

BEATRIZ SPRADA MIRA, PH.D.

Toronto, Canada ◊ +1 (330) 907-9108 ◊ b.spradamira@gmail.com ◊ b.spradamira@utoronto.ca

[Portfolio](#) ◊ [LinkedIn](#) ◊ [Google Scholar](#)

Multilingual journalist and award-winning researcher in media studies, culture, and science & environmental communication with over ten years of practical and scholarly experience. Community-centered photographer and storyteller. Educator with comprehensive teaching experience in media production and theory in Brazil, Spain, United States, and Canada.

EDUCATION

Ph.D. in Communication & Media Studies

September 2025

University of Oregon, Eugene, OR, U.S.A.

Dissertation: Encoding & Decoding Story, Place, and Self in the Atlantic Forest: Towards Situated Environmental Journalism in Brazil

M.A. in Journalism & Mass Communication

May 2021

Kent State University, Kent, OH, U.S.A.

Thesis: Environmental communication, pro-environmental behavior, and ENGOS: Understanding motivation and strategy across nations

B.A. in Social Communication - Journalism

June 2019

Pontifical Catholic University of Paraná, Curitiba, PR, Brazil & Central University of Catalonia, Vic, Catalonia, Spain

Thesis: Transmedia storytelling in science communication: A case study of the documentary Chasing Coral

ACADEMIC & PROFESSIONAL EXPERIENCE

Post-Doctoral Researcher & Lecturer

January 2026 – current

University of Toronto ◊ School of the Environment ◊ Toronto, ON, Canada

- **Supports data collection and analysis in SSHRC-funded project** “Social media histories and futures of the progressive ‘climate left’” led by Dr. Hanna E. Morris.
- **Teaches ENV361 Social Media & Environmentalism** at the undergraduate levels, overseeing two teaching assistants.

PhD Candidate, Instructor, & Environmental Storyteller

September 2021 – September 2025

University of Oregon ◊ School of Journalism and Communication ◊ Eugene, OR, U.S.A.

- **Conducted transnational research** on various forms of environmental media including journalism, risk communication, climate misinformation, Indigenous folklore, environmental education, and more, using a range of qualitative and quantitative methods such as ethnography, interviews, content analyses, surveys, and experiments.
- **Well-versed in data collection and analysis software** such as NVivo, Dedoose, Qualtrics, SPSS, Covidence, NewsBank, MuckRack, Factiva, NexisUni, and ProQuest. Also well-versed in production/design software including Adobe Photoshop, Premiere, Audition, Bridge, Canva, WordPress, Microsoft Office Suite and more.
- **Consistently presented research at international conferences every year** since 2020, including the International Communication Association Conference, the Conference for Communication and the Environment, the International Association for Media and Communication Research Conference, and the Association for Education in Journalism and Mass Communication Conference.
- **Translated academic research to professional audiences** through the publication of evidence-based environmental journalism best-practices guides, including *Stories of Fire: Resources for Media Covering Wildfire Events and Topics in Oregon* and *Telling Fisherman’s Stories: A Guide for Environmental Journalism in Coastal Paraná* (in progress).
- **Produced public-facing photo essays, video interviews, and immersive exhibits** on climate research conducted by the Hawai’i Institute of Marine Biology, in Hawai’i, and the Prince William Sound Science Center, in Alaska as a Science & Memory fellow within the Center for Science Communication Research at the University of Oregon.
- **Secured over US\$50,000 in grants, awards, and fellowships** for environmental communication research and production.
- **Earned excellent student reviews teaching college-level communication courses** by students in journalism, advertising, public relations, and media studies. The courses were both theory-focused, including *Media History and Media Professions*, and production-focused, including *How Story Works*, *Photojournalism*, and *Gateway to Media*, in which I taught students to use camera and audio equipment, Adobe Photoshop, Bridge, and Premiere.
- **Elected president** of the Journalism and Communication Graduate Student Association and its Diversity Task Force at the University of Oregon. Organized community outreach events and spearheaded one round of focus groups with local and international graduate students.

SELECTED PUBLICATIONS IN PEER-REVIEWED JOURNALS

Sprada Mira, B., Elias, T., & Lambert, C. A. (2025). ENGOs and environmental communication: Examining communication strategies of one Brazilian and one US American ENGO. *Journal of Environmental Media*, 6(1), 75-92.

Sprada Mira, B. (Under review). ‘There’s the Curupira; Of course, it exists’: Children’s environmental education through Native Brazilian folklore. *Journal of Applied Environmental Education and Communication*.

RESEARCH IN PROGRESS

Sprada Mira, B., Cohen, A.S., Abdenour, J. (In progress). The role of place attachment and extreme weather on climate misinformation belief: Experimental evidence from Oregon Wildfires.

Smith, H., Huber-Stears, H., Downey, J., Peters, E., Cohen, A., **Sprada Mira, B.**, Pace, M. (In progress). Wildfire smoke coverage in Oregon: Using EPPM to evaluate threat and efficacy messaging.

Rossi, M., Kazmi, S., **Sprada Mira, B.** (In progress). News Framing of JBS’s Net Zero.

Lima Del Vecchio, M., Montipó, C., **Sprada Mira, B.**, Colutasso, V. (In progress). Breaking news or old news? News framing of wildfire smoke in Southern Brazil and the U.S.A. West Coast.

BOOKS IN PROGRESS

Donald, R., Gordon, C., Morris, H. E., **Sprada Mira, B.**, Tegelberg, M., (Under review at University of California Press). *Criminalizing Conjunctions: Carceralism and the Politics of Climate Justice*.

Sprada Mira, B., (In progress). *Story, place, and self in the Atlantic Forest: Towards situated environmental journalism in Brazil*.

COMMUNICATION PROJECTS & RELEVANT EXPERIENCE

“**Resilience & Community: A Science & Memory Project**” – [Telling Coral’s Comeback Story](#) August 2024 – Current

- Produced and curated multimedia exhibit at the University of Oregon featuring photos, videos, and interviews conducted at the Hawai’i Institute of Marine Biology by Science & Memory fellows. The exhibit featured 35 photographs, ranging from 11x14in to 72x48in, and seven video interviews accessed in augmented reality via QR or ZAP codes. Collaborating labs include the Coral Resilience Lab, the Johansen Fish Resilience Program, the Shark Lab, the Marine Mammal Research Program, the Rappé Lab for Microbial Ecology, and the He’eia National Estuarine Research Reserve.

“**Solve Climate by 2030**” – [#SolveClimateby2030](#) June 2021

- Managed and created multimedia content for the #SolveClimateby2030 page within a team of interns in multiple institutions.

“**Prediction of the Occurrence of Leprosy Reactions based on Bayesian Networks**” – [Video for NTD Prize](#) June 2020

- Edited finalist video submitted by the Pontifical Catholic University of Paraná to the 2020 NTD Innovation Prize, which awards \$35,000 towards research projects on neglected tropical diseases (NTD).

Reporter & Producer – [Communicare News](#) August 2015 – July 2019

- Print, radio, and television for the Communicare student-led news outlet in Curitiba, PR, Brazil.

Public Relations for ABRAz – [ABRAz](#) February – June 2019

- Led a team of undergraduate students in the creation of a full public relations package for the Brazilian Association of Alzheimer (ABRAz).

Journalism Trainee – [Gazeta do Povo](#) September 2017

- Produced multimedia content using WordPress as a trainee reporter at the Gazeta do Povo newspaper in Curitiba, PR, Brazil.

AFFILIATIONS

Board member, International Environmental Communication Association 2026–Current

Fellow, Ryochi Sasakawa Young Leaders Fellowship Fund 2024–Current

Fellow, Science & Memory, University of Oregon 2021–Current

Associate, Center for Science Communication Research, University of Oregon 2021–Current

LANGUAGES

Portuguese (native); English (fluent); Spanish (advanced); French (intermediate); Catalan (basic).