

MARY BELTRÁN
Abbreviated Curriculum Vitae, July 2021

Department of Radio-Television-Film
The University of Texas at Austin
mary.beltran@austin.utexas.edu

RESEARCH INTERESTS

Critical and cultural studies-driven scholarship at the intersections of U.S. television and film studies, critical race studies, and gender studies. Areas of emphasis include Latina/o representation and media production, diversity and inclusion in the U.S. media industries, race/ethnicity and U.S. television history, and feminist media studies.

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)

Assistant/Associate Professor

Media & Cultural Studies area, Department of Communication Arts
Affiliate, Chicana/o and Latina/o Studies (50 & later 25% of line)
Affiliate, Gender and Women's Studies
University of Wisconsin-Madison (2003-2009, 2009 – 2011)

Independent Consultant

The Ford Foundation (2002, 2005)

Research Associate

The TeleVisions Project. University of Texas at Austin, Dept. of Radio- Television-Film (2002). Ford Foundation-funded research project that examined the employment and representation of people of color in U.S. entertainment television

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.

Forthcoming

Latino TV: A History. New York: NYU Press. Publication scheduled for January 25, 2022.

Mary Beltrán and Mirasol Enriquez. "Introduction: Centering Latina Film and Media Histories." *Feminist Media Histories* 7:2 (Fall 2021). Latina Media Histories Special Issue.

"Action Latinas in an Era of Precarity." Invited chapter in *Action Cinema Since 2000*, edited by Lisa Purse, Yvonne Tasker, and Chris Holmlund. London: BFI/Bloomsbury, 2022.

"Television and Chicana/o Political Agency." In *The Chicana and Chicano Movement: From Aztlán to Zapatistas*, edited by Norma Iglesias Prieto and Adelaida Del Castillo. ABC-CLIO/Greenwood, February 2022. Ebook.

Journal Articles

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

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

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

"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.

Book Chapters

"Image Analysis and Televisual Latinos." In *Race and Media: Critical Approaches*, edited by Lori Kido Lopez. New York: NYU Press, December 2020. 27-28.

"East Los High: Televised Empowerment." In *How to Watch Television, Revised Edition*, edited by Ethan Thompson and Jason Mittell. New York: NYU Press, March 2020. 183-192.

"Hip Hop Hearts Ballet: Utopic Multiculturalism and its Limits in the Step Up Dance Films." In *Hollywood at the Intersection of Race and Identity*, edited by Delia Konzett. Rutgers University Press, November 2019. 266-282.

"Representation." In *The Craft of Media Criticism: Media Studies in Practice*, edited by Michael Kackman and Mary Celeste Kearney. New York: Routledge, 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. 221-224. *Keywords for Latino Studies* was chosen as a 2018 Choice Outstanding Academic Title in July 2019.

"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.

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

"The Evolution of Hollywood Latinidad: Latina/o Representation and Stardom in U.S. Entertainment Media." In *The International Encyclopedia of Media Studies*, edited by Sharon Mazzarella, series edited by Angharad Valdivia. Oxford, UK: Blackwell, 2013. 205-224.

"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.

SELECTED PRESENTATIONS

Invited Academic Presentations, 2011+

Invited panelist, "Researching Television History"
Organization of American Historians 2022 Conference
Boston, MA. March 31-April 3, 2022

“Latina/o Television Histories and Cultural Citizenship: 1980s and ‘90s Network Failures”
 Latinx Digital Media Virtual Seminar Series
 Northwestern University, Evanston IL. February 4, 2021

“Latinx TV Storytelling and the New Latina Wave”
 Invited lecture, Cinema Studies Program
 University of Tennessee, Knoxville. February 2020

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

“The Television that Activism Built: Chicana/o Programming of the 1960s and ‘70s”
 Transborder Studies Colloquium Series
 Arizona State University, Tempe. 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, 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, NM. September 2015

“*Girlfight*, Gender, and the Action Film”
 Sexism/Cinema Film Series
 Texas Tech University, Lubbock. April 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, KS. 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, MI. 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, OH. April 27, 2012

"Interrogating Hollywood's New Racelessness: Millennial Mixploitation and Mixed-Race Action Heroes"
 Department of Radio-Television-Film, University of Texas at Austin
 Austin, TX. April 2011

Professional Meetings/Conferences, 2011 +

"Make Sure You Have Something to Say": Eva Longoria and Latina Celebrity Activism, Post-Trump"
 Society for Cinema and Media Studies 2021 Conference
 Denver, CO, April 2021 (Was scheduled for 2020 Conference; postponed due to COVID-19)

"Action Latinas in an Era of Precarity: Navigations of Macha Empowerment in Film"
 Latinx Studies Association 2020 Conference
 Accepted; conference had to be cancelled because of the pandemic.

"False Starts for Latina/os in 1980s TV: The Case of *Chico and the Man*"
 Race and Media 2019 Conference
 University of Virginia, Charlottesville, September 2019

"*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 Association 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 Efege 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

“ ‘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

Roundtable panelist, “Just Satire? Minority Television Culture and Post-Racial Ideologies”
 Flow Conference 2012
 Austin, TX, 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
 Stardom and Celebrity Culture
 Latina Feminisms and Media
 Race, Ethnicity, and Media
 Musicals and “America” (New course, Fall 2021)
 History of Television and Radio
 History of Television

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
 Latinx Media Studies
 Media Theory and Literature, Part 2

SELECTED SERVICE

The University of Texas at Austin

Departmental Service: Radio-Television-Film

Area Head/Associate Chair of Media Studies, Radio-Television-Film, January 2019 – August 2021
 Elected Member, Executive Committee, Radio-Television-Film, 2012-2014, 2015-2017
 Organizer, Media Studies Colloquium, Fall 2019 – Spring 2020
 Assistant Graduate Advisor, Radio-Television-Film, Summer 2013 – Fall 2018
 Member, Faculty Search Committee, Radio-Television-Film, Spring, 2014, Fall 2018-Spring 2019, Fall 2020
 Member, Undergraduate Curriculum Committee, Radio-Television-Film, Fall 2015 – 2016. 2018-2019, 2019-2020
 Member, Graduate Studies Committee, Radio-Television-Film, 2011- Present. Co-chair committee, 2019-Present
 Member, PhD and MA Admissions Committee, Radio-Television-Film, 2015-2016, 2018-2019, 2019-2020

Faculty Advisor to graduate student editors of *Flow*, the Radio-Television-Film Department's online media studies journal, August 2011-Dec. 2017. Coordinated the redesign of the journal's website, Summer and Fall 2015
 Member, Search Committee for Visiting Lecturer, Radio-Television-Film, Spring 2017
 Member, Awards Committee, Media Studies Area, Radio-Television-Film, 2016-2017
 Member, Faculty Search Committee for Department Chair, appointed by the dean, 2016-2017
 Member, MA Admissions Committee, Radio-Television-Film, 2013-2014

Co-Coordinator, CMAS Latina/o Media Makers series. Center for Mexican American Studies, Spring 2017.

Co-Faculty Advisor to the *Flow* Conference, Radio-Television-Film, 2011-2012, 2013-2014

Member, Faculty Advisors, *The Velvet Light Trap*. Film and media studies journal coordinated by graduate students at the University of Texas and University of Wisconsin-Madison. 2008-Present

Organizer, 19th Annual Gender and Sexuality Lecture, Radio-Television-Film, April 2013. Brought Nina Huntemann, Suffolk University, to campus. Co-Organizer, 20th Annual Gender and Sexuality Lecture, Radio-Television-Film, October 2013. Brought filmmaker Pratibha Parmar to campus for screening and discussion.

Service to Moody College of Communication

Founding Director, Latino Media Arts & Studies Program, Spring 2017 – Summer 2020.

Planned and coordinated the annual budget, oversaw and conducted outreach for the Latino Media Arts & Studies undergraduate minor, supervised graduate student Program Assistants, coordinated, promoted, and hosted campus visits for guest filmmakers, journalists, and scholars, networked and coordinated with other programs across campus, maintained the program's web pages and social media.

Associate Director, Latino Media Arts & Studies Program, Spring 2021 - Present

Faculty Advisor, Latino Media Arts & Studies minor, Fall 2018 – Summer 2021

Member, Faculty committee, Latino Media Arts & Studies minor, Fall 2018 – Present

Faculty Affiliate, Latino and Latin American Media Studies Minor, Fall 2011-Present

Member, Wartella Research Awards Committee, Fall 2019-Present

Member, Diversity and Equity Committee, 2016- 2019

Member, Core Curriculum Committee, Spring 2019-Present

Member, Admissions Committee, Moody College's UTNY program, Fall 2019-Present

Moody College representative to the University Gender Equity Council, 2013-2014

Search Committee Member, Instructional Designer Position, Summer 2012

Member, Diversity Issues Committee, 2012-2013 and 2014-2015

Service to Affiliate Departments and Programs

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, Department of Mexican American and Latina/o Studies, Spring 2015-Present

Faculty Affiliate, Center for Mexican American Studies, Fall 2011-Present

Member, Mentor Committee, Mexican American and Latina/o Studies. Serving as faculty mentor to Assistant Professor Dustin Tahmakhera, Fall 2015 – Spring 2018. Third Year Review Committee, 2017-2018

Member, Teaching Award Committee, Mexican American and Latina/o Studies, 2015 - 2017

Service to UT-Austin

Chair, Student Recruitment and Retention Committee of the UT Faculty Council, UT-Austin, Fall 2021-
Invited member and Chair-elect, Student Recruitment and Retention Committee of the UT Faculty Council, UT-Austin,
Fall 2020-Spring 2021

Invited member, Faculty Advisory Group to the Deans' Equity Initiative, UT-Austin, Spring 2019-Present

Invited member, Internal Review Committee, Mellon Foundation Fall 2020 New Directions Fellowship, Invited by
Vice Provost for Research, UT-Austin, Summer 2020

Member, Faculty panel, Bridging Disciplines Program in Media, Culture & Identities, Spring 2014 – Spring 2018

Service to the Profession

Invited reviewer, Latino Public Media Content Fund. Latino Public Broadcasting. Summer 2021

Invited guest speaker, Paley Center for Media, New York. Hispanic Heritage Month Virtual Tour, sponsored by
Verizon. October 2020, September 2021 (forthcoming)

Co-editor (with Camilla Fojas), Race and Mediated Cultures book series, Ohio State University Press. Spring
2018- 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

One of three judges for the SCMS Women's Caucus Graduate Student Writing Prize, Fall 2015

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, 2010-2018.
Member of the Programming Committee, 2014 and 2015.

External Reviewer for Promotion, Tenure Reviews, Pre-Tenure Reviews, and Fellowship Selection Reviews:

University of Connecticut, Summer 2021; University of Missouri, Summer 2020; Dartmouth University, Spring 2020;
State University of New York, Old Westbury, Fall 2019; University of Southern California, Fall 2018; State University
of New York, Old Westbury, Spring 2018; University of New Mexico, Summer 2017; University of Minnesota, Spring
2017; University of California Irvine, Fall 2015; University of Michigan, Summer 2015; College of Staten Island,
CUNY, Summer 2015; Fordham University, December 2014; National University of Singapore, April 2010;
MacArthur Fellowship Program, Spring 2021

Screening Committee Faculty Member, Peabody Awards in Television Entertainment. Spring 2017, Spring 2019,
Spring 2020. Led a team that included two RTF graduate students, screening and ranking submissions to the annual
Peabody Awards in Television Entertainment.

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.

One of three invited media scholars, "The Peabody/Loyless Seminar on the State of Television," The Peabody Center for Media and Society, University of Georgia, Athens. October 17-19, 2007

Member, Editorial Boards:

Feminist Media Studies, 2007-Present; *Celebrity Studies*, 2009-Present; *Journal of Critical Mixed Race Studies*, 2012-Present; *Cinema Journal* (January 2013-July 2014; stepped down to serve as an SCMS Board Member); *Communication Monographs*, 2010-Present; *E-Media Studies*, 2011-Present; Member, Faculty Advisors, *Velvet Light Trap*, 2003- Present; Console-ing Passions Board Member, 2010-2018; Feminist Media Studies book series, edited by Carol Stabile for University of Illinois Press, 2012- Present

SELECTED HONORS

Op-Ed Project Public Voices Fellow, University of Texas at Austin, 2021-2022

Moody College of Communication Nominee for the William David Blunk Memorial Professorship, 2021

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 *Latino, Latina and Latinx Television*, 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 University Faculty Travel Grant, University of Texas at Austin, Fall 2012, Spring 2011

Wisconsin Alumni Research Foundation Faculty Development Grant, University of Wisconsin-Madison, 2005, 2007, 2011

Institute on Race and Ethnicity Research Grant, University of Wisconsin Systems, for "Looking for Post-racial Hollywood: Media Industry Trends and Strategies to Enhance Diversity in the Millennial Era," 2010-2011

Race, Ethnicity, and Indigeneity Faculty Sabbatical Fellowship, Institute for Research in the Humanities, University of Wisconsin-Madison, 2009-2010

Faculty Research Sabbatical, University of Wisconsin-Madison, 2009-2010

Institute on Race and Ethnicity Research Grant, University of Wisconsin Systems, for "Latina/os in the Age of Television: Visibility, Agency, and Authorship, From Ricky Ricardo to *Ugly Betty*," 2008-2009

Institute on Race and Ethnicity Faculty Diversity Research Award, University of Wisconsin Systems, Fall 2006

AFFILIATIONS

Society for Cinema and Media Studies

Latina/o Studies Association

Console-ing Passions

American Studies Association

Organization of American Historians

Critical Mixed Race Studies Association