

MARY BELTRÁN
Abbreviated CV – Aug. 2016

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

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

Assistant & Associate Professor	Department of Radio-Television-Film Affiliate, Mexican American and Latina/o Studies, Women's & Gender Studies, Asian American Studies The University of Texas at Austin (2011—2013, 2013+)
Assistant & Associate Professor	Media & Cultural Studies area, Department of Communication Arts Chicana/o and Latina/o Studies Program Affiliate, Gender and Women's Studies University of Wisconsin-Madison (2003—2009, 2009–2011)
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.

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.

Work in Progress

Bronzing the Box: Latina/o Images, Advocacy, and Storytelling in U.S. Television. Book manuscript in progress.

Book Chapters

"Latina/os on TV! A Proud (and Ongoing) Struggle Over Representation and Authorship." In *The Latino Pop Cultural Studies Reader*, edited by Frederick Aldama. New York: Routledge, forthcoming May 2016.

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, forthcoming in 2016.

"Everywhere and Nowhere (but Always Political): Mediated Mixed Race and Critical Mixed Race Studies." 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 *Saturday Night Live and American TV*, edited by Nick Marx, Matt Sienkiewicz, and Ron Becker. Indiana University Press, 2013.

"The Evolution of Hollywood Latinidad: Latina/o Representation and Stardom in U.S. Entertainment Media." In *The International Encyclopedia of Media Studies. Vol. 3: Content and Representation*, edited by Sharon Mazzarella, series edited by Angharad Valdivia. Oxford, UK: Blackwell, 2013. 205-224.

"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.

"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.

Research Reports

John D.H. Downing and Mary C. Beltran. *The TeleVisions Project: An Exploratory Project on U.S. Entertainment Television and 'Race.'* The University of Texas at Austin and the Ford Foundation, September 2002. Originally a Ford Foundation internal report; now through the Social Science Research Council's Media Research Hub.

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/>

"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/>

PRESENTATIONS

Invited Academic Presentations

"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

"*Girlfight*, Gender, and the Action Film"
Talk and Discussion Facilitation of *Girlfight*
Sexism/Cinema Film Series, Texas Tech University, Lubbock, TX. 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, 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
- "Women in U.S. Television: The 1980s-1990s and Today"
Videoconference workshop from the University of Texas at Austin for students and faculty at Fatimah Jinnah
Women's University, Islamabad, Pakistan. October 2013
- "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
- "Everywhere and Nowhere (and Always Political): Mediated Mixed Race and Critical Mixed Race Studies"
Keynote lecture, the first annual Critical Mixed Race Studies conference
DePaul University, Chicago. November 2010
- "Post-Race Pop? Interrogating Strategies for Ethnic Diversity in Millennial Media Culture"
Institute for Research in the Humanities Fellows' Seminar Series
University of Wisconsin-Madison. October 2009
- Professional Meetings/Conferences, 2009-2016
- "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
- "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
- “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
- “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
- “Ambiguously Latino: Unmarked and Mixed Latinidad in Contemporary Television”
Critical Mixed Race Studies 2010 Conference
DePaul University, Chicago, November 2010
- “The Racial Politics of Spectacular Post-Racial Satire: *Ugly Betty* and *Glee*”
Console-ing Passions 2010 Conference
University of Oregon, April 2010
- “Fast and Bilingual: *Fast and Furious*’s Lucrative Embodiment of U.S. Borderlands”
Society for Cinema and Media Studies 2010 Conference
Los Angeles, CA, March 2010
- “‘Hurley’s What?’ The Unmarking of Latinidad in Contemporary Television”
Cultural Studies Association Conference 2009
Kansas City, MO, April 2009

SERVICE. Selected, 2011-2016

Appointed member, Faculty Search Committee for RTF Department chair, 2016-2017

Elected member, Executive Committee, Radio-Television-Film, , 2012-2013, 2013-2014, 2015-2016

Assistant Graduate Advisor, Radio-Television-Film, Summer 2013 – Present

Member, Graduate Studies Committee, Radio-Television-Film, 2011- Present

Member, Undergraduate Curriculum Committee, Radio-Television-Film, Fall 2015 – Present

Member, Admissions Committee, Radio-Television-Film, 2015-2016

Faculty Advisor, *Flow*, online journal on television and new media coordinated by graduate students in Radio-Television-Film, University of Texas at Austin. 2011- Present. Oversaw the redesign and migration of the journal to a new website, Summer and Fall 2015.

Faculty Affiliate, Latino Media Studies Program, Moody College of Communication, University of Texas at Austin, Fall 2011-Present

Co-Faculty Advisor to RTF graduate students coordinating the *Flow* Conference, University of Texas at Austin, 2011-2012 and 2013-2014

Elected Member, Center for Women's and Gender Studies Steering Committee, Spring 2015-2017

Member, Faculty panel, Bridging Disciplines Program in Media, Culture & Identities, University of Texas at Austin, Spring 2014 - Present

Elected Member of the Executive Board, Society for Cinema and Media Studies (SCMS), July 2014 – July 2017

Editorial Board member, *Feminist Media Studies*, *Communication Monographs*, *Journal of Critical Mixed Race Studies*, and *Celebrity Studies*. Member of Faculty Advisors, *The Velvet Light Trap*, 2005—Present

HONORS

2015-2016 Core Faculty Research Grant, Center for Women's and Gender Studies, University of Texas at Austin

2014-2015 Special Research Grant, University of Texas at Austin, to conduct scholarship in Los Angeles for *Bronzing the Box*

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

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

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

AFFILIATIONS

Society for Cinema and Media Studies

Console-ing Passions Board

Latina/o Studies Association

American Studies Association

Critical Mixed Race Studies Association