

PROMOTION RECOMMENDATION  
THE UNIVERSITY OF MICHIGAN  
COLLEGE OF LITERATURE, SCIENCE, AND THE ARTS

Approved by the  
Regents  
May 21, 2015

Yeidy M. Rivero, associate professor of screen arts and cultures, with tenure, and associate professor of American culture, without tenure, College of Literature, Science, and the Arts, is recommended for promotion to professor of screen arts and cultures, with tenure, and professor of American culture, without tenure, College of Literature, Science, and the Arts.

Academic Degrees:

Ph.D.	2000	University of Texas, Austin
M.A.	1993	State University of New York, Stony Brook
B.A.	1991	University of Puerto Rico, Rio Piedras

Professional Record:

2014 – present	Associate Professor (without tenure), Department of American Culture, University of Michigan
2012 – 2014	Associate Professor, Department of American Culture, University of Michigan
2009 – present	Associate Professor, Department of Screen Arts and Cultures, University of Michigan
2009 – 2012	Associate Professor, Program in American Culture, University of Michigan
2006 – 2009	Associate Professor, Department of Communication and Culture, Indiana University
2001 – 2006	Assistant Professor, Department of Communication and Culture, Indiana University
2000 – 2001	Assistant Professor, University of the Incarnate Word, San Antonio

Summary of Evaluation:

Teaching – Professor Rivero is one of Screen Arts and Cultures' most respected and popular teachers. Students appreciate her ability to inspire them to focus on television practices beyond the U.S. and to study shows with a new sensitivity toward racial, ethnic, and gender issues. Her teaching evaluations are outstanding, and students note that she is a skillful and enjoyable instructor. Her courses and seminars attract students from across the college as well as the School of Music, Theatre & Dance. Professor Rivero has served on eight dissertation committees. She has also compiled professionalization guidelines for her Ph.D. students to help demystify the process prior to defending one's dissertation, and to assist with the difficult professional navigation afterwards. Few colleagues advocate so well for their students.

Research – Professor Rivero is a leading figure in three areas: television studies, Latino/a studies, and feminist/gender studies. Few people master that level of interdisciplinarity in a way that is historically grounded and transnationally contextualized with sophistication and grace. Since joining the faculty at Michigan, Professor Rivero has published a new monograph (forthcoming from Duke University Press), a co-edited collection, three refereed journal articles, five book chapters, and five shorter publications. Her next project on the Colombian television industry will assuredly enhance her already-high profile.

Recent and Significant Publications:

Broadcasting Modernity: Cuban Commercial TV, 1950-1960, Duke University Press, forthcoming March 2015.

Contemporary Latina/a Media: Production, Circulation and Politics, A. Davila (co-ed.), New York University Press, 2014.

“Diasporic and marginal crossroads: The films of Frances Negr6n-Muntaner,” *Latino Studies Journal*, 7(3), 2009, pp. 336-356.

“Channeling blackness/challenging racism: A theatrical response,” *Global Media and Communication*, 2(3), 2006, pp. 335-354.

Service – Professor Rivero has been an active citizen in Screen Arts and in American Culture, where until 2014 she held a budgeted appointment. She served on six major committees in American Culture, including the Executive Committee and the Latino Studies Board. In Screen Arts she chaired a major search committee that resulted in two hires, and served on both the graduate and undergraduate committees. She is currently serving on the Screen Arts self-study in anticipation of its upcoming external review. Beyond Michigan, Professor Rivero has been equally active in several disciplinary fields. She is an elected member of the Executive Committee of the Society for Cinema and Media Studies, media studies' largest and most prestigious organization, and recently began a term as co-editor of the influential *Journal of Communication*. She has also reviewed numerous essays and book manuscripts.

External Reviewers:

Reviewer (A)

“...I appreciate how Professor Rivero manages in all her work to provide compelling narratives of the intersections between and within race and media policy, transnationalism, media contexts, neoliberal capitalism, and solid explorations of different methodological approaches. She clearly fills an important gap in television and media studies in terms of transnational approaches to media, and she has been a trailblazer in this realm.”

Reviewer (B)

“...one of the signal characteristics of Rivero’s scholarship is her careful and critical reflection on the work of her peers, and her ability to bring their insights into productive dialogue with her own research. *Broadcasting Modernity* is especially emblematic of the profoundly interdisciplinary analysis that is at the core of Rivero’s very mature program of research.”

Reviewer (C)

“...By foregrounding the transnational circulation of blackness in Latin American television and cultural production she has single handedly complicated discussion of race and identity in Latino/Latin American television studies. In all, Professor Rivero stands as one of the most innovative, theoretically sophisticated and methodologically rigorous scholars working in the field of Latino/Latin American media today.”

Reviewer (D)

“...Yeidy Rivera’s [sic] work demonstrates profound skill, impressive cross-disciplinary theoretical knowledge as well as the highest commitment to a gold standard of excellence when it comes to research and the pursuit of sources.”

Reviewer (E)

“Her work has made significant, and I believe, enduring, contributions to television history, global media studies, and Latin American media and culture. Her historical and theoretical insights are relevant beyond the immediate areas in which she works. Rivero is a top scholar with an international reputation...”

Reviewer (F)

“Given the ongoing influence and originality of her research, I wholeheartedly recommend her promotion to full Professor.”

Reviewer (G)

“Her scholarship has made significant contributions to the broad field of (Latin American) media studies. Moreover, given its sustained engagement with Latin American cultural criticism and theory...her work has important implications for Latino/a and Latin American cultural studies.”

Reviewer (H)

“Associate Professor Rivero is a serious and focused scholar systematically pursuing a clear-cut trajectory of research interests. She is producing internationally-acknowledged work in her special fields of interest, and gives every indication that she will continue to do so.”

Summary of Recommendation:

Professor Rivero’s research has made significant contributions to her field of media studies. She is an outstanding teacher and a dedicated team player in both her units, as well as to the wider community. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Associate Professor Yeidy M. Rivero be promoted to the rank of professor of screen arts and cultures, with tenure, and professor of American culture, without tenure, College of Literature, Science, and the Arts.



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Andrew D. Martin  
Dean, and Professor of Political Science,  
College of Literature, Science, and the Arts

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