

Mirasol (Riojas) Enríquez
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<https://rtf.utexas.edu/faculty/mirasol-enriquez>

SUMMARY

Film and media scholar and professional with 18+ years experience producing scholarship, programs, and media that empower Latinas/os, women, and other underrepresented populations

EDUCATION

Ph.D. University of California, Los Angeles, Cinema and Media Studies
M.A. New York University, Cinema Studies
A.B. Stanford University, Feminist Studies
Focus: Film, Art, & Literature by Women of Color

TEACHING APPOINTMENTS

University of Texas at Austin – Austin, TX

Assistant Professor
Sept 2021 – Present

Assistant Professor of Instruction
Departments of Radio-Television-Film and Mexican American & Latina/o Studies
Aug 2020 – May 2021

Lecturer
Department of Mexican American & Latina/o Studies
August 2019 – May 2020

Department of Radio-Television-Film
Jan 2019 – May 2019

University of California, Riverside – Riverside, CA

Lecturer
Department of Media & Cultural Studies
Aug 2012 – Aug 2013

Otis College of Art & Design – Los Angeles, CA

Adjunct Faculty
Department of Liberal Arts & Sciences
Sept 2009 – May 2011

University of California, Los Angeles – Los Angeles, CA

Teaching Assistant
Department of Film, Television, & Digital Media
Mar–Jun 2008 and Sept–Dec 2006

Alamo Community College District (Northwest Vista College Campus) – San Antonio, TX

Adjunct Faculty
Department of Communications
Jan 2004 – Jul 2005

COURSES TAUGHT

- Latina Feminisms and Media
- Latina Filmmakers
- Chicana/o Film
- Transnational Latinx Popular Culture
- Latinx Media, Arts, and Activism
- Activist Media
- Horror Film
- Liberal Hollywood and Social Problems
- Contemporary Television Criticism
- Television and American Culture
- Introduction to Mass Communications
- History of the American Motion Picture (TA)
- History of African, Asian, and Latin American Film (TA)

PROGRAM AND CONFERENCE MANAGEMENT EXPERIENCE

Latino Media Arts and Studies Program (L-MAS), Moody College of Communication, University of Texas at Austin – Austin, TX

Director

Sept 2021 – Present

- Coordinate and host speaker series and student events
- Plan and coordinate annual budgets
- Promote and grow the L-MAS minor
- Foster the Latinx Media Studies Research Group, which consists of graduate students and faculty from across the UT Austin campus
- Coordinate the annual L-MAS Awards for outstanding graduate and undergraduate student media production and writing focused on Latinx subjects
- Develop the L-MAS program through fundraising efforts and cultivation of potential donors
- Build collaborative relationships with various programs, organizations and individuals within the UT community and beyond
- Develop and maintain the L-MAS program's website and social media accounts

Acting Director

Aug 2020 – Aug 2021

Duties identical to those of Director position, above

Independent Consultant

Sept 2018

Advised Dr. Mary Beltrán with regard to the following, as she established the Moody College of Communication's L-MAS program:

- Improvement of program structure and operations
- Strategies to facilitate program growth and secure additional funding
- Website design and content, as well as marketing/promotional opportunities

Austin Film Society – Austin, TX

Director of Community Media

Sept 2015 – Jul 2017

- Took on new position to spearhead the Community Media initiative, which included startup of Austin Public, the community media center AFS manages for the City of Austin
- Hired and supervised a team of management, administrative, and teaching staff for adult education programs that empower underrepresented communities and facilitate creative expression, freedom of speech, and diversification of the media landscape

- Developed and implemented new education and outreach programs (e.g.: Spanish-language campaigns, need-based scholarships, PSA program for non-profits, panels and course offerings) to promote awareness of services in underserved communities
- Managed summer camps and afterschool programs for youth in underserved communities
- Built partnerships with local organizations (e.g.: Latinitas, Capital City Black Film Festival, I Live Here I Give Here) to expand Community Media programs and assure financial sustainability
- Taught Media Policy, a monthly workshop regarding representations and warranties that govern what content can be submitted for programming on public access television
- Built the Community Media Advisory Committee and strategized with members about how to best put their networks and resources to use to assist in achieving departmental goals
- Developed and managed the Community Media Department's annual budget, and wrote/secured multiple grants of up to \$16,000 for youth film education programs
- Developed and implemented Policies and Procedures for staff and members, as well as evaluation tools to assess the impact of Community Media programs
- Managed contract with the City of Austin and served as the principle liaison to city officials
- Authored newsletters and quarterly/annual reports that included detailed narratives and metrics
- Served on Executive Team responsible for AFS's reorganization during a period of rapid growth

UCLA Center for the Study of Women (CSW) – Los Angeles, CA

Thinking Gender Conference Coordinator

Jul 2011 – Mar 2012 and Aug 2008 – Mar 2009

- Planned/managed two annual, day-long, international graduate student conferences that highlight research on women, gender and sexuality, and cover a variety of disciplines and historical periods
- Managed call for papers, and secured and processed approximately 250 submissions per year
- Coordinated committee of five staff to select 82 academic papers and 20 panel moderators
- Collaborated with key staff to create graphics, promotional materials, and outreach strategies
- Coordinated equipment, parking, catering, volunteers, and other logistical needs for events
- Served as main contact and liaison for all conference participants, vendors, and VIPs

New Majorities, Shifting Priorities Conference Coordinator

Sept 2010 – Mar 2011

- Researched panelists for two-day event on difference and demographics in the academy at UCLA, which was organized in conjunction with NYU's Center for the Study of Gender and Sexuality
- Served as primary point of contact for conference inquiries
- Analyzed survey data and prepared executive summary report

OTHER ACADEMIC RESEARCH AND PUBLISHING EXPERIENCE

UCLA Center for the Study of Women (CSW) – Los Angeles, CA

Research Scholar

Sept 2012 – Jun 2016

- Participated in the CSW's competitive visiting scholars' program
- Conducted independent research on Latina filmmakers in the United States
- Presented findings at several Society for Cinema and Media Studies conferences

Cognella, Inc. – San Diego, CA

Senior Project Editor/Project Editor

Oct 2014 – Aug 2015

- Created and conducted trainings for academic publishing company's staff regarding the following: academic standards, editorial procedures, and best practices
- Managed 3 territories, which included between 60-80 book projects each academic term

- Provided developmental and copy editing services to professors/authors and served as their principle liaison
- Coordinated between acquisitions, editorial, licensing, and production teams to assure timely delivery of titles

UCLA Chicano Studies Research Center – Los Angeles, CA
Graduate Student Researcher

Oct 2005 – Aug 2010

- Performed archival and web-based research on Mexican/Chicano/Latino artists, organizations and exhibitions for the *L.A. Xicano* project (part of the Getty Foundation’s *Pacific Standard Time: Art in L.A. 1945-1980* initiative); created databases for exhibits at the Los Angeles County Museum of Art, the Gene Autry Museum of the American West, and the UCLA Fowler Museum
- Functioned as one of two principle processors for [The Mexican Museum of San Francisco Papers](#) (approximately 150 linear feet); created finding aid for said collection and [The Fire of Life: The Roberto Legorreta-Cyclona Collection](#) (approximately 50 linear feet), both of which are part of the CSRC’s book series, *The Chicano Archives*
- Conducted bibliographic research for the *A Ver: Revisioning Art History* book series
- Researched, wrote, and edited various arts and policy reports and briefs

PUBLICATIONS

REFEREED JOURNAL ARTICLE

Enríquez, Mirasol. “Josey Faz: Traces of a Tejana in Chicana/o Film History.” *The Journal of Cinema and Media Studies* (formerly *Cinema Journal*) 59:4 (Summer 2020): 85-106.

FORTHCOMING

Beltrán, Mary, and Mirasol Enríquez, “Centering Latinas in Film and Media History” in “Latina Media Histories,” eds. Mary Beltrán and Mirasol Enríquez, Special Issue, *Feminist Media Histories* 7:1 (forthcoming, fall 2021).

Enríquez, Mirasol. “*Chasing Papi* and the Hispanic Audience: Trying to Sell Ketchup in a Salsa Bottle,” *Latina Media Histories* [Special Issue], *Feminist Media Histories* 7.1 (forthcoming, fall 2021)

ARCHIVAL MATERIALS/EXHIBITION CATALOGS

* Please note that the following were published under author’s maiden name, Riojas.

Riojas, Mirasol. “Bibliography.” In *L.A. Xicano* [exhibition catalog], edited by Chon Noriega, Terezita Romo, and Pilar Tompkins, 212-222. Los Angeles: UCLA Chicano Studies Research Center Press, 2011. 203-211.

———. “History of Exhibitions, 1945-1980.” In *L.A. Xicano* [exhibition catalog], edited by Chon Noriega, Terezita Romo, and Pilar Tompkins. Los Angeles: UCLA Chicano Studies Research Center Press, 2011.

Riojas, Mirasol, with Michael Stone and Lizette Guerra. “Guide to the Mexican Museum of San Francisco Papers, 1971-2006.” In *The Mexican Museum Papers, 1971-2006*, essay by Karen Mary Davalos. Los Angeles: UCLA Chicano Studies Research Center Press, 2010. 77-199.

Stone, Michael, Lizette Guerra, and Mirasol Riojas (uncredited). “Guide to The Fire of Life: The Robert Legorreta-Cyclona Collection.” In *The Fire of Life: The Roberto Legorreta-Cyclona Collection*, essay by Robb Hernandez. Los Angeles: UCLA Chicano Studies Research Center Press, 2009. 49-78.

RESEARCH REPORTS/POLICY BRIEFS

Robinson, Russell. Research Assistant: Mirasol Riojas. "Hollywood's Race/Ethnicity and Gender-Based Casting: Prospects for a Title VII Lawsuit," *Latino Policy and Issues Brief* no. 14. Los Angeles: UCLA Chicano Studies Research Center Press, Dec 2006.

Riojas, Mirasol. "The Accidental Arts Supporter: An Assessment of the Comprehensive Employment and Training Act," *Research Report* no. 8. Los Angeles: UCLA Chicano Studies Research Center Press, May 2006.

BOOK AND FILM REVIEWS

Riojas, Mirasol. Book Review: Myra Mendible's "From Bananas to Buttocks: The Latina Body in Popular Film and Culture." *Aztlán: A Journal of Chicano Studies* 34:1 (Spring 2009): 303-307.

———. "Ela Troyano's *La Lupe: Queen of Latin Soul* – A 'Whole' Story." *CSW Update*, Los Angeles: UCLA Center for the Study of Women, Jan 2009.

CONFERENCE PRESENTATIONS, AND INVITED LECTURES AND PANELS

"Inclusive Teaching Faculty Panel." Member of the panel, which was part of the "Inclusive Teaching Workshop," hosted by the Moody College of Communication's Center for Advancing Teaching Excellence (CATE), University of Texas at Austin, August 2021

"Borders: El Norte." The *CWC Global Series*. Member of the panel, hosted by the Carsey-Wolf Center, University of California, Santa Barbara, April 2021

"Free Speech in Contemporary Society." Member of the panel, hosted by the Department of Communication Studies, University of Texas at Austin, Oct 2020

"New Generations of Latina Film and Media Producers." Guest lecture for the course "Latina Feminisms and Media," taught by Professor Mary Beltrán, The University of Texas at Austin, 2019

"Elizabeth Avellán: Independent Troublemaking to Hollywood and Back Again." Presented paper as part of the panel which I also chaired, "Indie Reframed: Women and Contemporary American Cinema," at the Society of Cinema and Media Studies Conference, Montreal, Canada, 2015

"Fox(y) Latinas and *Chasing Papi* (2003): Trying to Sell Ketchup in a Salsa Bottle." Presented paper as part of the panel, "Negotiating Industry," at the Society of Cinema and Media Studies Conference, Chicago, IL, 2013

"The Los Angeles Chicano Family on Film." Guest lecture for the General Education Cluster course "L.A. Plays Itself: Character of City in Hollywood and Beyond," taught by Instructor Jennifer Moorman, University of California, Los Angeles, 2011

"Alternative Research Methods for Community Film and Video." Guest lecture for the course "Film Historiography," taught by Professor Emily Carman, Chapman University (Orange, CA), 2011

"Collaborative Film Authorship: Writing Latinas Into the Picture." Paper presented as part of the plenary session, "Changing the (his)story: Women in Film and Television," at the Thinking Gender Conference, UCLA Center for the Study of Women, 2009

“Josey Faz: Traces of a Tejana in Early Chicano Cinema.” Presented paper as part of the panel, “Herstories: New Feminist Approaches to Media Historiography,” at the Society of Cinema and Media Studies Conference, Philadelphia, PA, 2008

“Ousmane Sembene’s *Xala/The Curse*.” Guest lecture for the course “African, Asian, and Latin American Film,” taught by Professor Chon Noriega, University of California, Los Angeles, 2007

“An Introduction to Chicano Cinema.” Guest lecture for the course “Latino Cultural Expressions,” taught by Instructor Alejandro Perez, The University of Texas at San Antonio, 2004

MEDIA INDUSTRY EXPERIENCE

Independent Video Editor/Producer

2008 – 2018

- Produced the first season and edited episodes of “Office Hours” [2018], a web-based talk back series that takes viewers behind the scenes of BET’s hit TV drama, *THE QUAD*
- Edited documentary films for the Women in Film Foundation’s Legacy Series, which highlights trailblazing women in Hollywood (subjects: Director/Producer/Actor, Penny Marshall; Costume Designer, Julie Weiss; Executive VP of Deluxe Laboratories, Beverley Wood)
- Edited theater performance and multi-media video installations for award-winning Chicana playwright, Virginia Grise
- Edited rip-o-matics and highlight reels for theater and television professionals

Sundance Institute – Los Angeles, CA

Bilingual Script Reader

Jun 2007 – Oct 2009

- Evaluated English and Spanish language scripts and directing samples for the Sundance/NHK International Filmmakers Award, Sloan Commissioning Grant, Feature Film Program, and Creative Producing Initiative
- Provided written reports, detailing evaluations and promise of applicants’ work
- Met with the directors of grant programs on a weekly basis to discuss written evaluations

National Association of Latino Independent Producers (NALIP) – Santa Monica, CA

Research Associate

Dec 2005 – Dec 2007

- Identified U.S. Latino-themed and -made features, documentaries, shorts, and experimental films, as well as influential Ibero-American films, for inclusion in *The Latino Media Resource Guide*
- Researched film credits and formatted information for annual print and online publications

The Esperanza Peace and Justice Center – San Antonio, TX

Film Programmer/Festival Coordinator

Jun 2003 – Jan 2004

- Revitalized film exhibitions program by programming and coordinating film festivals and events that celebrated Latina/o, queer, women’s, and working class communities
- Worked with selection committees to ensure diversity of film schedules
- Booked films, negotiated filmmakers’ honorariums, solicited in-kind donations, and coordinated catering and other logistics
- Collaborated with graphic designers to create promotional materials
- Supervised promotions, outreach efforts, and volunteers

Nielsen Media Research – Austin, TX, and Brooklyn, NY
Membership Representative
Nov 2000 – Sept 2002

- Recruited targeted families to participate in the Nielsen system of TV viewing measurement
- Built and maintained relationships with families and coached them in the use of equipment
- Coordinated between homes, field personnel, and management to ensure accurate data collection
- Monitored and analyzed TV viewing data, and maintained related documents and databases
- Received the “Membership Representative of the Month” award in the SW zone in March 2001

COMMITTEE/COMMUNITY WORK

- **Faculty Affiliate – Latino Media Arts and Studies**, University of Texas at Austin, Austin, TX – Spring 2019–Spring 2020
- **Grant Shorts Cycle Reviewer – Austin Film Society Grants Committee**, Austin Film Society, Austin, TX – 2019
- **Guest of Honor/Speaker – Cine Latina**, Cine Las Americas International Film Festival, Austin, TX – 2018
- **Board Member and Chair of Film Committee – Forklift Danceworks**, Austin, TX, 2017–2019
- **Reader – International Documentary Association (IDA) Enterprise Documentary Fund**, 2017
- **Panel Member – “Intro to the Austin Media Scene,”** Capital Factory, Austin, TX, 2016
- **Partner Session Lead/Austin Public Representative – Hack/Hackers Connect**, Austin, TX, 2016
- **Faculty Reviewer – Thinking Gender Abstract Review Committee**, UCLA Center for the Study of Women, 2013
- **Administrative Coordinator and Participant –Working Group on Feminism, Cultural Studies, and Contemporary Media Theory**, UCLA, 2006
- **Panel Member – Workshop on the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expression**, UCLA, 2006
- **Festival Judge – CineFestival**, Guadalupe Cultural Arts Center, San Antonio, TX, 2004

FELLOWSHIPS/GRANTS/AWARDS

MOODY COLLEGE OFFICE OF DIVERSITY, EQUITY, AND INCLUSION, UNIVERSITY OF TEXAS AT AUSTIN

Diversity, Inclusion, Justice, and Equity Pedagogy Program – Member of Pilot Cohort, 2021

One of six faculty selected from a competitive pool of applicants from UT Austin’s Moody College of Communication, to participate in a series of workshops that engaged with more equitable and just pedagogical frameworks over the course of one semester. Sessions and activities focused on developing and incorporating DIJE pedagogies into current teaching practices.

NATIONAL ALLIANCE OF MEDIA ARTS AND CULTURE (NAMAC)

Creative Leadership Lab at Sundance Award, 2016

One of sixteen media and visual arts leaders selected to participate in a four-day intensive focused on supporting artists and arts organizations using their craft in service of personal, social, and

cultural transformation. The Lab was supported by the National Endowment for the Arts and the Andy Warhol Foundation.

UNIVERSITY OF CALIFORNIA, LOS ANGELES

- University Fellowship, 2011-2012
- Eugene V. Cota-Robles Fellowship, UCLA, 2005-2006, 2006-2007, 2007-2008, 2008-2009
- Price Waterhouse Cooper Scholarship Award, Women in Film, 2009
- Spring Travel Grant, UCLA Center for the Study of Women, 2009
- Conference Travel Award, UCLA School of Theater, Film, and Television, 2008
- Travel Grant, UC Diversity Initiative for Graduate Students in the Social Sciences, UCLA, 2008

NEW YORK UNIVERSITY – TISCH SCHOOL OF THE ARTS

Dean's Fellowship, Department of Cinema Studies, New York University, 2001, 2002

STANFORD UNIVERSITY

Highest Honors for Achieving Academic Excellence, El Centro Chicano, Stanford University, 1996

Senior Award for Academic Excellence, El Centro Chicano, Stanford University, 1996

PROFESSIONAL ORGANIZATIONS

Society of Cinema and Media Studies

LANGUAGES

Bilingual: English and Spanish (written and verbal)