

# BEATRIZ SPRADA MIRA, PH.D.

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## IDENTIFYING INFORMATION

### Academic Rank

Postdoctoral Researcher & Lecturer at the School of the Environment, University of Toronto

### Education

Degree	Institution	Degree Granted
Ph.D.	University of Oregon School of Journalism and Communication <b>Advisor:</b> Dr. Christopher Chávez <b>Committee:</b> Dr. Hollie Smith, Dr. Julianne Newton, Dr. Ashley Cordes, and Dr. Renan Colombo (PUC-PR) <b>Dissertation:</b> Story, Place, and Self in the Atlantic Forest: Towards Situated Environmental Journalism in Brazil	2025
M.A.	Kent State University School of Journalism and Mass Communication <b>Advisor:</b> Dr. Cheryl Ann Lambert <b>Thesis:</b> "Environmental communication, pro-environmental behavior, and ENGOS: Understanding motivation and strategy across nations"	2021
B.A.	Pontifical Catholic University of Paraná (PUC-PR) Central University of Catalonia (UVIC) School of Journalism and Arts <b>Advisors:</b> Dr. Suyanne Tolentino (PUC-PR) and Dr. Maria Forga (UVIC) <b>Thesis:</b> "Transmedia storytelling in science communication: A case study of the documentary <i>Chasing Coral</i> "	2019

### Academic Positions/Employment

<i>University of Toronto, School of the Environment</i> Researcher & Lecturer	2026
<i>University of Oregon, School of Journalism and Communication</i> Graduate Research Assistant	2021 – 2025
Graduate Teaching Assistant	2021 – 2025
Instructor of Record	2023 – 2025
<i>Kent State University, School of Journalism and Mass Communication</i> Graduate Teaching Assistant	2019 – 2020

Graduate Audiovisual Assistant	2020 – 2021
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<i>Pontifical Catholic University of Paraná, School of Communication and Arts</i> Undergraduate Teaching Assistant	2019
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### Professional Affiliations

<i>Board Member</i> , International Environmental Communication Association (IECA)	2026 - present
<i>Fellow</i> , Ryochi Sasakawa Young Leaders Fellowship Fund	2024 - present
<i>Founding member</i> , Environmental Communication and Resilience (ERC) Lab, U. of Oregon	2024 – present
<i>Fellow</i> , Science & Memory, U. of Oregon	2022 – present
<i>Associate</i> , Center for Science Communication Research, U. of Oregon	2021 – present
<i>Founding member</i> , Dialogues Between Journalism and Education Lab, PUC-PR	2019

### Current Membership in Professional Organizations

International Environmental Communication Association (IECA)  
 International Communication Association (ICA)  
 International Association for Media and Communication Research (IAMCR)  
 Kappa Tau Alpha (KTA), United States (national honor society that recognizes and promotes academic excellence in journalism and mass communication scholarship).

## HONORS, SCHOLARSHIPS AND AWARDS FOR RESEARCH, TEACHING, AND SERVICE

### External Sources

2024	<i>Sylff Graduate Fellowship for International Research</i> , Ryochi Sasakawa Young Leaders Fellowship Fund, <b>\$15,000</b>
2024	<i>Student Travel Grant</i> , Environmental Communication Division at the International Communication Association, <b>\$300</b>
2024	<i>ICA Michael Haley Travel Award</i> , International Communication Association, <b>\$1,250</b>

### Internal Sources

2024	<i>Dissertation and Thesis Award</i> , Division of Graduate Studies, University of Oregon, <b>\$2,000</b>
2024	<i>Summer Research Grant</i> , Center for Latino/a and Latin American Studies, University of Oregon, <b>\$1,000</b>
2023	<i>Small Grant</i> , Center for Science Communication Research, University of Oregon, <b>\$3,000</b>

2023	<i>Graduate Student Enhancement Scholarship</i> , School of Journalism and Communication, University of Oregon, <b>\$1,300</b>
2023	<i>Rafi &amp; Zoreh Scholarship</i> , School of Journalism and Communication, University of Oregon, <b>\$2,300</b>
2021	<i>Science &amp; Memory Fellowship</i> , School of Journalism and Communication, University of Oregon, <b>\$2,500</b>
2021	<i>Promising Scholar Award</i> , Dean of the Graduate School, University of Oregon, <b>\$6,000</b>
2021	<i>Columbia Scholarship</i> , School of Journalism and Communication, University of Oregon, <b>\$2,500</b>
2021	<i>Yearly scholarship</i> , School of Journalism & Mass Communication, University of Oregon, <b>\$4,000</b>

## Publications

### *Articles in Peer-Reviewed Journals*

**Sprada Mira, B.**, Elias, T., & Lambert, C. A. (2024). ENGOs and environmental communication: Examining communication strategies of one Brazilian and one US American ENGO. *Journal of Environmental Media*.  
[https://doi.org/10.1386/jem\\_00114\\_1](https://doi.org/10.1386/jem_00114_1)

### *Articles Under Review in Peer-Reviewed Journals*

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

### *Articles in Progress (titles merely descriptive)*

**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-Steans, 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 Commitments: A Cross-National Study.

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 (titles merely descriptive)*

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

**Morris, H. E., Tegelberg, M., Donald, R., Gordon, C., Sprada Mira, B.**, (In progress/Author order to be defined). Fighting words: Reclaiming climate futures from the prison state.

### **Reviews of Books**

**Sprada Mira, B.**, Del Vecchio-Lima, M., (2024). Review of *Forests of Refuge: Decolonizing governance in the Amazonian Guiana shield*, by Yolanda Ariadne Collins. *Environmental Communication*, 18(5), 666–670. <https://doi.org/10.1080/17524032.2024.2367503>

**Mira, B.** (2021). Review of *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. <https://ijoc.org/index.php/ijoc/article/viewFile/17009/3360>

### **Public Scholarship**

**Research Assistant in** Davis, E.J., Smith, H., Berger, C., Adlam, C., Morrison, D. (2023). *Stories of Fire: Resources for Media Covering Wildfire Events and Topics in Oregon*. Oregon State University Extension Service, University of Oregon. <https://extension.oregonstate.edu/sites/extd8/files/documents/scheibmi/stories-of-fire-2025-update-1.pdf>

### **Conference Presentations, Posters, and Workshops**

#### **Papers Presented at Conferences**

**Sprada Mira, B.** (2025). *Stories of nature and culture: Toward situated practices of environmental journalism in Brazil*. 2025 International Association for Media Communication Research Conference (IAMCR), 2025, Singapore.

**Sprada Mira, B.**, Cohen, A.S., Abdenour, J. (2025). *The role of place attachment and extreme weather on climate misinformation belief: Experimental evidence from Oregon Wildfires*. 2025 International Association for Media Communication Research Conference (IAMCR), 2025, Singapore.

Del Vecchio-Lima, M., **Sprada Mira, B.**, Montipó, C., Colutasso, V. (2025). *Analysis of News Emphases on Fires and Smoke Dispersion in Brazil and the United States in 2024: National and Regional Aspects*. 18<sup>th</sup> Conference on Communication and the Environment (COCE), 2025, Hobart, Tasmania.

**Sprada Mira, B.** (2024). *Reporting the Brazilian Atlantic Forest: A culture-centered approach to environmental journalism*. 74th Annual International Communication Association Conference, 2024, Gold Coast, Australia

**Sprada Mira, B.** (2023). *Environmental literacy through folklore: Using the Native Brazilian Tale*

*of the Curupira in a non-Indigenous school. 73rd Annual International Communication Association (ICA) Conference, 2023, Toronto, Canada*

**Sprada Mira, B.** (2023). *Communicating the environment in the Brazilian Atlantic Forest: A culture-centered approach amid extreme weather. 73rd Annual International Communication Association Pre-Conference, 2023, Toronto, Canada*

**Sprada Mira, B.,** Lambert, C. A., Elias, T. (2022). *ENGOS, environmental communication, and environmental justice: Comparing Brazilian and American strategies. 72nd Annual International Communication Association (ICA) Conference, 2022, Paris, France*

**Sprada 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 (ICA) Conference, 2021, virtual*

### **Posters Presented at Conferences**

**Sprada Mira, B.** (2025). *Stories of nature and culture: A path to culturally sensitive environmental journalism in Brazil. 5<sup>th</sup> Science Communication Research (SCR) Forum, 2025, Eugene, Oregon.*

Gattis, L., **Sprada Mira, B.,** Lorenzo, S., Smith, H., Davis, E. J., Morrison, D. (2023). *Bridging the Information Gap: An Analysis of Journalist and Scientist Perceptions on Wildfire Coverage in Oregon. 106<sup>th</sup> Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference, 2023, Washington D.C, United States*

### **Invited Participation in Conference Panels**

*Politics of Criminalization, Containment, and Co-Liberation in Climate Change Communication.* Invited speaker. 75th Annual International Communication Association Conference, 2025, Denver, United States of America

*What, So What, What Now?! Consolidating Local Energy Discourses with a Global Vision of Transformation.* Invited speaker. 75th Annual International Communication Association Conference, 2025, Denver, United States of America

### **Workshops Facilitated at Conferences**

Del Vecchio, M., **Sprada Mira, B.,** Montipó, C., (2025). *Climate justice and gender: possible engagements. 18<sup>th</sup> Conference on Communication and the Environment (COCE), 2025, Hobart, Tasmania.*

### **Conference Awards**

**Top Poster Award** for **Sprada Mira, B.** (2025). *Stories of nature and culture: A path to culturally sensitive environmental journalism in Brazil. 5th Science Communication Research (SCR) Forum, 2025, Eugene, Oregon.*

### **Media Appearances**

**Leary, M.** (2025, May 8th). Telling Coral's Comeback Story. UO School of Journalism and Communication. [https://journalism.uoregon.edu/news/coral-resilience-science-communication-immersive-media?utm\\_medium=email&utm\\_campaign=Newsletter\\_May2025](https://journalism.uoregon.edu/news/coral-resilience-science-communication-immersive-media?utm_medium=email&utm_campaign=Newsletter_May2025)

**Weder, F. (Host).** (2024, December 12). Episode # 18 – Sounds Like Sustainability with Beatriz Mira. SoundsLikeSustainability. Vienna, Austria. <https://www.youtube.com/watch?v=W8pco4g-JnQ&t=57s>

## Exhibits

***Resilience & Community: A Science & Memory Project***, (2025) Allen Hall, School of Journalism and Communication, University of Oregon. Multimedia exhibit 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 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.

## Selected Invited Lectures

**Sprada Mira, B.** (2025). Photography and Adobe Bridge/Photoshop Workshop. Invited guest lecturer in Strategic Science Communication, at the University of Oregon.

**Sprada Mira, B.** (2025). Environmental Communication and Activism. Invited guest lecturer in Media and Social Movements, at the University of Colorado-Boulder.

**Sprada Mira, B.** (2024). Environmental Communication and Activism. Invited guest lecturer in Media and Social Movements, at the University of Colorado-Boulder.

**Sprada Mira, B.** (2024). The Role of Place Attachment and Extreme Weather in Fake News Belief: (Planning) Experimental Evidence from Southern Brazil. Invited guest lecturer in Research Series, at the University of Oregon.

**Sprada Mira, B.** (2024). The Role of Media Theory Within Journalism Research. Invited guest lecturer in Journalism Theories, at the Pontifical Catholic University of Paraná.

**Sprada Mira, B.** (2022). Survey Item Building. Invited guest lecturer in Research Methods (honors course), at the University of Oregon.

**Sprada Mira, B.** (2022). Introduction to Photography. Invited guest lecturer in Gateway to Media, at the University of Oregon.

**Sprada Mira, B.** (2022). Pursuing a Graduate Degree Abroad. Invited guest lecturer in Dialogues with Communication Job Market, at Pontifical Catholic University of Paraná (PUC-PR).

**Sprada Mira, B.** (2022). Science Communication, Food, and Culture. Invited guest lecturer in Professional Practice, within the Nutrition department, at the Federal University of Paraná (UFPR).

**Sprada Mira, B.** (2021). Environmental Communication. Invited guest lecturer in Gateway to Media, University of Oregon.

**Sprada Mira, B.** (2019). The International Student Experience. Invited panelist at the 6th Pontifical Catholic University of Paraná (PUC-PR). Symposium of Internationalization (SPIN).

**Sprada Mira, B.** (2017). Effective Teaching Methodologies. Invited panelist at the 3rd Symposium of Teaching Practice at the Pontifical Catholic University of Paraná (PUC-PR).

## PROFESSIONAL JOURNALISM EXPERIENCE

### Part-time/freelance/intern positions

2024	Photographer and videographer Hawai'i Institute of Marine Biology (Moku o L'oe, USA)
2020	Communication intern, <i>Solve Climate by 2030</i> (Remote)
2020	Video Editor, Pontifical Catholic University of Paraná (Curitiba, BR)
2019	Public Relations Coordinator, <i>The Brazilian Association for Alzheimer</i> (Curitiba, BR)
2017	Reporter (trainee), <i>Gazeta do Povo Newspaper</i> (Curitiba, BR)
2017	Reporter, <i>Comunicare Radio</i> (student-led) (Curitiba, BR)
2015-2019	Reporter & translator, <i>Comunicare Newspaper</i> (student-led) (Curitiba, BR)
2015	Photography Studio Manager, <i>European Center School</i> (Curitiba, BR)
2015	Photographer, Reporter, and Producer <i>Daily Comunicare</i> (student-led) (Curitiba, BR)

### Journalism Awards

2018	<b>First</b> place, International Relations Photography Contest, Pontifical Catholic University of Paraná (Curitiba, BR)
2017	<b>First</b> place, Online Newspaper category, <i>Sangue Novo</i> Award (award for amateur journalism in the state of Paraná), (Curitiba, BR)
2017	<b>First</b> place, News Games category, EXPOCOM Award (award for amateur journalism in Southern Brazil), (Curitiba, BR)
2017	<b>Finalist</b> , Podcast category, EXPOCOM Award (award for amateur journalism in Southern Brazil), (Curitiba, BR)
2016	<b>Winner</b> , Debate on ideologic bubbles and social media, <i>Betajornalismo</i> Conference (Curitiba, BR)

## TEACHING AND CURRICULUM DEVELOPMENT

### University of Oregon, United States (2026)

#### *Sessional Lecturer*

ENV361, Social Media and Environmentalism, 2026

Level: Sophomore, junior, senior  
Enrollment: 100

**University of Oregon, United States (2021–2025)**

***Instructor of Record***

JCOM202, How Stories Work: Spring, 2025

Level: Sophomore, junior, senior  
Enrollment: 40

J100, Media Professions: Summer, 2024

Level: Freshman  
Enrollment: 25

J387, Media History: Summer, 2023

Level: Junior, Senior  
Enrollment: 40

***Teaching Assistant***

JCOM345, Photojournalism: Fall 2024; Winter, 2025

Level: Junior, Senior  
Enrollment: 20

J365, Photojournalism: Winter, 2023, Fall, 2023, Winter, 2024, Spring, 2024

Level: Junior, Senior  
Enrollment: 20

J220, Gateway to Media: Fall, 2021, Winter, 2022, Spring, 2022, Summer, 2022, Spring, 2023

Level: Freshman, Sophomore  
Enrollment: 150

J387, Media History: Fall, 2022

Level: Junior, Senior  
Enrollment: 40

**Kent State University, United States (2019–2021)**

***Teaching Assistant***

Directing for Picture: Winter and Spring, 2020

Level: Junior, Senior  
Enrollment: 40

Writing for Picture: Fall, 2019

Level: Junior, Senior  
Enrollment: 40

**Pontifical Catholic University of Paraná, Brazil (2019)**

***Teaching Assistant***



Audiovisual Production: Winter and Spring, 2019  
Level: Sophomore  
Enrollment: 30

**Bom Pastor Children's Educational Center, Brazil (2019)**

***Teacher***

Environmental Education: Winter and Spring, 2019

**Tell Me English School, Spain (2018)**

***Teacher***

English for children (aged 8-10): Summer and Fall, 2018

**SERVICE**

**Service to the Discipline/Profession/Interdisciplinary Area(s)**

***Journal Reviewer***

*Environmental Communication*

"Backlash, Borders, and Bunkers: Antidemocratic Politics and Climate Change Communication" Special Issue, 2025

***Grant Reviewer***

*Center for Science Communication Graduate Research Grant, 2025*

***Conference Reviewer***

*International Communication Association (ICA)*

2025: Environmental Communication Division

2024: Environmental Communication Division

2023: Environmental Communication Division

2022: Environmental Communication Division

2021 Environmental Communication Division

***Panel chair***

*Session chair, "Newsworthy: Environmental Issues in the News", annual convention of the International Communication Association, 2024, Gold Coast, Australia*

**Service to the University of Oregon (2016–present)**

***University Level***

*Co-President, Journalism and Communication Graduate Student Association, U. of Oregon* 2022 – 2023

*Leader, School of Journalism and Communication Diversity Task Force, U. of Oregon* 2022 – 2023

## RELEVANT GRADUATE COURSEWORK

### University of Oregon

#### 2024

The Psychology of Misinformation

#### 2023

Teaching in the Social Sciences

Ethnographic Research

#### 2022

Cultural Approaches to Communication

Race, Gender, Colonialism, and the Environment

Communication & Decision-Making

Nature in Pop Culture

Media Theory II

Nature Communication Research Methods

Qualitative Research Methods

Quantitative Research Methods

Survey Methods

#### 2021

Media Theory I

### Kent State University

#### 2021

Communication in a Global Society

International and Intercultural Communication

Environmental Concepts in Public Health

## LANGUAGES

*Portuguese*, fluent

*English*, fluent

*Spanish*, advanced

*French*, intermediate

*Catalan*, basic