

AMY BETH JORDAN

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EDUCATION

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

POSITIONS

2020 – present Chair, Department of Journalism and Media Studies, School of Communication and Information, Rutgers University, New Brunswick, New Jersey
2018-present Professor, Department of Journalism and Media Studies, School of Communication and Information, Rutgers University, New Brunswick, New Jersey
2016-2017 Associate Dean for Undergraduate Studies, Annenberg School for Communication, University of Pennsylvania, Philadelphia, Pennsylvania
2013-2017 Adjunct Full Professor, Annenberg School for Communication, University of Pennsylvania, Philadelphia, Pennsylvania
2014- 2016 Director of Graduate Student Professional Training, Annenberg School for Communication, University of Pennsylvania, Philadelphia, Pennsylvania
2013-2015 Associate Director for Policy Implementation, Annenberg Public Policy Center, University of Pennsylvania, Philadelphia, Pennsylvania
2008-2015 Director, Annenberg Center for the Advanced Study of Communication Fellowship Program, Annenberg Public Policy Center, University of Pennsylvania, Philadelphia, Pennsylvania
1996 -2015 Director, Media and the Developing Child Sector, Annenberg Public Policy Center, University of Pennsylvania, Philadelphia, Pennsylvania
1996-2013 Senior Research Investigator, Annenberg Public Policy Center, University of Pennsylvania, Philadelphia, Pennsylvania
1995-2013 Adjunct Instructor, Annenberg School for Communication, University of Pennsylvania, Philadelphia, Pennsylvania
1993-1995 Research Associate, Public/Private Ventures, Philadelphia, Pennsylvania
1990-1992 Assistant Professor and Department Coordinator, Media Studies Department, Widener University, Chester, Pennsylvania
1989-1990 Instructor, Media Studies Department, Widener University, Chester, Pennsylvania

GRANTS

- Digital disparity among college students experiencing remote instruction (2020)*
(Role: Co-PI with Vikki Katz). Awarded \$3,000 from the Rutgers University Research Council to support a national survey investigating the impact of remote learning during the COVID-19 crisis.
- Misleading messages, ambivalent attitudes: Teens' health beliefs about sports drinks (2019-2022)*
(Role: Co-Investigator with Amy Bleakley, PI). Awarded \$467,250 by the National Institutes of Health (R21DE028414-01, Bleakley PI) to examine the adolescent beliefs about the healthfulness of sports and energy drinks, analyze the advertising strategies that perpetuate misinformation, and conduct an online survey to identify opportunities for messaging to encourage more healthful beverage consumption by adolescents.
- University of Pennsylvania Prevention Research Center (UPenn PRC) (2014-2017)*. (Role: Lead, Communication and Dissemination (C&D) Core; Karen Glanz, PhD and Kevin Volpp, Co-Directors) Awarded \$4,350,000 by the Centers for Disease Control to establish the first Prevention Research Center in the Philadelphia region. The UPenn PRC uses the tools of behavioral economics combined with environmental/structural strategies in focusing on chronic disease prevention and reducing health disparities in Southeastern Pennsylvania. The C&D Core employs state-of-the art techniques and technologies to foster communication, forge strong connections, and disseminate cutting edge tools and research to the academic, scientific, local health, and local news media communities.
- Reducing UV Exposure to Prevent Skin Cancer: Message Development and Testing (2014-2017)*. (Role: Co-Principal Investigator with Karen Glanz, PhD) Three year, \$1.5 million grant from the Centers for Disease Control and Prevention to conduct research that advances knowledge about the correlates of sun protection among 18- 49-year-olds in order to inform the development and testing of messages and communication strategies for two categories of skin cancer risk behaviors: indoor tanning and outdoor sun exposure.
- Public Health Communications: Culturally Relevant Messages and Strategies to Promote Awareness about Alzheimer's Disease and Dementia (2014-2016)*. (Role: Co-Principal Investigator, with Jason Karlawish, MD) Two-year \$400,000 grant from the Centers for Disease Control and Prevention to develop messages to encourage adult children with concerns about an aging parent to see a memory specialist for a cognitive evaluation.
- Healthy Brain Initiative Collaborating Center (2014-2017)*. (Role: Co-Investigator, with Jason Karlawish, MD) Five year, \$464,000 grant from the Centers for Disease Control and Prevention to participate in the Healthy Brain Research Network as a collaborating center to establish and advance a research agenda in cognitive health and healthy brain aging, and support doctoral and post-doctoral education and training.
- Testing the Effectiveness of Public Service Ads in Persuading Target Audiences to Reduce Consumption of Sugar- Sweetened Beverages (2012-2013)*. (Role: Principal Investigator). Awarded \$147,155 from the Robert Wood Johnson Foundation (Healthy Eating Research Rapid Response Round 4).
- Communities Putting Prevention to Work – Media Campaign Evaluation (2010-2012)*. (Role: Principal Investigator). Awarded \$949,000 from the City of Philadelphia with funds from the Centers for Disease Control and Prevention to provide formative, monitoring, and summative research for an obesity prevention campaign.
- Precursors and correlates of weight status in young children (2004)*. (Role: Consultant). Awarded \$5,000 from The Centers for Disease Control and Prevention to conduct a synthesis of the literature.

GRANTS (CONTINUED)

- Educational media for preschoolers: Connecting schools and families with PBS programming (2003).* (Role: Principal Investigator). Awarded \$53,000 from the New Jersey Network Foundation to examine the role of educational media use in low-income preschool classrooms.
- Media exposure and adolescent development (2002-2009).* (Role: Co-Investigator). Awarded \$4,382,615 from The National Institute of Child Health and Development to study the effect of exposure to sexual media content on adolescent sexual risk taking.
- Understanding the factors that influence children's television viewing time (2002-2004).* (Role: Co-Investigator). Awarded \$445,000 from the Centers for Disease Control and Prevention to study parents' reception of American Academy of Pediatrics recommendations, home television viewing patterns and beliefs about the role of excess TV viewing in childhood obesity.
- The implementation, availability and perception of closed captioning following the Telecommunications Act of 1996 (2002-2003).* (Role: Principal Investigator). Awarded \$75,000 from the National Captioning Institute to assess the quality and consistency of closed captioning.
- Engaging the V-Chip: A follow-up exploration (2000-2001).* (Role: Principal Investigator). Awarded \$25,000 from the Smith Richardson Foundation to qualitatively assess factors associated with use/non-use of TV ratings and V-chip.
- Exploring the impact of public policy initiatives on children's use of television (1999-2002).* (Role: Principal Investigator). Awarded \$322,242 from the Smith Richardson Foundation to assess whether/how families use the V-chip, mandated by the Telecommunications Act of 1996, to limit children's viewing.
- Improving educational television opportunities for children (1997-1998).* (Role: Principal Investigator). Awarded \$440,000 from The Robert Wood Johnson Foundation to assess the challenges and opportunities mandated by the Children's Television Act of 1990.
- An evaluation of the Youth Education Sponsors (YES) Program in Detroit Public Middle Schools (1992-1993).* (Role: Principal Investigator). Awarded \$40,000 from the UAW-Ford Foundation to evaluate in-school youth mentoring program.

JOURNAL EDITOR

Journal of Children and Media. Refereed international academic journal. Publisher: Taylor & Francis Group of Routledge. Co-Editor with Dafna Lemish (2012-2018) and Vikki Katz (2018 to 2020).

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. *Journal of Applied Developmental Psychology*, 22(3), (Co-edited with Sandra Calvert), 2001.
- Children and television. *The Annals of the American Association of Political and Social Sciences*, 557, (Co-edited with Kathleen Hall Jamieson), May 1998.

BOOKS

- Lemish, D., Jordan, A., & Rideout, V. (Eds.) (2017). *Children, adolescents, and media: The future of research and action*. London: Routledge.
- Jordan, A. & Romer, D. (Eds.) (2014). *Media and the well-being of children and adolescents*. Oxford University Press.
- Strasburger, V., Wilson, B., & Jordan, A. (2014). *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. (This book is also published in Korean.)
- Strasburger, V., Wilson, B., & Jordan, A. (2009). *Children, adolescents and the media*. (Second Edition.) Thousand Oaks, CA: Sage Publications. (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.

JOURNAL ARTICLES

- Hennessy, M., Bleakley, A., Jordan, A., Maloney, E., Stevens, R. (forthcoming). Reducing unhealthy normative behavior: The case of sports and energy drinks. *Health Education and Behavior*.
- Jordan, Amy B. (2021). (Commentary) Warriors and worriers. *Journal of Children and Media*, 15(1), 146-147. DOI: 10.1080/17482798.2020.1861639
- Katz, V., Jordan, A., Ognyanova, K. (2021). Digital inequality, faculty communication, and remote learning experiences during the COVID-19 pandemic: A survey of U.S. undergraduates. *PLOS ONE* (16)2: e0246641. <https://doi.org/10.1371/journal.pone.0246641>
- Jordan, A. & Klein, N. Branding, privacy, and identity: Growing up in surveillance Capitalism. (2020). (Commentary) *Journal of Children and Media*, 14:2, 259-266.
- Jordan, A.B., Bleakley, A., Alber, J.M., Lazovich, D., Glanz, K. (2020). Developing and testing message strategies to reduce indoor tanning. *American Journal of Health Behavior*, 44:3, 292-301. DOI: 10.5993/AJHB.44.3.2.
- Bleakley, A., Jordan, A.B., Strasser, A.A., Lazovich, D., Glanz, K. (2020). Testing general vs. specific behavioral focus in messaging for the promotion of sun protection behaviors. *Annals of Behavioral Medicine*, 54(2), 108-118. <https://doi.org/10.1080/17482798.2019.1591662>.
- Jordan, A., Bleakley, A., Harkins, K., Hailu, T., Cassidy, K., Hachey, S., & Karlawish, J. (2020). “Together Make a Visit; Together Make a Plan”: Messaging to adult children with concerns about a parent’s memory loss. *Health Communication*, 35:4, 512-523. DOI: 10.1080/10410236.2019.1570428
- Jordan, A. & Prendella, K. (2019). The invisible children of media research (commentary). *Journal of Children and Media*, 13(2), 235-240.
- Glanz, K., Jordan, A., Lazovich, D., & Bleakley, A. (2019). Frequent indoor tanners’ beliefs about tanning and cessation. *American Journal of Health Promotion*, 33(2), 293-299. <https://doi.org/10.1177/0890117118784235>
- Calderon, T.A., Bleakley, A., Jordan, A.B., Lazovich, D., Glanz, K. (2019). Correlates of sun Protection behaviors in racially and ethnically diverse U.S. adults. *Preventive Medicine Reports*, V13, 346-353. <https://doi.org/10.1016/j.pmedr.2018.12.006>

JOURNAL ARTICLES (CONTINUED)

- Bleakley A, Lazovich D, Jordan A, Glanz K. (2018). Compensation beliefs and skin cancer Prevention strategies. *American Journal of Preventive Medicine*, 55(6), 848-855.
- Bleakley A, Jordan A, Ellithorpe M, Lazovich D, Grossman S, Glanz K. (2018). A national survey of young women's beliefs about quitting indoor tanning: implications for health communication messages. *Translational Behavioral Medicine*. Online first: <https://doi.10.1093/tbm/ibx007>.
- Bleakley, A., Jordan, A., Mallya, G., Hennessy, M., Piotrowski, J.T. (2018). Do you know what your kids are drinking? Evaluation of a media campaign to reduce consumption of sugar-sweetened beverages. *American Journal of Health Promotion*, 32(6), 1409-1416.
- Vaala, S.E., Bleakley, A., & Castonguay, J., Jordan, A.B. (2017). Parents' use of the V-Chip and perceptions of television ratings: The role of family characteristics and the home media environment. *Journal of Broadcasting and Electronic Media*, 61(3), 518-537.
- Jordan, A.B. (2016). Digital media use and the experiences(s) of childhood. *Journal of Communication*, 66(6), p. 879-887.
- Vaala, S.E., Bleakley, A., Hennessy, M., & Jordan, A. (2016). Weight stigmatization moderates the effects of sugar-sweetened beverages-related PSAs. *Media Psychology*, 19(4), 534-560.
- Jordan, A., Bleakley, A., Hennessy, M., & Vaala, S. (2015). Sugar-sweetened beverage-related public service advertisements and their influence on parents. *American Behavioral Scientist*, 59(14) 1847-1865.
- Hennessy, M., Bleakley, A., Piotrowski, J.P., Mallya, G., & Jordan, A. (2015). Sugar-sweetened beverage consumption by adult caregivers and their children: The role of drink features and advertising exposure. *Health Education & Behavior*, 42(5) 677-686.
- Bleakley, A., Hennessy, M., Vaala, S., Glanz, K., Strasser, A., Jordan, A. (2015). Do emotional appeals in public service advertisements influence adolescents' intention to reduce consumption of sugar-sweetened beverages? *Journal of Health Communication*, 20(8) 938-948.
- Khurana, A., Bleakley, A., Jordan, A., & Romer, D. (2015). The protective effects of parental monitoring and internet restriction on adolescents' risk of online harassment. *Journal of Youth and Adolescence*, 44(5), 1039-1047.
- Piotrowski, J., Jordan, A., Hennessy, M., Bleakley, A. (2015). Identifying family television practices to reduce children's television time. *Journal of Family Communication*, 15:159-174.
- Jeong, M., Gilmore, J., Bleakley, A., Jordan, A. (2014). Local news media framing of obesity in the context of a sugary beverage reduction campaign. *Journal of Nutrition Education and Behavior*, 46(6), 583-588.
- Bleakley, A., Jordan, A., & Hennessy, M. (2013). The relationship between parents' and children's television viewing. *Pediatrics*, 132(2): e364-e371.
- Bleakley, A., Piotrowski, J., Hennessy, M., & Jordan, A. (2013). Predictors of parents' intention to limit children's television viewing. *Journal of Public Health*, 35(4) 525-532.
- Vaala, S.E., Bleakley, A., & Jordan, A. (2013). The media environments and television-viewing diets of infants and toddlers. *Zero to Three*, 33(4), 18-24.
- Strasburger, V., Jordan, A., Donnerstein, E. (2012). Children, adolescents, and the media: Health effects. *Pediatric Clinics of North America*, 59(3), 533-586.
- Gottfried, J. A., Vaala, S. E., Bleakley, A., Hennessy, M., & Jordan, A. (2013). Does the effect of exposure to TV sex on adolescent sexual behavior vary by genre? *Communication Research*, 40(1), 73-95.

JOURNAL ARTICLES (CONTINUED)

- Jordan A, Piotrowski J.T., 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.
- 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
- Jordan, A. (2010). Children's television viewing and childhood obesity. *Pediatric Annals*, 39(3), 569-573.
- 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.
- 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.
- Strasburger, V., Jordan, A., & Donnerstein, E. (2010). Health effects of media on children and adolescents. *Pediatrics*, 125(4), 756-767.
- 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.
- 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.
- 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.
- Jordan, A. (2008). Children's media policy. *The Future of Children*, 18(2): 235-253.
- 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.
- 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.
- 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.

JOURNAL ARTICLES (CONTINUED)

- 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. (2007). Television viewing and weight status in children and adolescents. *Journal of Children and Media* (1)1, 45-54.
- 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.
- 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.
- Scantlin, R. & Jordan, A. (2006). Families' experiences with the V-Chip: An exploratory study. *Journal of Family Communication*, 6(2), 139-159.
- 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. (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.
- 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., Schmitt, K., & Woodard, E. (2001). The developmental implications of commercial broadcasters' educational offerings. *Journal of Applied Developmental Psych.*, 22(1), 87-102.
- 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.
- 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., & 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.
- 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.

BOOK CHAPTERS

- Jordan, A. (forthcoming). Public Scholarship in Children and Media. In T.J. Billard and S. Waisbord (Eds.) *Public Scholarship in Communication Studies*. University of Illinois Press.
- Jordan, A. & Walters, A. (forthcoming). Children and advertising policies in the U.S. and beyond. In D. Lemish (Ed.) *The Routledge Handbook of Children, Adolescents and Media* 2nd Edition. New York, NY: Routledge Taylor & Francis Group.
- Jordan, A. & Vaala, S. (2019). Educational media for children. In M.B. Oliver, A.A. Raney, & J. Bryant (Eds.) pp. 290-307. *Media effects*. New York City, NY: Routledge Taylor & Francis Group.
- Jordan, A. (2018). The role of media in childhood obesity. In Debasis Bagchi (Ed.), *Global views on childhood obesity: Current status, consequences & prevention (2nd Edition)*. NY: Elsevier/Academic Press.
- Jordan, A. (2017). Growing up online: Media use and development in early adolescence. In Vorderer, P., Hefner, D., Reinecke, L., & Klimmt, C. (Eds.) pp. 165-176. *Permanently Online Permanently Connected*. London, England: Taylor & Francis.
- Vaala, S. & Jordan, A. (2017). Children's learning in a mobile media environment: Policies, practices, and possibilities. In Blumberg, F. & Brooks, P. (Eds.) *Cognitive Development in Digital Contexts*. NY: Elsevier Press.
- Bleakley, A., Vaala, S., Jordan, A., & Romer, D. (2014) Media access and use in U.S. homes with children and adolescents. In *Media and the Well-Being of Children and Adolescents*, Jordan, A. & Romer, D. (Eds.) (pp. 1-19), New York: Oxford University Press.
- Jordan, A. & Gilmore, J. (2013). Children and advertising policies in the U.S. and beyond. In D. Lemish (Ed.) *The Routledge Handbook of Children, Adolescents and Media*. (pp. 386-394). New York, NY: Routledge Taylor & Francis Group.
- Jordan, A. (2013). The impact of media policy on children's media exposure. In Erica Scharrer (Ed.), *Media Effects/Media Psychology* (pp. 742-763), 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* (pp. 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.

BOOK CHAPTERS (CONTINUED)

- 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. (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.

TECHNICAL REPORTS (CONTINUED)

- 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.
- 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.

HONORS AND AWARDS

- Fellow, International Communication Association (2017)*. Fellow status in the International Communication Association is primarily a recognition of distinguished scholarly contributions to the broad field of communication. Secondary consideration is given to such criteria as service to ICA and socially or professionally significant service to other publics.
- Senior Scholar Award (2016)*. Presented by the Children, Adolescents, and Media Division of the International Communication Association at the Annual Meeting in Fukuoka, Japan.
- Distinguished Research Fellow (2015)*. Appointed Distinguished Research Fellow of the Annenberg Public Policy Center of the University of Pennsylvania. APPC DRFs work together with APPC scholars to collaborate on analysis of APPC's existing data sets, conduct joint funded research projects, and participate in APPC's seminar and lecture series.
- Senior Fellow of the Leonard Davis Institute (2015)*. Appointed Senior Fellow to the Leonard Davis Institute of Health Economics at the University of Pennsylvania. Three year term. LDI Senior Fellows are faculty investigators who have an established or emerging track record of research on topics directly connected to LDI's health policy and health systems mission.

HONORS AND AWARDS (CONTINUED)

- Alumni Achievement Award.* (2014). Muhlenberg College, Allentown, Pennsylvania. This award is given to an alumnus/a for distinguished and excellent attainments in a specific field which reflects substantial credit on Muhlenberg College as the recipient's alma mater.
- Provost's Award for Teaching Excellence by a Member of the Non-Standing Faculty.* (2014). Awarded to two members of the associated faculty or academic support staff who teach at Penn, one in the non-health schools and one in the health school. Teaching recognition awarded through University of Pennsylvania's Office of the Provost.
- Distinguished Teaching Award.* (2013). Award given by the Mass Communication Division of the National Communication Association for commitment to excellence in teaching and mentoring.
- 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."
- 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."

POLICY IMPACT

- Invited Speaker. Communities Putting Prevention to Work Program on 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.

POLICY IMPACT (CONTINUED)

- 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.
- 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

International Communication Association Regional Conference “ICAfrica”. (October 2016).

Worked with local organizing committee to host the first ICA regional conference to be held on the continent of Africa. Over 250 attendees from 30 countries participated. Nairobi, Kenya.

Annenberg Public Policy Center Speaker Series. (2014-2015 academic year). Series presented at the Annenberg Public Policy Center featuring the scholarship of the APPC Distinguished Research Fellows, Philadelphia, PA.

Social Media Data Workshop. (May 2, 2014). Workshop convened at the Annenberg Public Policy Center to bring in experts to work with APPC researchers and distinguished research fellows to discuss the challenges and opportunities of working with social media data, Philadelphia, PA.

Teaching CAM: Pedagogical issues and practical strategies for sharing theory and research related to children, adolescents, and media. (June 17, 2013). Half day preconference workshop for 50 scholars and graduate students working in the field. Held in conjunction with the International Communication Association’s annual meeting, London, England.

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 contributed to a book of the same title published by Oxford University Press in 2014.

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 Building 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. Representatives from industry, advocacy, academia, philanthropy and government shared research and perspectives. St. Thomas, USVI.

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 Building, 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 Building, Washington, D.C

BRIEFINGS, CONFERENCES AND MEETINGS ORGANIZED (CONTINUED)

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 Building, 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 Building, 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

Digital equity and remote learning experiences among Rutgers University undergraduates.

Presentation with co-investigator Vikki Katz to the Academic Continuity Working Group (May 12, 2020), The Undergraduate Education Council (June 10, 2020) and the Strategic Enrollment Planning Committee (July 13, 2020), Rutgers University, New Brunswick.

The marketing (and counter-marketing) of sugar-sweetened beverages to adolescents.

(December 12, 2019). Institute for Food, Nutrition & Health. Rutgers University, New Brunswick, NJ.

Leveraging children's media experiences. (August 2, 2019). Invited talk to the Preempting Racism Workshop, New York University, NYC, NY.

From soda facts to soda tax: The evolution of messages and beliefs about sugar-sweetened Beverages. (November 29, 2018). Invited talk to the Department of Communication, University of Connecticut, Storrs, CT.

Digital inequality & remote learning experiences among Rutgers University undergraduates. (May 12, 2020). Virtual Presentation with Vikki Katz to the Academic Continuity Work Group (Chair, Susan Lawrence). Rutgers University-New Brunswick.

The politics of children's media policy (July 10, 2018). Keynote address at the Digitising Early Childhood International Conference, Perth, Australia.

Social media use and adolescent development: What we know; what we don't know.

(July 9, 2018). Invited talk at Curtin University, Perth, Australia.

INVITED TALKS (CONTINUED)

- Interpretation/misinterpretation of epidemiologic data about media, in the media.* (March 13, 2017). Guest lecturer in Jennifer Pinto-Martin's class Public Health Epidemiology course entitled "Where is the Evidence? (PUBH606), School of Nursing, University of Pennsylvania, Philadelphia, PA.
- The experience of childhood in the age of digital media.* (March 6, 2017). Invited talk to members of the Children's Media Association, New York City, NY.
- The development of gender identity.* (April 2016). Invited presentation for panel on gender disparities in media and toys for White House Summit entitled "Helping our Children Explore, Learn, and Dream without Limits", Washington, DC.
- Digital natives and digital immigrants: Media use and generational identity.* (November 2015). Ben Gurion University of the Negev, Be'er Sheva, Israel.
- Digital media use and the experience of childhood in the 21st century.* (October 2015). Distinguished Lecturer, Department of Communication. Virginia Polytechnic Institute and State University, Blacksburg, VA.
- Do media technologies define the experience of childhood? Reflections across generations.* (June 2015). Plenary address presented at the Central and Eastern European Communication Association's 6th Annual Meeting, Zagreb, Croatia.
- Developing an evidence base for health communication messages targeted to audiences across the lifespan.* (April 2015). Media, Technology & Society Speaker Series, Northwestern University, Evanston, Illinois.
- The value of theory in the development of culturally sensitive health communication messages.* (April 2015). Amsterdam School of Communication Research (ASCoR), The Netherlands.
- Childhood obesity: The impact of food and beverage marketing.* (November 21, 2013). University of Pennsylvania School of Nursing, Obesity and Society class (Professor Tanja Kral), Philadelphia, PA.
- Lessons learned from a media campaign to reduce Philadelphian's sugar-sweetened beverage consumption* (October 10, 2013). Improving oral hygiene behavior: A workshop to spark new ideas for research. Meeting co-sponsored by the Center for Health Incentives and Behavioral Economics at the Leonard Davis Institute and the University of Pennsylvania School of Dentistry, Philadelphia, PA.
- What today's youth can teach us about the power and potential of new media* (September 29, 2013). Youth Media Rise Festival, Washington, DC.
- Can public health messages about sugar-sweetened beverages make a difference in the fight against obesity?* (September 25, 2013). Center for Weight and Eating Disorders, Department of Psychiatry, Perelman School of Medicine, University of Pennsylvania, Philadelphia, PA.
- What role do media play in girls' negative body image and disordered eating?* (December 12, 2012). The Agnes Irwin School, Bryn Mawr, Pennsylvania.

INVITED TALKS (CONTINUED)

- Testing the effectiveness of public service advertising aimed at reducing consumption of sugar-sweetened beverages.* (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, 2011). 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.
- 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. Renmin 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.

INVITED TALKS (CONTINUED)

- 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). Invited chair and respondent 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)
- 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.

INVITED TALKS (CONTINUED)

- 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.
- 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

- Jordan, A. (2018, May). The politics of children's media policy. Paper presented at the annual Conference of the International Communication Association, Prague, The Czech Republic.
- Castonguay, J. & Jordan, A. (2015, May). Sleeping patterns, media use, and adolescent well-being: Results of the AMES Survey. Paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.
- Vaala, S., Castonguay, J., Bleakley, A. & Jordan, A. (2015, May). Predictors of parents' use of the V-Chip and perceptions of television ratings utility. Paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.
- Jordan, A. (2015, March). The value of theory and the importance of formative research for healthy Brain-related messaging. Presentation at the Healthy Brain Research Network Grantee Meeting, Centers for Disease Control and Prevention, Atlanta, GA.
- Vaala, S.E., Bleakley, A., Hennessy, M. & Jordan, A. (2014, May). Sugar-sweetened beverage-reduction messages and parents' intentions to reduce their consumption: The moderating role of weight stigma history. Paper presented at the annual International Communication Association convention: Seattle, WA.

CONFERENCE PRESENTATIONS (CONTINUED)

- Piotrowski, J., Jordan, A., Bleakley, A., & Hennessy, M. (June 2013). Identifying household television practices to reduce children's television time. Paper presented at the annual conference of the International Communication Association, London, England.
- Khurana, A., Bleakley, A. & Jordan, A. (April 2013). Effects of parental monitoring on social networking and online bullying: A comparison of younger and older adolescents. Society for Research in Child Development, Seattle, WA.
- Jordan, A. (March 2013). Testing the effectiveness of public service ads in persuading target audiences to reduce consumption of sugar-sweetened beverages. Healthy Eating Research Grantee Meeting, New Orleans, LA.
- 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. & 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.
- 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.

CONFERENCE PRESENTATIONS (CONTINUED)

- 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

- Katz, V. & Jordan, A. (2020, March 15). Will the coronavirus pandemic uncover our students' Digital inequality? *The Star Ledger/NJ.com*
- Jordan, A. (2014, December). When social media leads to social action. *The Hill*.
- Jordan, A. (2014, August). Why Congress needs to fund children's educational television. *The Hill*.
- Jordan, A. (2014, June). Toddlers, television, and the troubling "word gap." *The Hill*.
- Jordan, A. (2013, September). What today's youth can teach us about the power and potential of new media. *The Huffington Post*.
- 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*.

OPINION/EDITORIALS (CONTINUED)

- 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

- Fellow, Big Ten Academic Alliance (BTAA) Department Executive Officer (DEO). 2021 to present
- Member, External Review Committee, Amsterdam School of Communication Research, University of Amsterdam/Department of Communication Science, Vrije University (2021).
- Member, Editorial Committee, Rutgers University Press. 2018-2021.
- Member, Board of Trustees, Chair, Education Committee, Sesame Workshop. Elected June, 2017 to serve a four year renewable term (2017 to present).
- Chair, Nominations Committee, International Communication Association (2020).
- General Secretary, Chair, Regional Conference Committee, International Communication Association (2018-2019)
- Immediate Past President and Member of the Executive Committee, The International Communication Association (2016 to 2018).
- President and Member of the Executive Committee, The International Communication Association (2015-2016).
- President Elect and Member of the Executive Committee, The International Communication Association (2014-2015).
- Technical Expert Board, The Administration on Community Living, U.S. Department of Health and Human Services (2015 - 2017).
- International Advisory Board, Amsterdam School of Communication Research, University of Amsterdam (2015 to present).
- Advisory Board Member, Institute of Digital Media and Child Development (2014 to 2015).
- President-Elect Select and Member of the Executive Committee, The International Communication Association (2013-2014).
- Chair, Children, Adolescents and Media Division and Member of the Board of Directors, The International Communication Association (2011 – 2013).
- Vice Chair, Children Adolescents and Media Interest Group/Division, The International Communication Association (2009-2011).
- Chair, ICA Publications Committee (2010 to 2012); Member (2009-2010).
- Member, ICA Awards Committee (2009-2010).
- 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, ICA Awards Committee (2003-2004).

PROFESSIONAL ACTIVITIES (CONTINUED)

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), The National Science Foundation (2011), The Templeton Foundation (2014).
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).
Editorial Board Member: *Journal of Communication* (2015-present), *Communication Theory* (2014-2018); *Communication Yearbook* (2012 to 2016). *Journal of Children and Media* (2020-present)
Ad Hoc Reviewer (selected): *American Journal of Preventive Medicine, Childhood; Communication Law & Policy; Critical Studies in Mass Communication; Developmental Psychology; Human Communication Research; International Journal of Social Science Research Methodology; Journal of Applied Developmental Psychology; Journal of Applied Communication Research; Journal of Broadcasting and Electronic Media; Journal of Family Issues, Journal of Nutrition Education and Behavior, Pediatrics, Archives of Pediatrics and Adolescent Medicine, Popular Communication; Qualitative Research*, Blackwell Publishers, Sage Publications; The Rand Corporation.
Senior Honors Thesis Supervisor: Michelle Jo (2017), Sophie Choi, 2013 (winner of George Gerbner Award for outstanding honors thesis); Anne Delmar, 2013; Andrea Highbloom, 2012; Elisabeth Jacknis, 2012; Amanda Brown, 2010; Katie Esposito, 2009; Emily Kramer-Golinkoff, 2008, Kimberly Rust, 2007.
Dissertation Committee Chair: Kate Prendella (Rutgers University-New Brunswick, degree expected 2022); Alyvia Walters (Rutgers University-New Brunswick, degree expected 2023)
Dissertation Committee Member: Kathleen Kellett (Rutgers University-Camden, Childhood Studies) (degree expected 2022); Sarah-Rose Marcus (2020, Rutgers University, Communication) Deepti Chittamuru (2017, University of Pennsylvania); Karin Fikkers (2016, University of Amsterdam); Naomi Moland (2014, New York University), Kara Garrity Liebskind (2013, University of Pennsylvania); Sarah Vaala (2011, University of Pennsylvania), Deborah Wainwright (2010, University of Pennsylvania), Jessica Taylor Piotrowski (2010, University of Pennsylvania).
Qualifying Exam Committee Chair: Kate Prendella (2020); Alyvia Walters (2021))
Qualifying Exam Committee Member: Kathleen Kellett (2021).
Post-Doctoral Fellow Supervisor: Jessica Castonguay (2014-2015), Sarah Vaala (2012-2014), 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

RUTGERS UNIVERSITY

Media and Children (Masters)
Teens and Screens (Masters)
Children and Media (Undergraduate)
Children, Adolescents, and Media (Doctoral)
Introduction to Media (Undergraduate)

UNIVERSITY OF PENNSYLVANIA

Children and Media (previously taught as Children and Television)
Children's Media Policy
Communications Internship
Communication Research with Children and Families
Communication Research Methods
Introduction to Communication Behavior

WIDENER UNIVERSITY

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

PROFESSIONAL MEMBERSHIPS

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

SERVICE TO RUTGERS UNIVERSITY

Curriculum Review Committee, Journalism and Media Studies (2018-present)
Executive Committee, Masters in Media and Communication (2019-present)
Chair, Journalism and Media Studies Masters Degree Task Force (2020-present)
Chair, Journalism and Media Studies Majors Growth Task Force (2020-present)
Scholarship Committee, Journalism and Media Studies (2020-present)
Chair, Non-Tenure Track Faculty Search (2021)
Search Committee Member, Tenure Track Faculty Search (2021)
Editorial Committee, Rutgers University Press (2018-2021)
Research Development Committee, School of Communication & Information (2018-2020)

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