

MARY BELTRÁN

Abbreviated Curriculum Vitae –2019

Department of Radio-Television-Film
The University of Texas at Austin
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RESEARCH INTERESTS

Critical and cultural studies-driven scholarship at the intersections of U.S. television and film studies, critical race studies, and gender studies, with emphasis on Latina/o representation and media production and on negotiations over diversity and inclusion in U.S. television. Feminist media studies, critical mixed race studies, celebrity studies, Latina/o and other alternative media production and activism.

EDUCATION

Ph.D., Radio-Television-Film, University of Texas at Austin, 2002
M.S., Social Work, University of Wisconsin – Madison, 1993
B.S., Journalism, Southern Illinois University – Carbondale, 1988

ACADEMIC AND RESEARCH POSITIONS

Associate Professor	Department of Radio-Television-Film Affiliate, Dept. of Mexican American and Latina/o Studies, Center for Women's & Gender Studies The University of Texas at Austin (2013+)
Assistant Professor	Department of Radio-Television-Film Affiliate, Centers for Mexican American Studies, Women's & Gender Studies, Asian American Studies The University of Texas at Austin (2011-2013)
Associate Professor	Media & Cultural Studies area, Department of Communication Arts Affiliate, Chicana/o and Latina/o Studies (25% of teaching line) Affiliate, Gender and Women's Studies University of Wisconsin-Madison (2009 – 2011)
Assistant Professor	Media & Cultural Studies, Department of Communication Arts Affiliate, Chicana/o and Latina/o Studies (50% of teaching line) Affiliate, Gender and Women's Studies University of Wisconsin-Madison (2003 – 2009)
Independent Consultant	The Ford Foundation (2002, 2005)
Adjunct Lecturer	University of Texas at Austin, Dept. of Radio-Television-Film (2003)
Research Associate	The TeleVisions Project. University of Texas at Austin, Dept. of Radio-Television-Film (2002). <i>Ford Foundation-funded research project that examined the employment and representation of people of color in U.S. entertainment television.</i>

SELECTED PUBLICATIONS

Books

Mary Beltrán (2009). *Latina/o Stars in U.S. Eyes: The Making and Meanings of Film & TV Stardom*. Urbana-Champaign: University of Illinois Press.

Mary Beltrán and Camilla Fojas, editors. (2008). *Mixed Race Hollywood*. New York: New York University Press.

Work in Progress

Making Latina/o/xs: U.S. Television Storytelling and Cultural Citizenship. Book manuscript under advanced contract with NYU Press.

Refereed Journal Articles

"Fast and Bilingual: *Fast & Furious* and the Latinization of Racelessness." *Cinema Journal* 53:1 (Fall 2013): 75-96.

"Bridging the Gaps: Feminist Generation Gaps and Feminist Media Studies in the U.S. Context." *Feminist Media Studies*, 11: 1 (March 2011): 21-26.

"The New Hollywood Racelessness: Only the Fast, Furious (and Multi-Racial) Will Survive." *Cinema Journal* 44:2 (Winter 2005): 50-67.

"Dolores Del Rio, the First 'Latino Invasion,' and Hollywood's Transition to Sound." *Aztlán: The Journal of Chicano Studies* 30:1 (Spring 2005): 55-86.

"The Hollywood Latina Body as Site of Social Struggle: Media Constructions of Stardom and Jennifer Lopez's 'Cross-over Butt.'" *The Quarterly Review of Film and Video* 19.1 (January 2002): 71-86.

Forthcoming

"Hip Hop Hearts Ballet: Utopian Multiculturalism and its Limits in the *Step Up* Dance Films." In *Hollywood at the Intersection of Identity*, edited by Delia Konzett. Forthcoming from Rutgers University Press in 2019.

"Image Analysis and Televisual Latinos." Invited chapter in *Race and Media* anthology, edited by Lori Kido Lopez. Forthcoming from NYU Press in 2020.

"*East Los High*: Empowerment." In *How to Watch Television*, Second Edition, edited by Ethan Thompson and Jason Mittell. New York: NYU Press, forthcoming in 2020.

Book Chapters

"Representation." In *The Craft of Media Criticism: Media Studies in Practice*, edited by Michael Kackman & Mary Celeste Kearney. New York: Routledge, June 2018. 97-108.

"Television." In *Keywords for Latino Studies*, edited by Deborah R. Vargas, Nancy Raquel Mirabal, and Lawrence La Fountain-Stokes. New York: NYU Press, December 2017.

"Latina/os on TV! A Proud (and Ongoing) Struggle Over Representation and Authorship." In *The Routledge Companion to Latina/o Popular Culture*, edited by Frederick Aldama. New York: Routledge, 2016. 23-33.

Vittoria Rodriguez and Mary Beltrán. "From the Bronze Screen to the Computer Screen: Latina/o Web Series and Independent Production." In *The Routledge Companion to Latina/o Media*, edited by Maria Elena Cepeda and Dolores Inés Casillas. New York: Routledge, 2016. 156-170.

"Everywhere and Nowhere (but Always Political): Mediated Mixed Race and Critical Mixed Race Studies." Invited chapter in *Mixed Race 3.0: Risk and Reward in the Digital Age*, edited by Ulli Ryder and Marcia A. Dawkins. Los Angeles: USC Annenberg Press, February 2015.

"SNL's 'Fauxbama' Debate: Facing Off Over Millennial (Mixed-)Racial Impersonation." In *SNL: Beyond Saturday Night*, edited by Nick Marx, Matt Sienkiewicz, and Ron Becker. Indiana University Press, 2013. 191-209.

Mary Beltrán, Corey Creekmur, Sangita Gopal, and Raphael Raphael. "A Panel Discussion on Transnational Stardom." In *Transnational Stardom: International Celebrity in Film and Popular Culture*, edited by Russell Meeuf and Raphael Raphael. New York: Palgrave Macmillan, 2013. 19-28.

"Javier Bardem and Benicio Del Toro: Beyond Machismo." *Shining in the Shadows: Movie Stars of the 2000s*, edited by Murray Pomerance. New Brunswick, NJ: Rutgers University Press, 2011. 90-107.

Beltrán, Mary and Camilla Fojas. "Introduction: Mixed Race in Hollywood Film and Media Culture." In *Mixed Race Hollywood*, edited by Mary Beltrán and Camilla Fojas, 1-20. New York: NYU Press, 2008.

"Mixed Race in Latinowood: Latino Stardom and Ethnic Ambiguity in the Era of *Dark Angels*." In *Mixed Race Hollywood*, edited by Mary Beltrán and Camilla Fojas, 248-268. New York: NYU Press, 2008.

"When Dolores Del Rio Became Latina: Latino/a Stardom in Hollywood's Transition to Sound." In *Latino/a Communication Studies Today*, edited by Angharad Valdivia, 27-50. New York: Peter Lang, 2008.

Mary Beltrán, Jane Park, Henry Puente, Sharon Ross, and John Downing, "Pressurizing the Media Industry." In John D.H. Downing and Charles Husband, *Representing 'Race': Racisms, Ethnicity, and the Media*, 160-193. London: Sage, 2005.

"Commemoration as Crossover: 'Remembering' Selena." In *Afterlife as Afterimage: Understanding Posthumous Fame*, edited by Steve Jones and Joli Jensen, 81-96. New York: Peter Lang, 2005.

"*Más Macha*: The New Latina Action Hero." In *Action and Adventure Cinema*, edited by Yvonne Tasker, 186-200. London: Routledge, 2004.

Electronic Publications

"Reflections on the New Diversity in Television." *Flow*, Vol. 21, Issue 5 (March 2015). *Flow* is an online academic journal of television and media studies. <http://flowtv.org/2015/03/new-diversity-in-television/>

"Late Invites to the Party: What's Still Not Working for Latina/os and American TV." *Flow*. Vol. 21, Issue 3 (January 2015). <http://flowtv.org/2015/01/late-invites-to-the-party/>

“Award Shows Celebrating Diversity in Film and TV—and What Gets Lost.” *Flow*. Vol. 20, Issue 1 (October 2014). <http://flowtv.org/2014/10/award-shows-celebrating-diversity-in-film-and-tv-and-what-gets-lost-mary-beltran-university-of-texas-at-austin/>

“Afterthoughts on the Latinization of Hollywood: Not so *Fast*.” *Cinema Journal* “In Focus” column published in tandem with the publication of my essay “Fast and Bilingual: *Fast & Furious* and the Latinization of Racelessness” in the 53:1 edition of *Cinema Journal*. Nov. 2013. http://www.cmstudies.org/?page=CJ_in_focus.

“Meaningful Diversity: Exploring Questions of Equitable Representation on Diverse Ensemble Cast Shows.” *Flow*, Vol. 12, Issue 7 (August 2010). <http://flowtv.org/2010/08/meaningful-diversity/>

“The Harnessed Mob: Where’s the Glee, When Flash Mobs Have Network Sponsors?” *FlowTV*, Vol. 12, Issue 4 (July 2010). <http://flowtv.org/2010/07/the-harnessed-mob/>

“What’s at Stake in Claims of ‘Post-racial’ Media?” *FlowTV*, Vol. 12, Issue 1 (June 2010). <http://flowtv.org/2010/06/whats-at-stake-in-claims-of-post-racial-media/>

“Smells like an Ethnically Divided Teen Star System.” *Antenna* (15 Jan. 2010). <http://blog.commart.wisc.edu/2010/01/15/smells-like-an-ethnically-divided-teen-star-system/>

“On Chances Lost: The World Outside Ed’s Garage.” Video clip and commentary curated for a Latino-themed week of *In Media Res* (November 12-16, 2007). *In Media Res* is part of *Media Commons: A Digital Scholarly Network*. <http://mediacommons.futureofthebook.org/imr/2007/11/14/on-chances-lost>

PRESENTATIONS, 2011 - Present

Invited Academic Presentations

“Macha Latinas in an Era of Precarity: Action Films and Economies of Empowerment”
Keynote lecture, Action Cinema Now International Conference
Reading, UK. University of Reading. April 2019

“The Television that Activism Built: Chicana/o Programming of the 1960s & ‘70s”
Transborder Studies Colloquium Series
Arizona State University, Tempe, AZ, April 2019

“Latina/o Images: Erasure, Ambivalence, and Resistance”
Invited Cinco de Mayo lectures
Houston Community College campuses, May 2019

“The Need for Latina/o Media: Continuing Struggles and Debates”
Invited Roundtable speaker, Defend the Honor: Ten-year Anniversary
Emma Barrientos Mexican American Cultural Center, Austin, TX, October 2017

“Television Centering Latina Teens and Their Empowerment: The Anomaly of *East Los High*”
Women’s & Gender Studies Faculty Research Lecture Series
University of Texas at Austin, March 2017

- “Latina Generation: The Fight for Visibility & Voice in the Media”
Indiana University Latina Film Festival and Conference
University of Indiana - Bloomington, April 2016
- “Off the Relevance Radar: Latinidad and ‘70s Socially Conscious Sitcoms”
Race & Media Conference 2015
University of New Mexico, Albuquerque, September 2015
- “Late Invites to the Party: Latina/os in U.S. Television, Past and Present”
Keynote lecture, 18th Annual Film and Media Studies Graduate Symposium
Film and Media Studies Department, University of Kansas, Lawrence, February 2015
- “Latinas Only Latinas Can See: The Ambiguous Latinidad of Tween TV Stars and Questions of Empowerment”
Women’s & Gender Studies 2014 Faculty Development Series
University of Texas at Austin, October 2014
- “New Frontiers / *Nuevas Fronteras* for Latina/os in Web Television”
Digital Media and New Cinemas in the Global South Symposium
Michigan State University and University of Michigan, East Lansing and Ann Arbor, March 2014
- “From Black, White, and Brown to Shades of Tan and Gray: Millennial Media Culture and 'Post-Racial' Trends”
Colloquium on Ethnicity and Diaspora 2012-2013 Lecture Series.
Northwestern University, Evanston, IL, October 2012
- “Fast and Bilingual: Latinizing Racelessness in the *Fast* Franchise and Millennial Media Culture”
Lecture series, LASER/Latino and Latin American Studies Space for Enrichment and Research
Ohio State University, Columbus, April 27, 2012

Professional Meetings/Conferences

- “False Starts for Latinxs in Television: Failed Series of the 1980s & 1990s.”
Race and Media 2018 Conference
University of Virginia, Charlottesville, September 2019 (forthcoming)
- “*Vida*, the Latina Gaze, and the New Latinx Television”
Society for Cinema and Media Studies 2019 Conference
Seattle, WA, March 2019
- “The Television that Activism Built: 1970s Public TV Programming and *El Movimiento*”
Latino Studies 2018 Conference
Washington, DC, July 2018
- “The Emancipatory Pedagogies of Latina TV Comedy: Cristela Alonzo and Grace Parra”
American Studies Association 2017 Conference
Chicago, IL, November 2017
- “TV Storytelling and Responsibility to Communities: Latina/o Web Series”
Society for Cinema and Media Studies 2017 Conference
Chicago, IL, March 2017

- “Soy Fabulosa, Hermosa’: Latina Teen TV, Empowerment, and Exploitation”
Console-ing Passions 2016 Conference
University of Notre Dame, South Bend, IN. June 2016
- “Disney TV’s *Elfego Baca*: Whitewashing History for Late ‘50s, Law-Abiding Kids”
Society for Cinema and Media Studies 2016 Conference
Atlanta, Georgia, March 2016
- “Soy Fabulosa, Hermosa”: New Latina Production Strategies and Subjectivity in *Mosquita y Mari* and *East Los High*”
Society for Cinema and Media Studies 2015 Conference
Montreal, Canada, March 2015
- Panel Participant, “Participatory Pedagogies” Workshop
Society for Cinema and Media Studies 2015 Conference
Montreal, Canada, March 2015
- “SNL’s ‘Fauxbama’ Debate: Facing Off Over Millennial (Mixed-)Racial Impersonation”
Critical Mixed Race Studies Conference 2014
DePaul University, Chicago, IL, November 2014
- Roundtable participant, “Race in 21st Century Television: How Much Has Changed”
Flow Conference 2014
University of Texas, Austin, September 2014
- “ ‘Post-racial’ Blackface? Millennial Racial Impersonation and TV Satire”
Society for Cinema and Media Studies Conference 2014
Seattle, WA, March 2014
- “Media Industries Meet Identity Politics” Workshop panel participant
Society for Cinema and Media Studies Conference 2014
Seattle, WA, March 2014
- “Latinas Only Latinas Can See: The ‘Ambiguous Latinidad’ of Tween TV Stars and Questions of Empowerment”
Console-ing Passions 2013: International Conference on Television, Audio, Video, New Media and Feminism
Leicester, UK, June 2013
- “Blacking Up for Laughs: Televisual Blackface and ‘Post-Racial’ Cultural Memory”
American Studies Association 2012 Conference
San Juan, Puerto Rico, November 2012
- “The Politics of Honeyface: SNL and the Case of Fauxbama”
Society for Cinema and Media Studies 2012 Conference
Boston, MA, March 2012
- “The Politics of ‘Fauxbama’: Mixed Race and Racial Impersonation on SNL”
Questions of Identity: Artists, Audiences, and Archives conference
Southern Methodist University, Dallas, TX, November 2011
- “Hip Hop Hearts Ballet: Cultural Hybridity and ‘Post-racial’ Cultural Capital in the *Step Up* Films and *Glee*”
Society for Cinema and Media Studies 2011 Conference
New Orleans, LA, March 2011

COURSES TAUGHT

Courses taught at the University of Texas at Austin, Fall 2011 - Present

Undergraduate courses

Screening Race
Race, Class, and Gender in American Television
Latina/os and U.S. Media
Critical Studies of Film and Television Stardom
Latina Feminisms and Media
Race, Ethnicity, and Media
History of Television and Radio
History of Television and Radio – On-line course

Graduate seminars

Race and Ethnicity in American Television
Race, Class, and Gender in American Television
Mixed Race Representation and Critical Theory
Critical Studies of Film and Television Stardom
Latina Feminisms and Media
Media Theory and Literature, Part 2

Courses taught at the University of Wisconsin-Madison, 2003-2011

Undergraduate Courses

Race, Ethnicity, and Media
Stardom and Celebrity Culture
Chicana & Latina Feminisms, Art, and Media
Chicana/o and Latina/o Cultural Studies
Survey of Radio, Television, and Film as Mass Media
Mixed Race and Media Culture
Latino/as and Media

Graduate seminars

Race, Class, and Gender in American Television
Race/Ethnicity and U.S. Entertainment Media
Media and Cultural Theory II
Critical Studies of Mediated Stardom

Courses taught at the University of Texas at Austin, as Assistant Instructor and Adjunct Lecturer, 2000-2002

Undergraduate courses

Race, Ethnicity, and Film Criticism
Development of the Motion Picture

SELECTED SERVICE

Departmental Service: Radio-Television-Film

Associate Chair, Media Studies, Radio-Television-Film, Fall 2019+
 Area Head, Media Studies, Radio-Television-Film, Spring 2019 – Summer 2019

Assistant Graduate Advisor, Radio-Television-Film, Summer 2013 – Fall 2018
 Faculty Advisor to graduate student editors of *Flow*, the Radio-Television-Film Department's online media studies journal, Fall 2011-Fall 2017. Coordinated the redesign of the journal's website, Summer and Fall 2015
 Elected Member, Executive Committee, Radio-Television-Film, 2012-2014, 2015-2017
 Co-Faculty Advisor to the *Flow* Conference, Radio-Television-Film, 2011-2012, 2013-2014

Selected Service to Moody College of Communication and UT-Austin

Director, Latino Media Arts & Studies Program, Moody College of Communication, Spring 2017 – Present. This has included planning and coordinating the annual program budgets, organizing and hosting campus visits for guest filmmakers, journalists, and scholars each year, networking and coordinating with other campus representatives throughout the year, and the design and maintenance of a Moody College website for the program.

Faculty Director, Latino and Latin American Media Studies minor, Moody College of Communication, Fall 2018 – Present

Appointed member, Diversity and Equity Committee, Moody College of Communication, 2016- Present
 Faculty Affiliate, Latino Media Studies Certificate Program & Minor, Moody College of Communication, Fall 2011-Present
 Member, Faculty panel, Bridging Disciplines Program in Media, Culture & Identities, Spring 2014 - Present
 Representative, Moody College of Communication, University Gender Equity Council, 2013–2014
 Search Committee Member, Instructional Designer Position, College of Communication, Summer 2012
 Member, Diversity Issues Committee, Moody College of Communication, 2012-2013 and 2014-2015

Elected Member of the Center for Women's and Gender Study Steering Committee, 2015-2017
 Core Faculty Affiliate, Center for Women's and Gender Studies, Fall 2014-Spring 2017
 Member, Dissertation Award Committee, Center for Women's and Gender Studies, Spring 2017
 Faculty Affiliate, Center for Women's and Gender Studies, Spring 2012-Spring 2014

Faculty Affiliate, Center for Mexican American Studies, Fall 2011-Present. Faculty Affiliate, Department of Mexican American and Latina/o Studies, Spring 2015-Present
 Member, Mentor Committee, Mexican American and Latina/o Studies.
 Member, Teaching Award Committee, Mexican American and Latina/o Studies, 2015 - 2017

Selected Service to the Profession

Co-editor (with Camilla Fojas), *Race and Mediated Cultures* book series, Ohio State University Press. Spring 2108-Present.
 Elected Member of the Board of Directors, Society for Cinema and Media Studies (SCMS), July 2014 – June 2017
 Liaison from the SCMS Board to the SCMS Scholarly Interest Groups, 2015-2017
 Member, Conference Program Committee, SCMS, 2014-2017
 Chair, Kovács Essay Award Committee, SCMS, 2010-2011; Member, Kovács Essay Award Committee, 2009-2010
 Co-Chair, Latino/a Caucus, SCMS, 2005-2007. Secretary, Latino/a Caucus, 2004-2005

Board member, Console-ing Passions Conference. International conference on feminism and media studies. 2010-Present. Member of the Programming Committee, 2014 and 2015.

Screening Committee Faculty Member, 2017 Peabody Awards in Television Entertainment, Spring 2017

Panelist, Ford Foundation Fellowship Program "Performance Studies" Selection Panel, Spring 2015

Peer Review Panelist, National Endowment for the Humanities (NEH) Summer Stipend Program, in the area of Communication, Rhetoric, and Media, Fall 2015

Member, Diversity Council for El Rey Network, Fall 2015

Member, Advisory Board, Media Education Foundation documentary *Latinos Beyond Reel: American Television and the Stereotyping of a People*, 2012. Credited consultant on the film.

HONORS, 2011 - Present

Faculty Research Assignment, Moody College of Communication, University of Texas at Austin, 2017-2018

Faculty Research Award, Center for Mexican American Studies, University of Texas at Austin, 2017-2018

Special Research Grant, University of Texas at Austin, to conduct scholarship in Los Angeles for *Bronzing the Box*, 2016-2017

Core Faculty Research Grant, Center for Women's and Gender Studies, University of Texas at Austin, 2016-2017

Special Research Grant, University of Texas at Austin, 2014-2015

Center for Gender and Women's Studies Faculty Development Fellow, 2014-2015

Diversity Mentoring Recruitment Fellowship (to mentor an incoming MA student), The Graduate School, University of Texas at Austin, 2013-2014

College of Communication Faculty Research Grant, University of Texas at Austin, Summer 2012

AFFILIATIONS

Society for Cinema and Media Studies

Latina/o Studies Association

American Studies Association

Critical Mixed Race Studies Association

International Communication Association