

Mirasol Enríquez

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<https://rtf.utexas.edu/faculty/mirasol-enriquez>

SUMMARY

Film and media scholar and professional with over twenty years of research, teaching, and programming experience, focused on empowering Latinas/o/xs, women, and other underrepresented groups

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

Sept–Dec 2006 and Mar–Jun 2008

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

Adjunct Faculty

Department of Communications

Jan 2004 – Jul 2005

UNDERGRADUATE COURSES TAUGHT

- Latina Feminisms and Media
- Latina Filmmakers in the U.S.
- Chicana/o Film
- History of Mexican Cinema
- 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)

GRADUATE COURSES TAUGHT

- Feminist Media Studies

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 – Aug 2023

Acting Director

Aug 2020 – Aug 2021

My efforts as Director of the L-MAS program focused on promoting the undergraduate minor and developing a variety of programs intended to support the growth of Latina/o/x film, television, journalism, and advertising, as well as student media makers, journalists and advertising professionals, and the production of Latina/o/x media studies scholarship. I coordinated student events, film screenings, networking opportunities, and the signature L-MAS Speaker Series, which brought prominent Latina/o/x industry professionals to campus both virtually, and in-person. I moderated several of the conversations with guest filmmakers who shared their experiences and knowledge with the UT community. I oversaw the Latinx Media Studies Research Group, which provided a supportive environment for faculty and students across campus to create community and provide feedback on works-in-progress related to Latin American and US Latinx subjects. I also coordinated and served as a judge for the annual L-MAS Student Awards for outstanding graduate and undergraduate student media production, screenwriting, and scholarship focused on Latinx subjects.

Much of the work to maintain the program was administrative in nature. I hired and trained staff, created annual performance review procedures, and supervised staff's daily activities. I developed program infrastructure and processes to maximize program efficiency, and I was responsible for the planning and maintenance of annual budgets. I maintained the L-MAS website and social media accounts and trained staff to do the same. We worked together to increase our social media footprint over the course of three years and in the absence of qualified accounting staff, I often attended to a variety of purchasing and accounting tasks via the UT accounting system, DEFINE. I worked with the Moody Development Team and an independent consultant to identify and cultivate potential donors and funding bodies. I built collaborative relationships with various programs, organizations, and individuals across the Moody College, the UT campus and beyond. I also spearheaded fundraising efforts such as the annual 40 for Forty fundraising campaign, which raised monies from individual donors during my first year as Acting Director of the program.

Independent Consultant

Sept 2018

As Dr. Mary Beltrán established the Moody College of Communication's L-MAS program, I provided suggestions regarding ways to improve the program structure and operations, the website design and content, and marketing/promotional opportunities. I also suggested strategies to facilitate program growth and secure additional funding.

Austin Film Society – Austin, TX

Director of Community Media

Sept 2015 – Jul 2017

I took on a new position to spearhead the Community Media initiative that AFS created when they secured a contract to operate the City of Austin's community media center, Austin Public. I managed the contract with the City of Austin and served as the principle liaison to city officials. I was responsible for hiring and supervising 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. I developed and implemented Policies and Procedures for staff and members, as well as evaluation tools to assess the Community Media program's impact. I also developed and managed the Community Media Department's annual budget and wrote/secured multiple grants for youth film education programs.

Programming activities included the development and implementation of new education and outreach programs (e.g.: Spanish-language campaigns, need-based scholarships, PSA program for non-profits, panels and course offerings) to increase awareness of Austin Public's programs. I taught a monthly Media Policy workshop (required of all new producers at the facility) about representations and warranties that govern what content can be submitted for programming on public access television.

I managed AFS's existing summer camps and afterschool programs for youth in underserved communities and built partnerships with local organizations (e.g.: Latinitas, Capital City Black Film Festival, I Live Here I Give Here) to expand the Community Media programs and assure financial sustainability. I built the Community Media Advisory Committee and strategized with members about how to best put their networks and resources to use to achieve departmental goals. Lastly, I also served on the 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

I 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. This involved managing the call for papers and securing and processing approximately 250 submissions per year. I coordinated a selection committee of five staff to choose 82 academic papers and 20 panel moderators. I also collaborated with key staff to create graphics, promotional materials, and outreach strategies. I served as the main contact and liaison for all conference participants, vendors, and VIPs and was responsible for coordinating equipment, parking, catering, volunteers, and other logistical needs for the events.

New Majorities, Shifting Priorities Conference Coordinator

Sept 2010 – Mar 2011

I 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. I also served as the primary point of contact for conference inquiries, analyzed survey data and prepared the executive summary report following the conclusion of the conference.

OTHER ACADEMIC RESEARCH AND PUBLISHING EXPERIENCE

Library of Congress Consultant and Content Reviewer Fall 2023

I advised the Library of Congress with regard to the content and structure of their website for the “Latine Cine” project, which highlights Latine film history, filmmakers, and the Library’s Latine film collections. The website is intended to facilitate the sharing of resources with Library users and researchers from all over the United States.

UCLA Center for the Study of Women (CSW) – Los Angeles, CA Research Scholar Sept 2012 – Jun 2016

As part of the CSW’s competitive visiting scholars’ program, I conducted independent research on Latina filmmakers in the United States and 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

As a project editor, I provided developmental and copy-editing services to professors/authors and served as their principle liaison. I managed three territories, which amounted to between 60-80 book projects each academic term, and coordinated between acquisitions, editorial, licensing, and production teams to assure timely delivery of titles. Once promoted to Senior Project Manager, I was responsible for creating and conducting trainings for academic publishing company’s staff regarding academic standards, and editorial procedures and best practices.

PUBLICATIONS

ESSAYS

Enríquez, Mirasol. “*Real Women Have Curves*.” In *Screening American Independent Film*, eds. Wyatt Phillips and Justin Wyatt (Routledge, 2023).

REFEREED JOURNAL ARTICLES

Enríquez, Mirasol. “*Chasing Papi* and the Hispanic Audience: Trying to Sell Ketchup in a Salsa Bottle,” in “*Latina Media Histories*,” eds. Mary Beltrán and Mirasol Enríquez, Special Issue, *Feminist Media Histories* 7:4 (Fall 2021): 55–79.

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.

OTHER JOURNAL ARTICLES

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* 7:4 (Fall 2021): 1–6.

ARCHIVAL MATERIALS/EXHIBITION CATALOGS

* Please note that most of 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

Enríquez, Mirasol. "Amanda Micheli (dir.), *Jennifer Lopez: Halftime* (2020)" Review. *Australian Journal of American Studies* 42:1 (July 2023): 78-84.

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, LECTURES, AND PANELS

"Work/Life (Im)Balance: The State of Academic Labor in Media Studies." Participant in this workshop, presented at the Society of Cinema and Media Studies Conference, Denver, CO, 2023

"*El lado salvaje/The Wild Side*: Film Screening, Q&A." Moderator for a conversation with director Mariana Paredes Peláez and associate producer Mayte Paredes, after screening of their film, "*El lado salvaje*," which was part of the "Mexico Through the Lens of Women Filmmakers" film series. This student event was hosted by the Latino Media Arts and Studies program at the University of Texas at Austin, 2023

- “Latinas and Film Authorship: The Case of Chicana Film Pioneer Josey Faz.” Presented research during this talk, which was part of the “Media Studies Colloquium,” hosted by the Department of Radio-Television-Film at the University of Texas at Austin, 2023
- “Elizabeth Avellán: Producing Power and Change in the Texas and Hollywood Film Industries.” Moderator for conversation with film producer Elizabeth Avellán, which was part of the L-MAS Speaker Series, hosted by the Latino Media Arts and Studies program at the University of Texas at Austin, 2022
- “*What We Leave Behind*: Film Screening, Q&A, and Reception.” Moderator for conversation with filmmaker and Assistant Professor of Radio-Television-Film, Iliana Sosa after a screening of her film, *What We Leave Behind*. This was a student event, hosted by the Latino Media Arts and Studies program at the University of Texas at Austin, 2022
- “Primary Research in the Absence of the Archive.” Guest lecture for “Film and Media Historiography,” taught by Professor Emily Carman, Chapman University, Los Angeles, CA, 2022
- “Borders: *El Norte*.” The CWC Global Series. Member of the panel, hosted by the Carsey-Wolf Center, University of California, Santa Barbara, 2021
- “The Auteur Theory and Symbiotic Authorship: Limits and Possibilities.” Guest lecture for the course “Theories of Film and Television,” taught by Anna Cooper, The University of Arizona, Tucson, Arizona, 2021
- “U.S.-based Latina Filmmakers.” Guest lecture for the course “Introduction to Communication Foundations,” taught by Dr. Madeline Redlick, The University of Texas at Austin, 2021
- “Free Speech in Contemporary Society.” Member of the panel, hosted by the Department of Communication Studies, University of Texas at Austin, 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

INVITED COMMITTEES AND COMMUNITIES

- **Panelist – Adan Medrano Legacy Award in Film for National Association of Latino Arts and Culture (NALAC) Fund for the Arts**, National Association of Latino Arts and Culture (NALAC), San Antonio, TX – 2024 and 2023
- **Member of Student Engagement Learning Committee** (one of 12 faculty selected from a competitive pool of applicants across the UT campus), Center for the Skills and Experience Flags, 2022-23
- **Member of Pilot Cohort of the Diversity, Inclusion, Justice, and Equity Pedagogy Program** (one of six faculty selected from a competitive pool of applicants), Moody College Office of Diversity, Equity, and Inclusion, University of Texas at Austin, 2021
- **Grant Shorts Cycle Reviewer – Austin Film Society Grants Committee**, Austin Film Society, Austin, TX – 2019
- **Board Member and Chair of Film Committee – Forklift Danceworks**, Austin, TX, 2017–2019
- **Reader – International Documentary Association (IDA) Enterprise Documentary Fund**, 2017
- **Faculty Reviewer – Thinking Gender Abstract Review Committee**, UCLA Center for the Study of Women, 2013

HONORS AND AWARDS

JOURNAL OF CINEMA AND MEDIA STUDIES

JCMS nominated my essay, “Josey Faz: Traces of a Tejana in Chicana/o Film History” for the 2022 Katherine Singer Kovács Best Essay Award, which is awarded annually by the Society of Cinema and Media Studies – Fall 2021

MOODY COLLEGE CENTER FOR ADVANCING TEACHING EXCELLENCE

Small Changes for Inclusivity Learning Community Award – December 2021

This award is made in recognition of faculty commitment to incorporating small changes to their courses during their participation in the small changes learning community, in order to increase inclusivity in teaching and in the classroom.

CINE LAS AMERICAS INTERNATIONAL FILM FESTIVAL

Cine Latina – Guest of Honor/Keynote Speaker, 2018

Selected to be the guest of honor and keynote speaker at the Cine Las Americas “Cine Latina” event, which takes place during their annual international film festival and celebrates the work of Latinas and women in the film industry.

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.

AFFILIATIONS

- Society of Cinema and Media Studies
- Center for Women's and Gender Studies, University of Texas at Austin
- Teresa Lozano Long Institute for Latin American Studies, University of Texas at Austin
- Mexican American and Latina/o Studies, University of Texas at Austin

LANGUAGES

Proficient in Spanish (written and verbal)