

BEATRIZ SPRADA MIRA

(330) 907-9108 • bmira@uoregon.edu • [linkedin.com/in/beatrizmira96/](https://www.linkedin.com/in/beatrizmira96/) • beatrizmira.com

EDUCATION

University of Oregon Eugene, OR, United States
Ph.D., Communication and Media Studies Expected May 2025
Advisor: Dr. Chris Chávez

Kent State University Kent, OH, United States
M.A., Journalism and Mass Communication May 2021
Thesis: *Environmental communication, pro-environmental behavior, and ENGOs: Understanding motivation and strategy across nations*
Advisor: Dr. Cheryl Ann Lambert

Pontifical Catholic University of Paraná (PUCPR) Curitiba, PR, Brazil
Central University of Catalonia (UVIC) Vic, Barcelona, Spain
B.A., Journalism – Double Degree Program Jul. 2019
Thesis: *Transmedia storytelling in science communication: A case study of the documentary Chasing Coral*
Advisors: Dr. Suyanne Tolentino (PUCPR) and Dr. Maria Forga (UVIC)

LANGUAGES

Fluent	Portuguese	Basic	French
	English		Catalan
	Spanish		

RESEARCH INTERESTS

I'm interested in the study of science and environmental communication. I want to explore the nuances of our role, as communicators, in promoting pro-environmental behavior and true understanding in the public, as well getting essential information in the hands of those who are most vulnerable to pressing environmental risks. I've seen many researchers looking for the most effective strategies for science and environmental messaging, however the concept of "effective messaging" is simply not the same for every audience.

Brazil is one of the most influential players in the global environmental scenario, yet the lack of Brazilian and South American voices in this field is quite loud. I want to dedicate myself to occupying a space between science communication and cultural studies, focusing most of my work in the Brazilian context, and on the theory and practice of culturally sensitive environmental communication

I am set to use this great privilege I have of being here to listen, to learn, and hopefully, at the end of it, be able to offer valuable and practical insight on how we can be better at communicating about the environment in a way that is meaningful to and mindful of the audience.

Beatriz Sprada Mira

RECENT PUBLICATIONS & PRESENTATIONS

- Mira, B., Lambert, C. A., Elias, T. (2022). *ENGOS, environmental communication, and environmental justice: Comparing Brazilian and American strategies*. 72st Annual International Communication Association Conference, 2022, Paris, France
- Mira, B., Lambert, C. A., York, C. (2021). *Framing environmental disasters in American and Brazilian news media: A comparison of the Amazon and Australian fires news coverage*. 71st Annual International Communication Association Conference, 2021, virtual conference
- Mira, B. (2021). Review of the book *The Local and the Digital in Environmental Communication*, by Joana Díaz- Pont, Pieter Maesele, Annika Egan Sjölander, Maitreyee Mishra, and Kerrie Foxwell-Norton. *International Journal of Communication* 15(2021), 8–10. doi: 1932–8036/2021BKR0009

SCHOLARSHIPS, AWARDS & FELLOWSHIPS

Rafi & Zoreh Scholarship – \$2300 USD University of Oregon, School of Journalism and Communication	2022-23
Science & Memory Fellowship – \$2500 USD University of Oregon, School of Journalism and Communication	2022
Promising Scholar Award – \$6000 USD University of Oregon, Dean of the Graduate School	2021
Columbia Scholarship – \$2500 USD University of Oregon, School of Journalism and Communication	2021
Yearly PhD Scholarship – \$1000 USD University of Oregon, School of Journalism and Communication	2021 – 2025

AFFILIATIONS

Co-President – JCGSA

University of Oregon

- Elected leader of the Journalism and Communication Graduate Student Association for the 22-23 academic year.

Fellow – Science & Memory

University of Oregon

- Project dedicated to telling complex stories of adaptation to climate and environmental change in locations such as Alaska, Oregon, Hawaii, and more.

Associate – Center for Science Communication Research

University of Oregon

- Aims to make science useful by exploring the way researchers share their discoveries with the public, through research, education, and outreach

TEACHING EXPERIENCE

University of Oregon Eugene, OR, United States
Graduate Employee, School of Journalism and Communication Sept. 2021 – Present

- Teaching assistant for Gateway to Media, with Profs. Jesse Abdenour, Charlie Deitz, and Dan Morrison
- Course material covers journalistic writing, photography, audio, and video production

Kent State University Kent, OH, United States
Graduate Assistant, School of Journalism and Mass Communication Aug. 2020 – May 2021

- Graduate assistant at the Student Resource Lab, managing and aiding students with audio and video equipment

Kent State University Kent, OH, United States
Graduate Employee, School of Journalism and Mass Communication Aug. 2019 – May 2020

- Teaching assistant for Writing and Directing for Picture, with Prof. Rebecca Rolnick
- Course material covered basic practices of writing and directing for feature films

Pontifical Catholic University of Paraná Curitiba, PR, Brazil
Teaching Assistant, School of Communication and Arts Jan. 2019 – Jul. 2019

- Teaching assistant for Audiovisual Production, with Prof. Suyanne Tolentino
- Course material covered basic practices of content creating for television

Volunteer Environmental Educator Curitiba, PR, Brazil
Educator Jan. 2019 – Jul. 2019

- Conducted a series of environmental education workshops at Bom Pastor Children's Educational Center

Tell Me English School Vic, Barcelona, Spain
Teacher Jul. 2018 – Dec. 2018

- English teacher for Catalan children

CERTIFICATIONS

Pontifical Catholic University of Paraná Curitiba, PR, Brazil
Certificate, Photographing Women Aug. 2015

European Center School Curitiba, PR, Brazil
Professional Training, Photography Aug. 2014 – Jul. 2015

PROFESSIONAL AND ACADEMIC EXPERIENCE

Video Editor Kent, OH, United States
NTD Innovation Prize Jul. 2020

- Editor of the finalist video submitted by PUCPR to the 2020 NTD Innovation Prize, that awards \$35,000 toward solutions for neglected tropical diseases (NTD).

Brazilian Association for Alzheimer (ABRAz) Curitiba, PR, Brazil
Public Relations Coordinator Jan. 2019 – Jul. 2019

- Creation of full social media plan and media relations package for ABRAz

Gazeta do Povo Curitiba, PR, Brazil
Trainee Jul. 2017 – Dec. 2018

- Trainee at the largest newspaper in the state, top 10 in Brazil
- Journalistic writing and social media managing for the Architecture and Design section

Comunicare Radio (PUCPR) Curitiba, PR, Brazil
Reporter Jan. 2017 – Jul. 2017

- Reporter for PUCPR’s student led radio station

Comunicare Newspaper (PUCPR) Curitiba, PR, Brazil
Reporter and Translator Jul. 2015 – Jul. 2019

- Reporter for PUCPR’s student led newspaper
- Translator (Portuguese-English) for the bilingual section of the paper

European Center School Curitiba, PR, Brazil
Photography Studio Manager Jan. 2015 – Dec. 2015

- Maintenance of the studio and photography equipment
- Assistance provided for students and teachers when using the studio

Daily Comunicare (PUCPR) Curitiba, PR, Brazil
Photographer, Reporter, and Producer Dec. 2015

- Summer program offered by the PUCPR Journalism school in which students run a daily newspaper

JOURNALISM AWARDS

PUCPR International Relations Photography Contest 2018
First place for a photo taken while abroad in Spain

Sangue Novo Award (Award for amateur journalism Award in the state of Paraná) 2017
First place in the Online Newspaper category

EXPOCOM Sul Award (Award for amateur journalism in Southern Brazil) 2017
First place in the Games category

EXPOCOM Sul Award (Award for amateur journalism in Southern Brazil) 2017
 Finalist in the Podcast category

Betajornalismo Conference (PUCPR) 2016

Winner in competitive debate about ideologic bubbles in social media platforms

RELEVANT FIELD EXPERIENCES

Our Climate Voices Summer Workshop Series Jul. 2020

Series of online workshops on the practice of ethical storytelling, reflecting on the climate movement in Covid times, and creating space for BIPOC climate activists to come together

#SolveClimateby2030 Internship Jan. 2020 – Apr. 2020

Communication intern with the Solve Climate by 2030 group

<http://www.solveclimateby2030.org>

Research Study Group (PUCPR) Jan. 2019 – Jul. 2019

Member and founder of the Dialogues Between Journalism and Education study group at PUCPR

Prata in Pictures Photographic Essay Jan. 2015

Photojournalism essay made in partnership with a molecular genetics research groups from PUCPR, in which I spent one week documenting their work with the community of Vila Santo Antônio do Prata – an old leper colony isolated in the Amazon Rainforest, and important spot for studies on the disease today