

Mary Beltrán
Abbreviated Curriculum Vitae

Department of Radio-Television-Film
The University of Texas at Austin
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EDUCATION

PhD., 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 POSITIONS

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| Full Professor | Media Studies, Department of Radio-Television-Film Affiliate, Dept. of Mexican American and Latina/o Studies Affiliate, Center for Women's & Gender Studies The University of Texas at Austin (2023+) |
| Assistant/Associate Professor | Media Studies, Department Radio-Television-Film Affiliate, Dept. of Mexican American and Latina/o Studies Affiliate, Center for Women's & Gender Studies The University of Texas at Austin (2011-2013, 2013-2023) |
| Assistant/Associate Professor | Media & Cultural Studies, Department of Communication Arts Affiliate, Chicana/o and Latina/o Studies Program Affiliate, Gender and Women's Studies University of Wisconsin-Madison (2003-2009, 2009–2011) |

SELECTED PUBLICATIONS

Books

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

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

Mixed Race Hollywood. Mary Beltrán and Camilla Fojas, editors. New York: NYU Press, 2008.

Journal Articles

Mary Beltrán and Mirasol Enriquez. "Introduction: Centering Latina Film and Media Histories." *Feminist Media Histories* 7:4 (Fall 2021). Latina Media Histories Special Issue.

"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.

Edited Special Issues of Academic Journals

"Latina Media Histories." Special Issue of *Feminist Media Histories*. Co-editor with Dr. Mirasol Enriquez. Issue 7:2, Fall 2021.

Book Chapters

"Action Latinas in an Era of Precarity." In *Action Cinema Since 2000*, edited by Lisa Purse, Yvonne Tasker, and Chris Holmlund. London: BFI/Bloomsbury, June 2024. 145-162.

"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. Santa Barbara, CA: Greenwood. Digital book, 2020. Hard copy publication, April 2024.

"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, 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.

"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 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. Digital book. Location 1730-1832.

"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, December 2013. 205-224.

"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, October 2013. 191-209.

"Javier Bardem and Benicio Del Toro: Beyond Machismo." In *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.

SELECTED PRESENTATIONS

Invited Talks, 2014+

“Latina Stardom/American Stardom: From Rita Moreno to Jenny Ortega”.
International Film Festival and Symposium on Celebrity
Texas State University, March 2024

Talks and roundtables on *Latino TV: A History*

- Swarthmore College, March 2024
- New Books Network podcast, Center for Advanced Research in Global Communication. The Annenberg School for Communication, University of Pennsylvania, June 2023
- Reflections on U.S. Broadcasting Conference, Library of Congress, Washington, DC, April 2023
- University of Notre Dame, October 2022
- Center for the Study of Race and Ethnicity in America, Brown University, Providence RI. April 2022
- Latinx Studies at NYU Press panel, The Latinx Project, New York University. December 13, 2021

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

Invited panelist, Roundtable on Latinx Media
The Center for Latin American and Latinx Studies
Georgia State University. Atlanta, GA. March 2022. Held remotely

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

“Latinx TV Storytelling and the New Latina Wave”
Cinema Studies Program, University of Tennessee. Knoxville, TN 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

“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

“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, March 2014

Research Presentations at Professional Conferences, 2014+

“*Orange is the New Black* and Hegemonies of Celebrity Branding”
5th International Celebrity Studies Conference
Amsterdam, Netherlands. July 2024

“Wild Tongues: Cristela Alonzo, Grace Parra, and Chingona TV Comedy”
Latina/o Studies Association 2024 Conference
Tempe, AZ. April 2024

“Action Latinas in an Era of Precarity: Problematics of Cinematic Empowerment”
Latina/o Studies Association 2022 Conference
South Bend, IN. July 2022

“Make Sure You Have Something to Say”: Eva Longoria and Latina Celebrity Activism, Post-Trump”
Society for Cinema and Media Studies 2021 Conference
Held online, April 2021

“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 Elfege 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

COURSES TAUGHT

University of Texas at Austin courses

Undergraduate courses

Latina/os and U.S. Media
 Latina Feminisms and Media
 History of U.S. Television
 Screening Race
 Race, Class, and Gender in American Television
 Stardom and Celebrity Culture
 Musicals and “America”
 History of Television and Radio

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

Latinx Media Studies
 Latina Feminist Media Studies
 Media Theory and Literature

SELECTED SERVICE, 2011+

Departmental Service: Radio-Television-Film

Graduate Advisor, Media Studies, Fall 2024-2026
 Associate Chair of Media Studies, Radio-Television-Film, January 2019 – August 2021
 Elected Member, Executive Committee, 2012-2014, 2015-2017

Faculty Advisor to graduate student editors of *Flow*, the RTF Department's online media studies journal, 2011- 2017
 Co-Faculty Advisor to the *Flow* Conference, 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

College-level Service: Moody College of Communication

Faculty Representative, University's Faculty Council, 2024-2027

Founding Director, Latino Media Arts & Studies Program, Spring 2017 – Summer 2020
 Associate Director, Latino Media Arts & Studies Program, Spring 2021 – Summer 2023
 Faculty Advisor, Latino Media Arts & Studies minor, Fall 2023+, Fall 2018 – Summer 2021. Member, Faculty committee, Latino Media Arts & Studies minor, Fall 2018 – Present
 Member, Diversity and Equity Committee, 2016- 2019

Departmental Service: Affiliate Departments and Programs

Faculty Affiliate, Department of Women's, Gender, and Sexuality Studies, Fall 2023-Present
 Chair, Ad-hoc External Review Committee, Department of Women's, Gender and Sexuality Studies, 2024-2025
 Member, Graduate Awards Committee, Department of Women's, Gender, and Sexuality Studies, Spring 2024
 Member, Executive Committee, Center for Women's and Gender Studies, 2015-2017, 2022-2023
 Core Faculty Affiliate, Center for Women's and Gender Studies, Fall 2014- Present
 Faculty Affiliate, Center for Women's and Gender Studies, 2012- 2014

Faculty Affiliate, Department of Mexican American and Latina/o Studies, Spring 2015-Present
 Faculty mentor to MALS and WGS Assistant Professor Nicole Ramsey, Fall 2023+
 Faculty Affiliate, Center for Mexican American Studies, Fall 2011-Present

Service to UT-Austin

Member, C-12 Committee: Responsibilities, Rights and Welfare of Graduate Student Academic Employees. UT Faculty Council, 2024-2027

Chair, Student Recruitment and Retention Committee of the UT Faculty Council, 2021-2022

Member, Student Recruitment and Retention Committee of the UT Faculty Council, 2020-2023

Member, Internal Review Committee, Mellon Foundation Fall 2020 New Directions Fellowship, 2020

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

Service to the Profession

Invited Jury member, AFI Awards in Television, American Film Institute, Fall 2023+

Consultant, *Latino Lens* documentary series, 2022+

External departmental reviewer, Dartmouth College, Fall 2023; University of Oklahoma, Fall 2021-Spring 2022

Peabody Awards Screening Committee Head, The George Foster Peabody Awards. 2017, 2019, 2020, 2023, 2024

Advisor on Hispanic Heritage Month events, Paley Center for Media, New York. Summer 2022 – Present. Invited guest speaker, Paley Center for Media, New York. Hispanic Heritage Month Virtual Tour, October 2020 and September 2021

Co-editor (with Camilla Fojas), Race and Mediated Cultures book series, Ohio State University Press, 2018-2023

Reviewer, Latino Public Media Content Fund. Latino Public Broadcasting. August 2021

Elected Member of Board of Directors, Society for Cinema and Media Studies (SCMS), 2014- 2017

Liaison from SCMS Board to SCMS Scholarly Interest Groups, 2015-2017

Member, Conference Program Committee, SCMS, 2014-2017, 2022

Member, Best First Book Award of 2023-2024, Society for Cinema and Media Studies (SCMS), Fall 2024

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 Console-ing Passions Programming Committee, 2014 and 2015.

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

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, 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, 2014-201