

YEIDY M. RIVERO
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ACADEMIC APPOINTMENTS

University of Michigan, Ann Arbor. Associate Professor, Program in American Culture and Department of Screen Arts and Culture, Faculty Affiliate in Communication Studies, 2009-present.

Indiana University, Bloomington. Associate Professor, Dept. of Communication & Culture, 2006-2009. Assistant Professor, Dept. of Communication & Culture, 2001-06. Adjunct Professor: American Studies, Cultural Studies, Latino Studies, Latin American & Spanish Caribbean Studies, 2001-09

University of the Incarnate Word, San Antonio, TX. Assistant Professor, Communication Arts Department, 2000-01

University of Texas, Austin. Teaching Assistant, Department of Radio-TV-Film, 1996-1999

Hostos Community College (CUNY), Bronx, NY. Adjunct Lecturer, Humanities Department, 1994-1996

Metropolitan University, Río Piedras, PR. Adjunct Lecturer, Humanities Department, 1993

EDUCATION

Ph.D. (2000). University of Texas at Austin. Department of Radio, TV, & Film

M.A. (1993). State University of New York at Stony Brook. Theatre Department

B.A. (1991). University of Puerto Rico, Río Piedras. Drama Department, with a minor in Communications

AREAS OF INTEREST

Television Studies; Race and Media; Global Media; Latino/a, Spanish Caribbean, Latin American, and African Diaspora Studies

PUBLICATIONS

Books

Broadcasting Modernity: Cuban Commercial TV, 1950-1960. Under contract, Duke University Press.

Contemporary Latina/o Media: Production, Circulation and Politics, co-edited with Arlene Dávila. New York University Press, 2014.

Tuning Out Blackness: Race and Nation in the History of Puerto Rican Television. Durham, NC: Duke University Press, 2005.

Reprint: “Bringing the Soul: Afros, Black Empowerment, and Lucecita.” In Miriam Jiménez Román and Juan Flores (eds.) *The Afro-Latin@ Reader: History and Culture in the United States*. Durham, NC: Duke University Press, 2010, 343-357.

Refereed Journal Articles

“Diasporic and Marginal Crossroads: The Films of Frances Negrón-Muntaner.” *Latino Studies Journal*, September 2009, 7 (3): 336–356.

“Havana as a 1940s-1950s Latin American Media Capital.” *Critical Studies in Media Communication*, August 2009, 26 (3): 275-293.

“Broadcasting Modernity: Cuban Television, 1950-1953.” *Cinema Journal*, spring 2007, 46 (3): 3-25.

“Channeling Blackness/Challenging Racism: A Theatrical Response.” *Global Media and Communication*, December 2006, 2 (3): 335-354.

“Caribbean *Negritos*: Blackface and Black Voice in Puerto Rico.” *Television and New Media*, November 2004, 5 (4): 315-337.

“The Performance and Reception of Televisual ‘Ugliness’ in *Yo soy Betty la fea*.” *Feminist Media Studies*, March 2003, 3 (1): 65-81.

Reprint: Charlotte Brunsdon and Lynn Spigel (eds.) *Feminist Television Criticism: A Reader*. Open University Press, 2007, 302-319.

“Erasing Blackness: The Media Construction of ‘Race’ in *Mi Familia*, The First Puerto Rican Situation Comedy with a Black Family.” *Media, Culture & Society*, July 2002, 24 (4): 481-491.

Reprint: Horace Newcomb (ed.) *Television: The Critical View*. Oxford: Oxford University Press, 2006, 207-222.

“Beyond U.S. Dominance: Cuban and Local Influences on the Origins of Puerto Rican Commercial Television.” *Centro Journal*, spring 2001, XIII (1): 60-77.

Edited Collections

“Anatomy of a Protest: Audience Expectations, Colombia’s *A Corazón Abierto* and *Grey’s Anatomy*.” In Arlene Dávila and Yeidy M. Rivero (eds.) *Contemporary Latina/o Media: Production, Circulation and Politics*. New York: New York University Press, 2014.

“Watching TV in Havana: Revisiting the Local/Global Television Past Through the Lens of the Television Present.” In Karin Wilkins, Joseph Straubhaar, and Shanti Kumar (eds.) *New Agendas for Global Communication*. London: Routledge, 2013, 50-65.

“Our *Betty*: The Legacy of the *Yo soy Betty la fea* Success in Colombia.” In Janet McCabe and Kim Akass (eds.) *TV Betty Goes Global*. London: I.B. Tauris, 2013, 45-63.

“Interpreting *Cubanness*, *Americanness*, and the Sitcom: WPBT-PBS’s *¿Qué pasa U.S.A.?* (1975-1980).” In Tasha Oren and Sharon Shahaf (eds.) *Global Television Formats: Understanding Television Across Borders*. London: Routledge, 2012, 90-107.

“Mediating ‘Neutrality’: Latino Diasporic Films.” In Patrice Petro, Lane Hall and A. Aneesh (eds.) *Beyond Globalization: Making New Worlds in Media, Art, And Social Practices*. New Brunswick, N.J.: Rutgers University Press, 2012, 103-120.

Unrefereed Publications

“Carla’s, Callie’s, and the Suárez’s Long Lost Ancestors: ESAA-TV and *¿Qué pasa U.S.A.?*” May 2009, 9 (13).

“Are You Smarter Than a Cuban Customs Official?: Reassessing Cuba’s Commercial Television Influence in Latin America.” *Flow*, March 2009, 9 (8).

“A *Señora* Drinks *Café* with a *Fea* in Bogota, the New Hip TV Production Place in Latin America.” *Flow*, December 2008, 9 (4).

“Beautiful Betty.” *Ms. Magazine*, winter 2007.

Reprint: Janet Lee and Susan Shaw (eds.) *Women Worldwide: Transnational Feminist Perspectives on Women*. New York: McGraw-Hill, 2010, chapter 12.

Entries on Aída Barrera and *¿Qué pasa U.S.A.?* *Encyclopedia of Latinos and Latinas in the US*. New York: Oxford University Press, 2005.

GRANTS, FELLOWSHIPS, & HONORS

2011 LSA Michigan Humanities Award (Fall 2012), University of Michigan, Ann Arbor.

2011 LSA Associate Professor Support Funds, University of Michigan, Ann Arbor.

2009 Visiting resident scholar, Annenberg School for Communication, University of Pennsylvania.

2008 Trustee’s Teaching Award, Department of Communication and Culture, Indiana University-Bloomington.

2008 Center for Latin American and Spanish Caribbean Studies (CLACS) research grant.

2007 Selected to participate in the “Anatomy of an Idea” Faculty Seminar sponsored by the International Radio & Television Society Foundation and ABC. The seminar addressed issues of diversity on television.

2007 Nominated by the Communication and Culture graduate students for the spring 2007 Faculty Mentor Award. Indiana University-Bloomington.

- 2005-06 Selected to participate in the one-year *Variations of Blackness Seminar* sponsored by the College of Arts and Sciences. Indiana University-Bloomington.
- 2003-04 Ford Foundation Post-Doctoral Fellowship. Tenure institution, UCLA Chicano Studies Research Center.
- 2003 Grant-in-Aid, College of Arts and Sciences. Indiana University-Bloomington.
- 2001 Top Competitive Paper in International Communication. International Communication Association Conference, Washington, D.C.
- 1999-2000 Continuing Fellowship. University of Texas at Austin.
- 1999 Professional Development Award.
- 1998 Professional Development Award.
- 1997 Shell Grant Recipient.
- 1991-93 Turner Fellowship. SUNY at Stony Brook.
- 1987-88 University of Puerto Rico Presidential Scholarship. CUNY-UPR Exchange Program, Hunter College.

INVITED PRESENTATIONS

September 2013

“Revolutionizing the Modern: Cuban Television in the Transitional Period of 1959-1960,” *Locating Television: Zones of Consumption: A Symposium*, Centre for Critical and Cultural Studies, University of Queensland, Australia.

February 2013

“Anatomy of a Protest: *Grey’s Anatomy*, Colombia’s *A Corazón Abierto*, and the Politicization of a Format,” Department of Social & Cultural Analysis, New York University.

February 2011

“Episodes in Citizenship: A 1970s Sitcom for Latinos.” Department of Radio-TV-Film. University of Texas at Austin.

January 2011

“The Fidel(ity) of Live TV: Commercial Television and the Cuban Revolution, 1959-1960. Department of Communication. University of Michigan, Ann Arbor.

April 2010

“No Neutral Ground: The Displaced and Disparate Latino Voices of *Nueba Yol*.” Festival Latino. University of Pennsylvania.

January 2010

“All in the Cuban-American/Sitcom Family: ¿*Que Pasa USA?* (1975-1980).” The Hemispheric Studies Interdisciplinary Research Group. University of Miami.

Nov. 2009

“With Limited Commercial Interruption: Fidel Castro, Commercial Television and the Selling of a Revolution, 1959-1960.” The Annenberg School for Communication. University of Pennsylvania.

October 2009

“Watching TV in Havana: Revisiting the Past through the lens of the Present.” New Agendas in Global Communication and Media. Department of Radio, TV, and Film. University of Texas, Austin.

April 2009

“No Neutral Ground: The Displaced and Disparate Latin Voices of *Nueba Yol* (1996).” Latin American Media: Distortions and Resistance, A Symposium of the Center for Latin American and Latino/a Studies. Georgia State University, Atlanta.

March 2009

“Havana as a 1940s-1950s Latin American Media Capital.” Spring Colloquium Lecture Series. Council for Latin American & Iberian Studies. Yale University.

November 2008

“When all TV was Local: Reinterpreting the Spanish Caribbean Television Past and Present.” New Directions in Caribbean Studies symposium. Center for Race and Ethnicity, Rutgers University.

November 2008

“Making *Betty Ugly* for America: How the Ugliest TV Character Became a Latina.” Colloquium speaker, Center for Latin American and Spanish Caribbean Studies, Michigan State, East Lansing.

October 2007

“Found in Translation: Why is *Ugly Betty* Latina?” DePauw University, Greencastle, Indiana.

May 2007

“The Cuban Connections: Havana as a 1940s-1950s Latin American Media Capital.” Film & Digital Media Department Spring Colloquia, University of California-Santa Cruz.

March 2007

“*Cubanidad* in Preproduction: The Imaginings and Beginnings of Cuban Commercial Television.” Reflections on Empire: Latin American Depiction of Colonization in Literature, History, and Cinema, A Symposium of the Center for Latin American and Latino/a Studies. Georgia State University, Atlanta.

March 2006

Plenary session speaker, panel on Television Studies. "Location and Flow: Crossing Borders, Changing Channels, Charting Difference." Society for Cinema and Media Studies Conference, Vancouver, British Columbia.

March 2006

"Televisual *Mestizaje*: Representing Race and Nation in Puerto Rico's Commercial Television." Race and Media in Comparative Perspective: Europe, Canada, and the Spanish Caribbean. Global Media Research Center, College of Mass Communication and Media Arts, Southern Illinois University-Carbondale.

April 2005

"Mediating Travels and Displacements: *La guagua aérea* (1993) and *Nueba Yol* (1996)." Cinematic Dislocations and Relocations: A Conference on the Contemporary Cinemas of Latin America, the Caribbean, and their Diasporas, University of Wisconsin-Milwaukee.

May 2004

"Diasporic and Marginal Crossroads: The Films of Frances Negrón-Muntaner." UCLA Chicano Studies Research Center, Los Angeles, CA.

CONFERENCE PRESENTATIONS

"Anatomy of a Protest: Audience Expectations, Colombia's *A Corazón Abierto* and *Grey's Anatomy*." Paper presented at the Society for Cinema Studies Conference, Boston, MA. March 2012.

"Narrating a Revolution: Fidel Castro and Cuban Commercial Television in 1959-1960." Paper presented at the Society for Cinema Studies Conference, Los Angeles, CA. March 2010

"No Happy Endings: Screenwriters and Corporations in Two Media Centers (1950s Havana and 1990s Bogota)." Paper presented at the International Communication Association Conference, Chicago, IL. May 2009

"The Cuban Connections: Havana and Regional Television Exchanges during the 1950s" and "*¿Qué pasa U.S.A.?: US Spanish-Language Television and the Financial Exploitation of Media Professionals*" Paper and workshop presentations at Society for Cinema and Media Studies Conference, Chicago, IL. March 2007

"Confronting Whiteness: *Mundo real* and ESAA-TV Programming." Paper presented at the Puerto Rican Studies Association Conference, Cornell University, Ithaca, NY. October 2006

"Going Places: Latino Diasporic Films at Home and Abroad." Paper presented at the Latin American Studies Association Conference, San Juan, Puerto Rico. March 2006

"We are Latinos and Have Produced TV Too!: WPBT- PBS's *¿Qué pasa U.S.A.?* (1975-1980)." Paper presented at the International Communication Association Conference, New York City, NY. Panel chair and presenter. May 2005

“*Mulatas* are Beautiful Too: Media Discourses about Miss World 1975.” Paper presented at the Society for Cinema and Media Studies Conference, Atlanta, GA. Panel chair and presenter. March 2004

“Caribbean *Negritos*: Ramón Rivero, Blackface, and Black Voice in Puerto Rico.” Paper presented at the International Communication Association Conference, San Diego, CA. May 2003

“Bringing the Soul?: Soul Train, Afros, and Blackface in 1970s Puerto Rican Commercial Television.” Paper presented at the Latin American Studies Association Conference, Dallas, TX. March 2003

“The Racial, Gender, Sexual, and Political Ramifications of a Televisual Afro.” Paper presented at the Society for Cinema Studies Conference, Minneapolis, MN. March 2003

“The Performance and Reception of Televisual ‘Ugliness’ in *Yo soy Betty la fea*.” Paper presented at the Global Fusion Conference, St. Louis, MO. October 2001

“Erasing Blackness: Media Construction of ‘Race’ in *Mi Familia*, The First Puerto Rican Situation Comedy with a Black Family.” Paper presented at the International Communication Association Conference, Washington, D.C. May 2001

“‘De un pájaro las dos alas’: The Cuban Influence in Puerto Rican Television.” Paper presented at the Latin American Studies Association Conference, Miami, FL. March 2000

“Colliding Tensions: Machismo, Virginity, and Women’s Oppression in Puerto Rico’s Television Family.” Paper presented at the International Communication Association Conference, San Francisco, CA. May 1999

“Revolutionary Culture: Political Theatre of the 1960’s and 1970’s in the Puerto Rican Diaspora.” Paper presented at the National Association of Ethnic Studies Conference, Orlando, FL. March 1999

“*Pa’lante mi gente que esto cuesta*: A Production Ethnography of a Puerto Rican Television Sitcom.” Paper presented at the Institute of Latin American Studies Student Association Conference, Austin, TX. February 1999

“*Hecho en Puerto Rico* (Made in Puerto Rico): The Construction and ‘Packaging’ of *Mi Familia* (My Family) within Puerto Rico’s Local and Foreign Programming.” Paper presented at the Bastards of Imperialism Conference, Stanford University, Stanford, CA. May 1998

TEACHING EXPERIENCE

University of Michigan, Ann Arbor

<u>Undergraduate Courses</u>	“All in the Sitcom Family”	(upper division)
	“Latinos and the Media”	(upper division)
	“Before <i>Betty</i> Was Ugly: Latin American and US-Spanish Language Television”	(upper division)
	“Race and the Media”	(upper division)

<u>Graduate Course</u>	“Television Genres”
	“The Television Revolution”

Annenberg School

University of Pennsylvania

<u>Graduate Course</u>	“Television Genres”
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Indiana University

<u>Graduate Courses</u>	“Race and Popular Cultures in Latin America/Latino Communities”
	“Television Genres”
	“Methods of Media Research”

<u>Undergraduate Courses</u>	“Television: Local and Global Perspectives”	(upper division)
	“Blackness & Popular Culture: U.S. and Latin America”	(upper division)
	“Latinos and the Media”	(upper division)
	“Race and the Media”	(lower division)
	“Trends in Latino/a Cinema”	(lower division)

University of the Incarnate Word

<u>Graduate Courses</u>	“Communication Theory”
	“Research Methods”
	“Latino Media”
	“Television: Local and Global”

<u>Undergraduate Courses</u>	“Theories of Communication”	(upper division)
	“Hispanic/Latino Media”	(upper division)

Hostos Community College & Metropolitan University

<u>Undergraduate Courses</u>	“Art and Civilization”	(lower division)
	“Spanish Composition”	(lower division)
	“Introduction to Literature”	(lower division)
	“Introduction to Theatre”	(lower division)

University of Texas
Teaching Assistant

“Development Communication”
“History of U.S. Latino Media”
“Communication and Ethnic Groups”
“Latin American Cinema”

Thesis and Dissertation Director

Shana M. Higgins, “Documenting Identity, Filming/Framing the Nation from the Diaspora: Puerto Rico and Cuba.” M.A. Thesis, Indiana University, 2006.

Chad Beck, “Azteca Television, Hybrid Cultural Identity, and Transnational Commercialization.” Ph.D. Indiana University, May 2010.

Shelley Bradfield, “Home Affairs”: The Post-Apartheid Politics of Identity and Nation-Building on South African Television.” Ph.D. Indiana University, July 2010.

**SCHOLARLY ACTIVITIES
& PROFESSIONAL SERVICE**

Professional Service Society for Cinema and Media Studies (SCMS) Executive Council, July 1, 2010-June 2013

Advisory Boards *Errol Flynn’s Ghost*, documentary on the cultural impact of Hollywood movies in 20th-century Cuba, 2013-2016

The Velvet Light Trap, 2009-2012
Communication Monographs, 2009-2012
Television and New Media, 2011-2014
Media Industries, 2013-2017

Journal Article Referee *Journalism: Theory, Practice & Criticism* (August 2013; April 2013); *Critical Studies in Media Communication* (February 2013); *Feminist Media Studies* (November 2012; March 2011); *Cinema Journal* (April 2012); *Identities: Global Studies in Culture and Power* (November 2011); *Television and New Media* (August 2013; June 2011); *Social Semiotics* (February 2011); *Communication, Culture and Critique* (January 2011); *Communication Monographs* (November 2009; August 2010); *Memory Studies* (September 2009); *Cinema Journal* (December 2007); *American Anthropologist* (October 2006); *Communication Yearbook 31* (January 2006); *Journal of Broadcasting & Electronic Media* (September 2005); *Chicana/Latina Studies* (December 2004); *Communication and Critical/Cultural Studies* (August 2004); *Communication Theory* (December 2003); *Centro Journal* (March 2002, August 2003, December 2005).

- Manuscript Reviewer University of Minnesota Press (March 2008); Duke University Press (August 2007, September 2005); Rutgers University Press (September 2008, November 2007).
- Conference Paper Referee Society for Cinema and Media Studies Program Committee (October 2012; October 2011; October 2010; October 2006); Global Fusion Conference (June 2011); School of Communications Graduate Research Forum, Temple University (February 2006); International Communication Association Conference (November 2005).
- Interviews *Hispanic Outlook in Higher Education* (magazine, 2011); *Aquí y Ahora* (television), Univision Network, Miami (2008); “Barry Gordon from Left Field” (radio), KCAA, Los Angeles (2007); “Viewpoint with Jean Dean” (radio), WRBC, Huntington, West Virginia (2007); *Herald News*, New Jersey (2006); *Prohibido olvidar* (television), WIPR, Puerto Rico’s Public Television Station (2006); *Hoy en la noticias* (radio), WRTU-University of Puerto Rico Radio Station (2006).
- Research “Race & Independent Media Project.” UCLA, Chicano Studies Research Center (2002-2005).
- “Latino or Hispanic: What Channel is that On?” Presentation on Contemporary American Culture, Indiana University-Bloomington (August 2004).
- “Panorama de las comunicaciones entre comunidades transnacionales de América del Norte y Latinoamérica.” Media consultant. Research project sponsored by the Rockefeller Foundation. Headquarters-Bogotá, Colombia (November 2003)
- Roundtable on Latin American and Spanish Caribbean Studies. University of Notre Dame, South Bend, IN (April 2002).
- Panel on “Nation and Culture.” Cultural Studies Conference, Indiana University-Bloomington, IN (February 2002).

**DEPARTMENTAL &
UNIVERSITY SERVICE**

(Partial list of activities. Additional information available upon request)

University of Michigan:

- American Culture Program, Tenure Committee (fall 2011)
- American Culture Program, Executive Committee (2011-2013)
- Department of Screen Arts and Cultures, Job Search (chair, fall 2010-winter 2011)
- Department of Screen Arts and Cultures, Tenure Committee (fall 2010)

- Department of Screen Arts and Cultures, Graduate Affairs Committee, member (winter 2010-winter 2011)
- Department of Screen Arts and Cultures, two Lecturer Review Committees, chair (winter 2011; winter 2010)
- American Culture Program, Graduate Affairs Committee, member (fall 2010-winter 2011)
- American Culture Program, Latino Studies Board (winter 2010-present)
- American Culture Program, Undergraduate Affairs Committee, member (winter 2010)
- American Culture Program, Lecturer Review Committees, member (winter 2010)

Indiana University:

- Department of Communication & Culture (CMCL) Executive Committee, chair (2006-2008)
- CMCL Graduate Affairs Committee, member (2006-2008)
- Tenure Committee (fall 2007)
- CMCL Undergraduate Affairs Committee, member (2005-2006)
- Job Search Committees (member):
 - CMCL-Gender Studies Search (fall 2007-spring 2008)
 - American Studies-CMCL Search (fall 2006-spring 2007)
 - African American Media Search (fall 2005-spring 2006; fall 2005-spring 2006)
 - American Studies-History Department Search (fall 2005-spring 2006)
 - Global Media Search (fall 2002-spring 2003)
 - Visiting Assistant Professor in Rhetoric (spring 2002)
 - Visiting Assistant Professor in Media Studies (spring 2002)
- CMCL Merit Salary Committee, member (spring 2005)
- Center for Latin American & Spanish Caribbean Steering Committee, member (2006-2008)
- Ad hoc American Studies Committee, member (summer 2005-spring 2006)
- McNair Graduate Fellowship Committee, member (spring 2003)
- Colloquium Committee, member (fall 2002-spring 2003)
- CMCL Master Examination Committee, member (fall 2002)
- Organizer and coordinator of the visit of Professor Joel Zito Araujo (fall 2002)

PROFESSIONAL AFFILIATIONS

Latin American Studies Association (LASA)

Society for Cinema and Media Studies (SCMS)