

GISELE SOUZA NEULS

Environmental journalist, PhD Candidate at MSU
souzaneu@msu.edu | Pronouns: ela/ella/she

EDUCATION

PhD Candidate at the Information and Media Graduate Program, Specialization in Gender, Justice and Environmental Change, Michigan State University. Completion Spring 2025

Master's degree in Communication and Information, obtained at Federal University of Rio Grande do Sul (UFRGS). Title: Agroforestry possible: communication and information appropriation by settlers in Amazon. Year of conclusion: 2011.

Bachelor's degree in Communication – Journalism, obtained at Federal University of Rio Grande do Sul (UFRGS). Year of conclusion: 2004.

LANGUAGES

Brazilian Portuguese: native speaker

English: fluent (speaking and writing)

Spanish: confident (fluent level for speaking, intermediate for writing)

ACADEMIC POSITIONS

Instructor of Record, Michigan State University, School of Journalism, 2023-current

Research Assistant, Michigan State University, School of Journalism, 2021-2023

Research Assistant, Universidade Federal do Rio Grande do Sul, [Environmental Journalism Research Group](#), 2009-2011

Undergraduate Research and Fellowship, Universidade Federal do Rio Grande do Sul, 1999-2003

RESEARCH

Grants (underlined items have hyperlinks for more project information)

2023-2025 – State Department and US Embassy in La Paz, (Instructor) Building response capacity among Bolivian journalists to cover human and climate threats to the Amazon, Andes, and Pantanal. PI: Bruno Takahashi. (Awarded \$50,000)

2022-24 – Mott Foundation, (RA). Energy Convergence for Off-Grid Amazonian Communities Program. Co-PIs: Emilio Moran (PI), Rachel Mourão, Judy Walgren, Norbert Mueller, Aaron McCright, Maria Claudia Lopez. (Awarded \$400,000.00).

2021-2023 – National Science Foundation, (RA) Project: [GCR - Convergence for Innovative Energy Solutions: Empowering Off-Grid Communities with Sustainable Energy Technologies](#) PIs: Emilio Moran (PI), Rachel Mourão, Norbert Mueller, Aaron McCright, Maria Lopez. (Awarded \$1,087,555.00)

GISELE SOUZA NEULS

Environmental journalist, PhD Candidate at MSU
souzaneu@msu.edu | Pronouns: ela/ella/she

- 2012–2013 – CNPq**, (RA) Project: O estado da arte da pesquisa em Jornalismo de Meio Ambiente e Jornalismo Ambiental no Brasil. PI: Ilza Maria Tourinho Girardi.
- 2009–2011 – CNPq**, (RA) Project: A construção do discurso sobre sustentabilidade em matérias jornalísticas sobre meio ambiente. PI: Ilza Maria Tourinho Girardi.
- 2001–2003 – CNPq**, (URAF) Project: Comunicação e informação ambiental: educar para a sustentabilidade. PI: Ilza Maria Tourinho Girardi.
- 1999–2000 – CNPq**, (URAF) Project: Redes Sociais e Processos Educativos: uma investigação das ações político-pedagógicas no campo da educação de jovens e adultos no Rio Grande do Sul. PI: Jaqueline Moll

Research groups

- 2021 – present:** Environmental Journalism Research Group (Brazil)
- 2023 – present:** Knight Center for Environmental Journalism (US)

Peer-reviewed academic publications

(underlined items have hyperlinks to the article)

- Mourão, R. R., **Neuls, G. S.**, & Ninni, K. (2022). Hydropower in the News: How Journalists do (not) Cover the Environmental and Socioeconomic Costs of Dams in Brazil. *Environmental Communication*, 16:6, 822-835.
<https://doi.org/10.1080/17524032.2022.2115095>
- Girardi, I., Moraes, C. H. de, Loose, E. B., **Neuls, G.**, Massierer, C., Camana, Â., & Gertz, L. (2016). *O olhar do jornalismo sobre a Economia Verde: Estudo a partir da cobertura da Rio+20 pelos portais G1, UOL e Terra*. *LÍBERO*, 0(32), 71–80.
- Girardi, I. M. T., Massierer, C., Moraes, C. H. de, Loose, E. B., **Neuls, G.**, Schwaab, R., Camana, Â., & Gertz, L. (2013). *Discursos e vozes na cobertura jornalística das COP15 e 16*. *Em Questão*, 19(2), 176–194.

Book chapters

- Neuls, G.** (2011). *Aproximações teóricas entre informação, consumo e cidadania ambiental*. In V. J. Morigi, I. M. T. Girardi, & C. D. de Almeida (Eds.), *Comunicação, informação e cidadania: Refletindo práticas e contextos* (pp. 119–132). Editora Sulina.
- Almeida, C. D. de, Guindani, J., & **Neuls, G.** (2010). *Rádio-comunitária Quilombo FM: comunicadores comunitários, sujeitos da sua história, cidadãos de sua cidade*. In A. Pereira, I. Tomita, M. Fernandes, & S. Kurschaidt (Eds.), *Mídia, cidadania, manifestações culturais e questões de gênero* (pp. 187–203). Unicentro Paraná.
- Girardi, I. M. T., **Neuls, G.**, & Loose, E. B. (2009). *Jornalismo Ambiental e Científico na Construção da Cidadania*. In C. Victor (Ed.), *Jornalismo científico e desenvolvimento sustentável* (pp. 94–112). All Print Ed.

GISELE SOUZA NEULS

Environmental journalist, PhD Candidate at MSU
souzaneu@msu.edu | Pronouns: ela/ella/she

Peer-reviewed academic conference papers

Neuls, G. (2024) Brazilian Indigenous Women discourse on Instagram: a nexus of land, nature and survival. Accepted for the International Communication Association Conference.

Antolini, M.; **Neuls, G.**; Mourão, R.; da Silva, M. (2024) Influencers as political news providers: Understanding patterns of information consumption during elections in Brazil. Accepted for the International Communication Association Conference.

Neuls, G.; da Silva, M.; Battocchio, A. (2023, August) Learning from Indigenous Journalism: a case for standpoint journalism. Presented at the Association for Education in Journalism and Mass Communication National Conference, in Washington.

Neuls, G. (2023, May). Brazilian Indigenous Environmental Journalism perspectives. Presented at International Communication Association Conference, in Toronto.

Neuls, G.; Ninni, K.; Mourão, R. (2022, May). *Discourses about socio-environmental impact of hydropower in Brazilian news*. Presented at the International Communication Association Conference, held in Paris.

Mourão, R.R.; **Neuls, G.**; Ninni, K. (2021, August). *Hydropower in the news: how journalists do (not) cover the environmental and socioeconomic costs of dams in Brazil*. Presented at the Association for Education in Journalism and Mass Communication National Conference, virtual due to COVID-19.

Ferragini, B.. **Neuls, G.**; Medeiros, P. (2013). *Teoria Retórica do Discurso como ferramenta metodológica para pesquisa em jornalismo e meio ambiente*. In: 2º Encontro Interdisciplinar de Comunicação Ambiental, 2013, Aracaju. Anais do 2º Encontro Interdisciplinar de Comunicação Ambiental. Aracaju: UFS.

Girargi, I.; Moraes, C.; Loose, E.; **Neuls, G.**; Massierer, C.; Camana, A.; Gertz, L. (2012). *O olhar do jornalismo sobre a Economia Verde: estudo a partir da cobertura da Rio+20 pelos portais G1, Terra e UOL*. In: 10º Encontro Nacional de Pesquisadores em Jornalismo, Curitiba, PR. Encontro Nacional de Pesquisadores em Jornalismo. Curitiba: SBPJor. p. 262-262.

Ferragini, B.; **Neuls, G.** (2012). *O Código Florestal no Correio do Estado/MS: rudimentos de análise à luz do Pensamento Ecológico*. In: XIV Congresso de Ciências da Comunicação na Região Centro-Oeste, 2012, Campo Grande, MS. Anais do XIV Congresso de Ciências da Comunicação na Região Centro-Oeste.

Girardi, I.; **Neuls, G.**; Massierer, C.; Loose, E.; Camana, A.; Gertz, L. (2011) *Discursos e vozes por trás das COP-15 e COP-16*. In: 9º Encontro Nacional de Pesquisadores em Jornalismo, Rio de Janeiro, RJ. 9º Encontro Nacional de Pesquisadores em Jornalismo: Jornalismo e mídias digitais.

GISELE SOUZA NEULS

Environmental journalist, PhD Candidate at MSU
souzaneu@msu.edu | Pronouns: ela/ella/she

- Neuls, G.**, Alvares, S. (2010). *Análise da adoção de alternativas sustentáveis de produção no assentamento Entre Rios/MT*, Araras, SP. Anais do I Fórum Paulista de Agroecologia.
- Neuls, G.** (2010). *Etnografia como método de pesquisa sobre Comunicação e Informação: uma experiência com assentados da Amazônia MT*. In: XXXIII Congresso Brasileiro de Ciências da Comunicação, Caxias do Sul, RS. Anais do XXXIII Congresso Brasileiro de Ciências da Comunicação.
<http://www.intercom.org.br/papers/nacionais/2010/resumos/R5-2260-1.pdf>
- Neuls, G.** (2009) *O imaginário dos a-sentados da amazônia mato-grossense sobre os recursos naturais*. Porto Alegre, RS. X Seminário Internacional de Comunicação. Porto Alegre, RS: Edipucrs, 2009. p. 125-126.
- Neuls, G.**; Almeida, C.; Silva, A. (2009). *Comunicação Comunitária como Espaço de Transformação Ambiental em Assentamentos Amazônicos de Mato Grosso*. In: XXXII Congresso Brasileiro de Ciências da Comunicação. Curitiba, PR. Anais do XXXII Congresso Brasileiro de Ciências da Comunicação.

Panels

- Takahashi, B.; **Neuls, G.** (2022). *Pesquisa em Jornalismo Ambiental nos EUA e América Latina*. V National Conference of Environmental Journalism Research. Brazil. Virtual conference held in September.
- Neuls, G.** (2021). *As Hidrelétricas nos Estudos de Comunicação*. 1st Latin American Conference International Association For The Study Of The Commons. Virtual conference.

TEACHING

Higher Education

Instructor of Record, Michigan State University, School of Journalism

Environmental, Science and Health Reporting (JRN 472), AY 2023-2024, Fall 2024

Public Relations for Journalists (JRN 402), Summer 2022, asynchronous

Environmental Advocacy Planning (JRN 472), Summer 2023, asynchronous

Teaching Assistant, Michigan State University, School of Journalism

Social Media Storytelling (CAS 841 – online MA program), Summer 2021, asynchronous

Teaching Assistant, Universidade Federal do Rio Grande do Sul, School of Journalism

Environmental Communication and Education (Undergraduate Course), Spring 2009

Communication and Citizenship (Undergraduate Course), Fall 2009

Guest Lecturer Michigan State University, School of Journalism

GISELE SOUZA NEULS

Environmental journalist, PhD Candidate at MSU
souzaneu@msu.edu | Pronouns: ela/ella/she

Social Media Planning, at JRN 821: Social Media News and Information, Spring 2023,
Fall 2023 (MA level)

Brazilian Electoral System and 2022 Elections, at JRN 365: International News and
Government Dynamics, Fall 2022

General Education

Instructor, Knight Center For Environmental Journalism

Environmental Reporting in the Amazon, Bolivia, 2024.

Data Journalism for Environmental Reporting, Bolivia, 2024.

Co-creator and co-facilitator, NGOs

Training for Socio-Environmental Leadership for the Manito River Basin/Amazon
(2008/2009, Brazil)

Training for Socio-Environmental Leadership for Rural Settlers of the Paraguay River
Basin/Cerrado (2007, Brazil)

Rural Youth Leadership for Mato Grosso's Amazon (2007, Brazil)

Communication Planning for Socio-Environmental Projects (2005-2006, Brazil)

AWARDS

CLACS Field Research Award, 2024. MSU Center for Latin American and Caribbean Studies
(CLACS). US\$ 2,000.

Rachel Carson Award for Outstanding Graduate Student in Environmental Journalism, 2024.
Michigan State University, Knight Center for Environmental Journalism.

Service and Outreach

Service to the discipline

Affiliations

Association for Education in Journalism and Mass Communication, 2021 – present

Associação Brasileira de Pesquisadores em Jornalismo, 2009-2012

International Communication Association, 2022 – present

International Environmental Communication Association, 2024 – present

Knight Center for Environmental Journalism, 2023 – present

Rede Brasileira de Jornalismo Ambiental, 2000 – present

Society of Environmental Journalism, 2024 - present

GISELE SOUZA NEULS

Environmental journalist, PhD Candidate at MSU
souzaneu@msu.edu | Pronouns: ela/ella/she

Conference Reviewer

74th Annual International Communication Association Conference, 2024
73rd Annual International Communication Association Conference, 2023
72nd Annual International Communication Association Conference, 2022
2º Brazilian Conference of Environmental Journalism Research, 2014
1º Brazilian Conference of Environmental Journalism Research, 2012
3º Scientific Seminar at the Brazilian Conference of Environmental Journalism, 2010

Service to organizations

Vice-President, Association for Doctoral Students in the Information and Media Program, 2022-2023

Graduate student representative, College of Communication Arts and Sciences Advisory Council/MSU, 2022-2023

Secretary, Association for Doctoral Students in the Information and Media Program, 2021-2022

PROFESSIONAL EXPERIENCE

CEO, Matiz Caboclo Communication, São Paulo, SP, Brazil, 2017-2023. Public relations agency specialized in socio-environmental issues, focused on non-profit organizations and B-corps.

Chief Communications Officer (CCO), Secretariat for the Environment of São Paulo State, São Paulo, SP, Brazil, 2016-2015. Managed the communication strategy for São Paulo's Environment System, consisting of the Secretariat, three research institutes, two environment foundations and the environmental protection agency (Cetesb). The work included PR, social media management, web content management, briefings for press conferences and interviews.

Chief Online Editor, Canal Rural TV Chanel, São Paulo, SP, Brazil, 2015-2013. Coordinated all web editorial content, from hard news to special projects; managed the news team and budget; did audience trend reports (analytics); and supervised the social media strategy.

Freelance Reporter, Campo Grande, MS, Brazil, 2010–2013. Reporting on climate change, green economy, sustainability and environmental policies.

Chief Communications Officer (CCO), Instituto Centro de Vida (NGO), Cuiabá, MT, Brazil, 2005-2010. Responsible for strategic planning, public relations, content management, team management, project management (budget, workflow and reports).

News editor, RBS Communications Network, Porto Alegre, RS, Brazil, 2003-2005.

Radio host, Rádio da Universidade, Porto Alegre, RS, 2002-2003.