by Senators Harkin and Brownback with support from The American Academy of Political and Social Science).
- Co-chair (with Tom Robinson, M.D.). Expert Panel Meeting on "Children, Television Viewing and Weight Status" convened by the Centers for Disease Control and Prevention. April 26-27, 2006, Atlanta, GA.
- Expert panelist. "The Effects of Electronic Media on the Cognitive, Social and Emotional Development of Children and Adolescents." Convened by the National Institutes of Health. May 15-16, 2006, Rockville, MD.
- Invited Speaker. "The Media Research Gap", meeting organized by the Children's Digital Media Center featuring Senators Brownback and Lieberman, April 9, 2003, Washington, D.C.

POLICY IMPACT (CONTINUED)

Invited Speaker. V-Chip Oversight Monitoring Board Meeting, July 17, 2002, Washington, D.C.

Roundtable Discussant. "Children's Television Policy," meeting convened by FCC Commissioner Kathleen Abernathy, July 15, 2002, Washington, D.C.

Member of scientific review panel, and contributor. Media effects section of *Youth violence: A report of the Surgeon General* (Appendix 4-B, pp. 87-97). Rockville, MD: U.S. Department of Health and Human Services, (2001).

Expert Witness. Before the House Subcommittee on Telecommunications, Trade and Commerce, on HR 2384, the Corporation for Public Broadcasting Authorization Act of 1999, July 20, 1999.

Research cited. Federal Communications Commission Ruling: *In the matter of policies and rules concerning children's television programming*. MM Docket No. 93-48 (Revision of Programming Policies for Television Broadcast Stations), August 8, 1996.

Research cited in Federal Communications Commission Notice of Proposed Rulemaking: *In the matter of public interest obligations of TV broadcast licenses*. MM Docket No. 99-360, March 24, 2000.

Quoted in more than 250 newspaper and magazine articles on the topic of children and television; including: *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *The Chicago Tribune*, *The Boston Globe*, *TV Guide*, and *Time* magazine.

Featured as expert in more than four dozen national television and radio programs, including: CNN's *Headline News*, NBC's *The Today Show*, CBS's *Up-to-the Minute*, A&E's *Biography*, WHYY's *Voices in the Family*, *A Chef's Table*, and *Radio Times*, NPR's *Morning Edition* and *All Things Considered* and PRI's *Marketplace*.

Quoted in more than two dozen trade publication articles, including: *TV Guide*, *Broadcasting & Cable*, *Variety*, *Current*, and *Kidscreen*.

BRIEFINGS, CONFERENCES AND MEETINGS ORGANIZED

Media and the Well-Being of Children and Adolescents. Meeting convened in April, 2012 to provide a forum for students, scholars, media practitioners, advocates, and funders to discuss cutting edge and timely issues in the field. Presenters at the meeting are contributing to a book of the same title to be published by Oxford University Press in 2013.

Media and the Well-Being of Children and Adolescents in Changing Societies. Scholars' seminar convened in July, 2011 to bring together U.S. and Chinese researchers working on issues related to the study of media as a context for child development. Co-organized with Xinyin Chen (Graduate School of Education, University of Pennsylvania) and Yu Guoming (School Of Communication and Journalism, Renmin University). Beijing, China.

Advancing the Science of Content Analysis. Meeting convened in December, 2003 to bring together researchers working on NIMH-funded grants examining the impact of adolescent exposure to sexual media content. The Annenberg Public Policy Center, University of Pennsylvania.

The Future of Television and Children's Media Policy. Policy briefing held February 28, 2003 featuring Congressman Edward Markey, author of the V-Chip legislation and Commissioner Kathleen Abernathy. National Press Club, Washington, DC.

The Summit on Children's Media Policy. A series of meetings held in April 2002 to discuss the state of children's media policy and release findings from APPC's longitudinal study of V-chip use among families with elementary school age children. Representatives from industry, advocacy, academia, philanthropy and government shared research and perspectives. St. Thomas, USVI.

BRIEFINGS, CONFERENCES AND MEETINGS ORGANIZED (CONTINUED)

The Annual APPC June Conference on Children and Television (later Children and Media). Meetings held in 1996, 1997, 1998, 1999, and 2000 as a forum to release APPC research reports, present awards, and convene experts in panel discussions of timely issues related to children's media policy. Panelists and participants include children's media experts in academia, advocacy, press, policy and industry. National Press Club, Washington, DC.

Research on Children and Media: An International Perspective. Meeting convened in June 1999 to bring together researchers from Japan, Korea, England, Canada, Israel, Australia and The Netherlands to set an agenda for top-priority issues and possibilities for collaboration on cross-cultural research. National Press Club, Washington, D.C.

Using Scholarly Research and Academic Consultants in Children's Educational Television.

Meeting convened in June 1998 to release an annotated bibliography of research available on how and what children learn from television and bring together producers and scholars to discuss strategies for increasing the educational value of television made for children. National Press Club, Washington, D.C.

Challenges and Opportunities for Independent Producers in the New Economic Environment:

The "Young Heroes" Case Study. Meeting held in June 1998 to discuss APPC's research on one producer's efforts to develop and market an educational television show under the Three-Hour Rule. Attended by television producers, academics, industry consultants and broadcast executives. National Press Club, Washington, D.C.

Thinking About Children and Television. Meeting convened in June 1997 to discuss the role foundations can play in supporting research on and production of children's educational television. Attended by academic, foundation, and industry representatives. National Press Building, Washington, D.C.

Covering Children's Television. Meeting convened in October 1997 with reporters from a dozen newspapers and magazines, including: *The Chicago Sun-Times*, *The Philadelphia Inquirer*, *The New York Times*, *The Dallas Morning News* and *TV Guide*. National Press Building, Washington, D.C.

Stories for Children. Meeting convened in October 1997 with award-winning children's book authors and industry executives in charge of children's television to discuss ways to bring books to children through quality children's programming. The Morgan Library, New York City, NY.

INVITED TALKS

Testing the effectiveness of public service advertising aimed at reducing consumption of sugar-sweetened beverages. (to be given November 13, 2012). The Rudd Center for Food Policy and Obesity Seminar Series. Yale University, New Haven, CT.

Evaluating the impact of an education campaign for Philadelphians using media. (September 11, 2012). Center for Disease Control and Prevention DNPAO Sugar Drink Reduction Networking Call/Webinar.

Food and beverage marketing and the obesity crisis. (September 11, 2012). Food Funders Interest Group of the Delaware Valley Grant Makers. Philadelphia, PA.

Child health policy. (June 19, 2010). Expert observer, Problem-based learning, Pediatric Acute Chronic NP students, University of Pennsylvania School of Nursing, Terri Lipman, professor.

Media, cognitive development, and educational opportunity in early childhood. (October 25, 2011) Zero to Eight: Children's Media Use in America. Conference organized by Common Sense Media, Washington, DC.

INVITED TALKS (CONTINUED)

- Children's media use and academic achievement.* (June 8, 2011). The 2011 Lambert Family Communication Conference on Children, Media and Race presented by Northwestern University, Washington, DC.
- Childhood obesity and the marketing and counter-marketing of sugar-sweetened beverages.* (May 12, 2011). Pediatric Grand Rounds, University of New Mexico Children's Hospital, Albuquerque, New Mexico.
- Media and childhood obesity.* (October 21, 2010). Presentation to Women in Children's Media, New York, NY.
- Food marketing in the new media environment.* (July 10, 2010). The Politics and Economics of Media Convergence Summer Institute. Communications University of China, Beijing, China.
- Theoretical and methodological issues in creating health communication campaigns for children and parents.* (July 5-6, 2010). Summer Institute for Health Communication Studies. Remin University, Beijing, China
- Child health policy.* (June 7, 2010). Expert observer for Problem-based learning class, Pediatric Acute Chronic NP students, University of Pennsylvania School of Nursing, Terri Lipman, professor.
- Constructing an evidence-based, anti-obesity media campaign.* (May 25, 2010). PBHL 672: Theory And Practice of Health Promotion Communication. Drexel University School of Public Health. Allison Karpyn, professor.
- New media technologies and the school context: Challenges and opportunities for educators.* (May 5, 2010). Philadelphia Suburban Schools Study Council, Philadelphia, PA.
- The impact of new media technologies on the health and well-being of youth.* (April 23, 2010). Keynote Speaker, Pediatric Continuing Medical Education Program, Philadelphia Department of Public Health, Philadelphia, PA.
- The role of television in childhood obesity: Causes, consequences, solutions.* (March 18, 2010). Muhlenberg College. Allentown, Pennsylvania.
- The impact of new media technologies on the health and well-being of the developing child.* (June 9, 2009). Department of Behavioral and Developmental Pediatrics, Children's Hospital of Philadelphia. Philadelphia, PA.
- Youth media use and the developmental process.* (July 16, 2009). Empowering Teachers Summer Institute, Sarah Lawrence College Bronxville, NY.
- Can government funding and regulation improve the quality of children's television?* (June 30, 2009). Media, Democratization and International Development summer course, Central European University Budapest, Hungary.
- The impact of new media technologies on youth development.* (May, 2009). Keynote speaker for the New Jersey Association of Principals and Supervisors Annual Conference, Monroe Township, New Jersey.
- Young minds and media technologies.* (April, 2009). Salon chair for the Association of Children's Museums annual conference, Philadelphia, PA.
- Digital media policy for children* (April, 2009). Guest lecturer for Internet, Policy and Culture University of Pennsylvania, Department of English (Professor Peter Decherney).
- Media policy in the age of the internet.* (March, 2009). Keynote address for the Society of Adolescent Medicine annual conference, Los Angeles, CA.
- Media use and childhood overweight.* (March, 2009). Colloquium presentation for Center for Weight and Eating Disorders, University of Pennsylvania (coordinator: Myles Faith)

INVITED TALKS (CONTINUED)

- Child health policy.* (June, 2008). Invited expert observer for Problem-based learning, Pediatric Acute Chronic NP students, University of Pennsylvania School of Nursing, Terri Lipman, professor.
- Media policy and the education of children and families.* (February, 2006). Graduate School of Education, Child Development and Social Policy, Diana Slaughter-Defoe, professor.
- Children, television viewing and obesity: Strategies for pediatricians.* (2006, February). Advocacy training program, Pediatric Residents, Children's Hospital of Philadelphia, Philadelphia, PA.
- Making the most of television in your home.* (2004, April). Gladwyne Montessori School, Gladwyne, PA.
- Young children and the mass media.* (2004, March). St. Mary's Nursery School and Graduate Parents at Penn. Philadelphia, PA.
- Mass media use and its implications for the healthy development of teenage girls.* (2003, October). Police Athletic League's Rizzo Center, Philadelphia, PA.
- The Three Hour Rule & The V-Chip Mandate: How have they been received by parents?* (2003, March). Speaker series sponsored by Penn State University, Abington, PA.
- Children and media use in the home: Influences on behavior.* (2002, June). Child and Adolescent Psychiatry Residency Didactic Program. The Children's Hospital of Philadelphia, Philadelphia, PA.
- Children's uses of electronic media: Implications for social, emotional and intellectual development.* (2002, March). National Behavioral Pediatrics Fellowship Training Program sponsored by the Maternal Child & Health Bureau. The Children's Hospital of Philadelphia, Philadelphia, PA.
- Making the most of television.* (2001, April). Speaker series sponsored by the Parent/Teacher Association of the Charlestown School District, Pottstown, PA.
- The multi-media experience of childhood.* (2001, March). Collaborative Office Rounds sponsored by the Children's Hospital of Philadelphia, Philadelphia, PA.
- Children and mediated violence: New questions.* (2000, October). Speaker series sponsored by the Women's Center of Montgomery County and Bryn Mawr Presbyterian Church, Bryn Mawr, PA.
- Children's media use and its impact on literacy development.* (2000, October). Symposium sponsored by The Heinz Family Foundation, Pittsburgh, PA.
- Public policy and children's television.* (2000, July). Keynote address for The National Association for Family & Community Education, Tampa, FL.
- Supervising children's media: The tools available to parents.* (2000, May). Meeting sponsored by the Parents' Association of the Torah Academy, Merion, PA.
- Children's relationship with media: Challenges and opportunities for health care providers.* (2000, April). Forum for child psychiatry residents and fellows sponsored by the psychiatry department of Thomas Jefferson University Hospital, Philadelphia, PA.
- Exploring the fit between public policy and private practice.* (2000, March). Panel discussion hosted by The Free Expression Network, Freedom Forum, Washington, D.C.
- Research, advocacy and policy: Synergistic efforts to improve television for children.* (1999, November). Invitational address to The Mayor's Council on the Prevention of Violence and its Causes, Chicago, IL.
- Television violence and children: Policy responses.* (1999, October). Symposium organized by The Child Law and Policy Study Group, Philadelphia, PA.

INVITED TALKS (CONTINUED)

- Children's use of time in the new media environment.* (1998, September). Symposium on Children's Television, The National Association of Broadcasters, Washington, D.C.
- Children's TV and the Three-Hour Rule: The role of the academic researcher in the evaluation of a public policy initiative.* (1997, November). Invited lecturer at the Graduate School of Education, Harvard University, Cambridge, MA.
- Directing children's TV viewing: What parents know, what parents need to know.* (1997, October) Invitational address to the Annual Meeting of the National Broadcasters Association of Community Affairs Professionals, Orlando, FL.
- How educational is children's educational TV?* (1997, April). Panel discussion sponsored by the Eliot Pearson School of Child Development, Tufts University, Medford, MA.

CONFERENCE PRESENTATIONS

- Gilmore, G., Jordan, A., Jeong, M., Alade, S. (May, 2012). Local news media framing of obesity before and during a public health media intervention. Paper presented at the annual conference of the International Communication Association, Phoenix, AZ.
- Jordan, A. (May, 2011). Thoughts on federal funding of youth and media research. Paper presented at the Children, Adolescents and Media preconference of the annual conference of the International Communication Association, Boston, MA.
- Jordan, A. & Kotler, J. (June, 2010). New perspectives on the digital divide in US homes with 6- to 9-year-old children. Paper presented at the annual conference of the International Communication Association, Singapore.
- Evans, C. and Jordan, A. (May, 2009). Only two hours? A qualitative study of the challenges Parents face in restricting child television time. Paper presented at the annual conference Of the International Communication Association, Chicago, IL.
- Jordan, A., Bleakley, A., Manganello, J., Stevens, R., Hennessey, M., Fishbein, M. (May, 2008). The home ecology of adolescents and its impact on television access and television viewing time. Paper presented at the annual conference of the International Communication Association, Montreal, Canada.
- Jordan, A. (April, 2007). Food marketing on children's television: A multi-year comparison. Paper presented at the biennial meeting of the Society for Research on Child Development, Boston, MA.
- Jordan, A. (April, 2006). Challenges facing content analysis research in the new media environment. Biennial meeting of the Society for Research in Child Development, San Francisco, CA.
- Jordan, A. (December, 2005). Reducing children's time with television: a foundations strategy approach. Paper presented at the annual meeting of the American Public Health Association, Philadelphia, PA.
- Jordan, A., Hersey, J., Branner, A., McDivitt, J., & Heitzler, C. (April, 2005) The forces that shape children's television viewing. Paper presented at the biennial meeting of the Society for Research in Child Development, Atlanta, Georgia.
- Heitzler, C., Jordan, A., Branner, A., Hersey, J., Massett, H., McDivitt, J. Rojas-Smith, L., Telleen, S. (November, 2004). Incentives and barriers to reducing children's television watching: Qualitative research with children and their parents. Paper presented at the annual meeting of the American Public Health Association, Washington, DC.

CONFERENCE PRESENTATIONS (CONTINUED)

- Manganello, J., Trentacoste, N., Jordan, A., Henderson, V., Martin, S., Hennessy, M. & Fishbein, M. (November, 2004). Audience differences in the perception of sexual content in media directed at teens. Paper presented at the annual meeting of the American Public Health Association, Washington, DC.
- Jordan, A. (2004, May). Educational media in the lives of at-risk preschoolers: An ecological perspective. Paper presented at the annual meeting of the International Communication Association, New Orleans, LA.
- Jordan, A., Trentacoste, N., Henderson, V., Manganello, J., & Fishbein, M. (2004, May). Measuring time teens spend with media: Challenges and opportunities. Paper presented at the annual meeting of the International Communication Association, New Orleans, LA.
- Jordan, A. (2004, May). Children, media and the public interest: Assessing the role of research in the policy-making process. Paper presented at the annual meeting of the International Communication Association, New Orleans, LA.
- Jordan, A. (2003, May). Make yourself at home: The social construction of research roles in family studies. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.
- Jordan, A. (2003, April). Using theory to inform policy evaluation: A systems approach. Paper presented at the annual meeting of the Midwest Sociological Association, Chicago, IL.
- Jordan, A. (2002, November). Systems theory and the evaluation of media policy: Lessons from an assessment of the V-Chip mandate. Paper presented at the National Communication Association Meeting, New Orleans, LA.
- Jordan, A. (2002, June). Public policy meets private practice: How families respond to the V-Chip. Paper presented at Television in the Digital Environment, Alberta, Canada.
- Jordan, A., Woodard, E., Fishman, J., & Scantlin, R. (2002, April) *V-Chip use and the family system* An APPC report to the Summit on Children's Media Policy, St. Thomas, USVI.
- Jordan, A., & Schmitt, K. (2001, May). Are broadcasters meeting their obligations to children with prosocial programming?: Multiple perspectives on "educational" television. Paper presented at the annual meeting of the International Communication Association, Washington, D.C.
- Jordan, A. (2000, April). Theoretical approaches to the long-term effects of television on children. Symposium discussant at the biennial meeting of the Society for Research in Child Development, Minneapolis, MN.
- Woodard, E., Jordan, A., & Schmitt, K. (1999, November). The changing face of children's television. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Jordan, A. (1999, April). The impact of regulation on the quantity and quality of educational programming for children. Paper presented at the biennial meeting of the Society for Research in Child Development, Albuquerque, NM.
- Jordan, A., & Holz, J. (1998, November). Public policy and private practice: Government regulation and parental mediation of children's viewing in the home. Paper presented at the annual meeting of the National Communication Association, New York City, NY. Recipient of top paper award for Division of Mass Communication.
- Sullivan, J., & Jordan, A. (1998, July). Playing by the rules: Impact and implementation of children's educational television regulations among local broadcasters. Paper presented at the annual meeting of the International Communication Association, Jerusalem, Israel. Recipient of top paper award for Division of Communication Law & Policy.
- Jordan, A., & Woodard, E. (1998, July). Growing pains: Availability, quality and parental awareness of children's television in the new regulatory environment. Paper presented at the annual meeting of the International Communication Association, Jerusalem, Israel.

CONFERENCE PRESENTATIONS (CONTINUED)

- Jordan, A. (1997, May). Industry beliefs about the audience for children's television. Paper presented at the annual meeting of the International Communication Association, Montreal, Canada. Recipient of top paper award for Division of Mass Communication.
- Jordan, A., & Bachen, C. (1989, November). Mass media and educational achievement in the family system. Paper presented at the annual meeting of the Speech Communication Association, San Francisco, CA.
- Jordan, A. (1989, July). The role of the mass media in family life: An ethnographic approach. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Jordan, A. (1988, May). The contribution of mass media and interpersonal sources to adolescents' images of the future. Paper presented at the annual meeting of the International Communication Association, New Orleans, LA.
- Jordan, A. (1986, October). Visions of tomorrow: The construction of beliefs about the future in 5th and 10th grade adolescents. Paper presented at the Conference on Culture and Communication, Philadelphia, PA.

OPINION/EDITORIALS

- Jordan, A. (2012, May). Sendak's lessons for children and their parents. *Philadelphia Inquirer*.
- Jordan, A. (2012, February). On social media, teens are the experts. *Philadelphia Inquirer*
- Jordan, A. (2011, September). Bridging the technology gaps. *Philadelphia Inquirer*
- Jordan, A. (2010, September). Vitamins + sugar + water. *Philadelphia Inquirer*
- Jordan, A., Bleakley, A., Hennessy, M. (2010, April). Media Have a Role in Sex Ed. *Philadelphia Inquirer*
- Jordan, A. (2010, March). The War on Soda: The Health Case for It. *Philadelphia Daily News*
- Jordan, A. (2008, June). Words and acts: Why do dirty words irk regulators when violence flies under the radar? *Chicago Tribune*.
- Jordan, A. (2008, June). Tell kids about how ads affect them – then take conversations further. *Philadelphia Inquirer*.
- Jordan, A. (2007, May). Do movie smokers lead children to the habit? *Philadelphia Inquirer*.
- Jordan, A. (2006, July). Subjecting our youth to cyberspace experiments. *San Francisco Chronicle*.
- Jordan, A. (2006, July). Tough words for childhood obesity. *Philadelphia Inquirer*.
- Jordan, A. (2006, June). Toddlers at the screen: How much is too much? *Philadelphia Inquirer*.
- Jordan, A. (2005, July). On the death of a child. *Philadelphia Inquirer*.
- Jordan, A. (2003, July). Children's heavy media use: not good for their brains, not good for their bones. Syndicated in over three dozen newspapers nationwide.
- Jordan, A. (2003, February 28). Goodbye Mr. Rogers. *Philadelphia Inquirer*.
- Jordan, A. (2002, January 14). The jungle of kids' TV. *Philadelphia Inquirer*.
- Jordan, A., & Turow, J. (2000, Summer/Fall). Parents can't do it alone. Syndicated in over two dozen newspapers nationwide.
- Jordan, A. (1999, August 13). It can happen here. *Philadelphia Inquirer*.
- Jordan, A. (1999, August 8). Limit children's TV time, but don't pull the plug. *Philadelphia Inquirer*.
- Jordan, A. (1999, July 14). Educational TV isn't kid stuff. *Philadelphia Daily News*.
- Jordan, A. (1998, March 4). Getting a lesson on television. *Philadelphia Inquirer*.

PROFESSIONAL ACTIVITIES

Chair, Children, Adolescents and Media Division, The International Communication Association (2010 to present).

Vice Chair, Children Adolescents and Media Interest Group, The International Communication Association (2009-2011).

Chair, ICA Publications Committee (2010 to 2012); member (2009-2010).

Member, ICA Awards Committee (2009-2010).

Reviewer, National Science Foundation (Informal Science Education review panel) (2011).

Consultant, The Rand Corporation (2010-2011).

Consultant, Sesame Workshop (2008).

Volunteer, The Juvenile Law Center, Foster Care Youth Summit (2008).

Consultant, The Pew Charitable Trusts (2007).

Consultant, The Centers for Disease Control and Prevention (2006).

Consultant, The Corporation for Public Broadcasting (2004).

Chair, International Communication Association Awards Committee (2003-2004).

Grant Proposal Ad Hoc Reviewer for the National Institutes of Health (2009), National Science Foundation (2004, 2009, 2010), The Ohio State University (2007), The Smith Richardson Foundation (2004).

Chair, ICA subcommittee for selection of recipient of *Most Important Applied/Policy Research Award* (2002, 2003).

Research Advisory Board Member, *Children's Digital Media Center*, a National Science Foundation-funded consortium of researchers and projects (2002, 2003).

Media Advisory Board Member, *Child Magazine* (2001-2003).

Editorial Board Member: *Journal of Children and Media* (2005 to 2012).

Editor, *Communication in the Public Interest*, ICA Newsletter, a bi-monthly column for members of the International Communication Association (2001 to 2002).

Ad Hoc Reviewer: *American Journal of Preventive Medicine, Childhood; Communication Law & Policy; Communication Yearbook, Critical Studies in Mass Communication; Developmental Psychology; Human Communication Research; International Journal of Social Science Research Methodology; Journal of Applied Communication; Journal of Applied Developmental Psychology; Journal of Broadcasting and Electronic Media; Journal of Communication; Journal of Family Issues, Pediatrics, Archives of Pediatrics and Adolescent Medicine, Popular Communication; Qualitative Research*, Blackwell Publishers, Sage Publications; Lawrence Erlbaum Associates; The Rand Corporation.

Dissertation Committee Member: Kara Garrity (degree expected 2013); Naomi Moland (degree expected 2013, New York University), Sarah Vaala (degree granted 2011), Deborah Wainwright (degree granted 2010), Jessica Taylor Piotrowski (degree granted 2010).

Post-Doctoral Fellow Supervisor: Sarah Vaala (2012-2013), Joelle Gilmore (2010-2012), Cortney Evans (2008-2010), Srividya Ramasubramanian (2004-2005), Jennifer Manganello (2003-2005), Ronda Scantlin (2000-2002), Jessica Fishman (2000-2002), Emory Woodard (1998-2000), Kelly Schmitt (1998-2000).

COURSES TAUGHT AT UNIVERSITY OF PENNSYLVANIA

Communication Research Methods (Comm. 340)
Children and Media (Comm. 225)
Children and Television (Comm. 225)
Children's Media Policy (Comm. 341)
Communications Internship (Comm. 299)
Communication Research with Children and Families (Comm. 308)
Introduction to Communication Behavior (Comm. 225)
Senior Honors Thesis Supervisor (Andrea Highbloom, 2012; Elisabeth Jacknis, 2012; Amanda Brown, 2010; Katie Esposito, 2009; Emily Kramer-Golinkoff, 2008, Kimberly Rust, 2007)

COURSES TAUGHT AT OTHER UNIVERSITIES

Mass Media and Society (Widener University)
Communication Theory (Muhlenberg College)
Methods of Film Analysis (Widener University)
Social Science Research Methods (Widener University)
Senior Honors Thesis (Widener University)

PROFESSIONAL MEMBERSHIPS

International Communication Association (life member)
National Communication Association (life member)
Society for Research on Adolescence
Society for Research in Child Development