

# SONIA DE LA CRUZ

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## EDUCATION

- Media Studies, Doctoral degree, School of Journalism and Communication, University of Oregon, 2014.
- M.A., Radio and Television, Broadcast & Electronic Communication Arts, San Francisco State University, 2008.
- B.A., Radio and Television, Broadcast & Electronic Communication Arts, San Francisco State University, 2002.

## ACADEMIC AND CREATIVE INTERESTS

### *Academic:*

Documentary Film (Latin America & world documentary), Visual Methods, International Communication, Transnational Lives and the Media, Digital Video Production and Community Service.

### *Creative:*

Documentary Production, Digital Field Production, and Multimedia.

## ACADEMIC EXPERIENCE

### *Courses taught in the Communication Program at St. Martin's University, Fall 2015:*

- Introduction to Documentary Production (COM 300)
- Media and Culture (COM 320)
- Communication Studies (COM 101)
- History of Documentary (COM 398)

### *Courses taught as sole instructor at the University of Oregon (2008-2014):*

- Introduction to Documentary Production (J208), Cinema Studies, Fall 2014.
- Latino Roots I (ANTH/J427), Anthropology and School of Journalism & Communication, Winter 2015 (upcoming).
- Latino Roots II (ANTH/J427), Anthropology and School of Journalism & Communication, Spring 2015 (upcoming).
- Seminar of Video Production (FLR 407), Folklore Department, Spring 2015 (upcoming).

*Courses taught as sole instructor while Graduate Teaching Fellow at the School of Journalism and Communication, University of Oregon:*

- International Communication (J396) - Spring 2010 and Fall 2010.
- Development Communication graduate level course (J467 and J567) in Winter 2010.

*Assisted as Graduate Teaching Fellow at the School of Journalism and Communication, University of Oregon:*

- GTF for Television Field Production (J331), Fall 2008, Winter 2008, Spring 2009, Fall 2010, Spring 2011, Winter 2012.
- GTF for International Communication (J396) - Winter 2010 and Fall 2011.
- GTF for Advanced News Production (J434) – Spring 2012.

*Assisted as Graduate Teaching Fellow for the School of Journalism and Communication and Department of Anthropology course collaboration, University of Oregon:*

- Latino Roots, Spring 2010.

*Courses taught as lecturer at the Broadcast and Electronic Communication Arts (BECA) department at San Francisco State University (2007-2008):*

- Production Instructor for Media and Community Service (BECA 580), Spring & Summer 2007, Spring & Summer 2008.
- Graduate assistant for Media Aesthetics I (BECA 340), Fall 2006.

## **CREATIVE WORK & EXPERIENCE**

- Co-producer and Editor for film “*Sad Happiness: Cinthya’s Transborder Journey*” (2015).
- Co-producer and Editor for film “*Agents of Change: A legacy of feminist research, teaching, and activism at the University of Oregon.*” Project sponsored by the Center for the Study of Women in Society (2013).
- Co-producer and Editor for film *Latino Roots of Oregon* (2013). A Center for Latino and Latin American Studies project.
- Direction and production of short documentary “*The Forgotten People of Burma.*” Work addresses the state of Rohingya refugees living in Bangladesh.
- Director, producer, writer, and co-editor for a Guatemalan produced video entitled “*Trama Textiles: Weaving the Life of Guatemala,*” Summer 2008.
- Production assistant for “Cachao: Uno Más,” Directed by Dikayl Rimmasch, Documentary Institute, <http://docfilm.sfsu.edu/cachao/film/> (2008).
- Artistic design for “Shanti” (2004), a documentary film about the life struggles of a Fijian Indian woman in America. Winner of the audience vote for best film at the ID Film festival screening in Los Angeles, CA, 2008.
- Executive producer for Thai produced videos focused on animal conservation and awareness in Thailand. Summer 2007.

- Produced and directed short-documentary thesis film entitled “Working Hands” (2007). A portrayal of migrant farm workers in California and their fight to survive.
- Executive producer for two videos –one donor oriented, the other student oriented, for “Meritus College Fund” a San Francisco based non-profit organization 2007.
- Produced and edited for the International Brotherhood of Teamsters an educational video with nationwide distribution on workers struggles while organizing a union at their workplace. Theme: FedEx ground workers (2006-2007).
- Produced and edited a member-driven video of workers who spoke on the value of labor unions in the Bay Area – “Teamsters: Strength begins with its Members” (2006).
- Line-Producer for “Echo of the Screen,” Directed by Eugene Rodriguez, <http://www.eugenerodriguez.com>, (2006).
- Production assistant for “Teknolust” (2002) a feature fiction film by artist and filmmaker Lynn Hershman Leeson, film won feature film prize in science and technology.
- Coordinator and production assistant for “Generation X,” a music television program developed in Televisa, Guadalajara, México (1995-1996).
- Assistant coordinator for the “Mariachi Festival” a statewide annual festival in Guadalajara, Mexico (1995).
- Assistant coordinator for “Juguemos a Cantar” (play and sing along), a regional televised annual children talent show in Guadalajara, Mexico (1996).
- Graphic design for the Palacio de Gobierno (State Capitol) in Guadalajara, México. Design and execution of local advertising for city events (1995).

#### **OTHER PROFESSIONAL EXPERIENCE**

- Documenting the occupational culture of home care workers in Oregon. Project led by the Labor Education and Research Center at the UO and supported by the Archie Green Fellowship, and house at the Library of Congress, Washington, D.C.
- Collaborator in film week at NEH Summer Institute for School Teachers in Oaxaca, Mexico (Summer 2014).
- Arrangement, processing, and development of library finding aid for the *Pineros y Campesinos Unidos del Noroeste (PCUN)* archive. Project supported by and archived at Special Collections and University Archives, UO Libraries (2013-2014).
- Developed the Latino Roots website and digital archive: <http://latinoroots.uoregon.edu/> (2011, 2013).

- Production support for a digital ethnography written and produced by Distinguished Anthropology Professor Lynn Stephen for the Eugene Historical Museum (2008).

### TECHNICAL SKILLS

- Proficient in Final Cut Pro (version 7 and X) and Adobe Premiere Pro editing software.
- Experience with web-based designing platforms, such as Wordpress and Wix.
- Proficient with digital video cameras, lighting, and audio recording.

### CONFERENCE PRESENTATIONS

- Northwest Archivist Conference, *Latino Voices: Preserving and Promoting Latino Heritage*, Spokane, Washington, May 2014.
- Graduate Student Research Forum, *Bridging Knowledge: From the archives to the community*, Eugene, Oregon, March 2014.
- Latin American Studies Association (LASA), *International Media and Community Service Learning*, San Francisco, CA, May, 2012.
- International Association for Media and Communication Research (IAMCR), *Re-articulating Mexican Indigeneity through Radio*, Istanbul, Turkey, July 2011.
- Broadcasters and Education Association (BEA), *Media, Community Service and Development*, Las Vegas, NV, April 2011.
- International Communication Association (ICA) conference, *Weaving the Life of Guatemala: A Participatory approach to cross-cultural filmmaking*, Singapore, June 2010.
- Consoling Passions (Panel). *Feminist Media Activism: Coalitions building around Environmental and Economic Justice*, Eugene, OR, April 2010.

### PUBLICATIONS

- De La Cruz, S. (2012). Weaving the Life of Guatemala: Reflections of the Self and Others through Visual Representations. In *Renewing Feminisms: Radical Narratives, Fantasies and Futures in Media Studies*. H. Thornham and E. Weissman (Eds.). London, New York: I.B. Tauris.
- De La Cruz, S. (2014). Agents of Change: A history of academic feminists at the University of Oregon who fought to establish the Center for the Study of Women in Society. Collaborative Research, CSWS Annual Review.
- De La Cruz, S., Kays, S. and Woken, D. (2015). *Latino History is Oregon History: Preserving Oregon's Latino heritage through the Pineros y Campesinos Unidos del Noroeste Archive*. Journal for the Seminar on the Acquisition of Latin American Library Materials (upcoming).

### INVITED LECTURE PRESENTATIONS

- *Transnational Networks: the role of radio in immigrant's lives*. School of Journalism and Communication. Mass Media & Society, Mary Erikson, instructor. Winter 2012.
- *Testimonio & Visual Methods*, Department of Anthropology. Social Theory II, Professor Lynn Stephen. Spring 2010.
- *Mexican Media System*, School of Journalism and Communication, International Communication. Gabriela Martínez, professor. Winter 2010 & Fall 2011.
- *Televisa: Mexican Media*, School of Journalism and Communication, Communication & Society. Bish Sen, professor. Winter 2009, Winter 2010.
- *Trama Textiles: Weaving the life of Guatemala*, School of Journalism and Communication, Third World Development Communication. Prof. Estella Porras, assistant professor. Winter 2009.
- *An approach to different editing styles*, School of Journalism and Communication, Television Production. Rebecca Force, Instructor. Spring 2008.
- *Documentary Film: brief history*. School of Journalism and Communication, Communication & Society. Harsha Gangadharbatla, professor. Winter 2008.
- *Facing life through the Day of the Dead (indigenous based traditions practiced in contemporary society)*, Guest speaker at the California State University, East Bay (Hayward) conference "Ancient Paths, Modern Journeys." May 2004.
- Conferencia de Educación y Desarrollo: Teoría del Pensamiento Complejo, cátedra Edgar Morin, Universidad de Guadalajara. Guadalajara, Jalisco, México (2000).

### MASTERS THESIS

Thesis and documentary entitled: *Documentaries for Social Change: The plight of the migrant farm workers in California*. San Francisco State University (2008).

<http://www.soniadelacruz.com/#!creative-work/cnec>

### AWARDS

- Kappa Tau Alpha, National Honor Society in Journalism and Mass Communication, Excellence in Scholarship, 2012
- Research Grant from the University of Oregon's Graduate School, 2011
- The Columbia Scholarship, School of Journalism and Communication University of Oregon, 2008, 2009, 2010, 2011
- Grant for the Center of Latino/a and Latin American Studies, 2010
- Center for the Study of Women and Society Research Grant, 2010

## **AFFILIATIONS, COMMUNITY INVOLVEMENT, AND ACHIEVEMENTS**

- Member of the Oregon Latino Heritage Collaborative, University of Oregon.
- Member of the Latino Advisory Committee for the Oakland Museum of California. As an advisory committee we advised and supported the museum's programs relevant and representative of the Latino culture. 2005-2007.
- Representative for the president of San Francisco Film Commission, 2005-2007.
- Graduate Student Showcase at San Francisco State University in Spring 2007.

## **FOREIGN LANGUAGE**

Spanish (fluent: speak, write, read)

## **COMMUNITY SERVICE & ACTIVISM**

Worked a number of years as a community and labor organizer. I coordinated and developed local, regional, and nationwide campaigns. Organizing experience in both political and human rights based issues within public and private sectors throughout the United States.

## **TEACHING IMPROVEMENT WORKSHOPS**

Teaching as a Sole Instructor workshop offered by the Teaching Effectiveness Program at the University of Oregon. Activities and materials focused on presenting material effectively, writing learning objectives and lesson plans, motivating students to prepare for and engage with the course, promoting critical thinking, facilitating discussions, grading, working with groups, and managing a class.

## **PROFESSIONAL CONSULTING WORK**

Co-editor and camera operator of documentary short for Latinos in Lane County, Eugene, Oregon. Produced by Lynn Stephen, distinguished professor of Anthropology and Gabriela Martínez, professor at the School of Journalism and Communication, University of Oregon, 2008.

## **WORK SAMPLES**

For work samples and collaborative projects, please visit my website:

[www.soniadelacruz.com](http://www.soniadelacruz.com)