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EDUCATION

2022-2026 Ph.D. Communication and Media Studies **University of Oregon**, Eugene, OR USA
2018-2021 M.A. in Communication – **University of Sao Paulo, Brazil**
2008-2009 Visiting Scholar in Cinema and Audiovisual – **University of Paris III**, France
2006-2011 B.A. in Social Communication – **State University of Campinas**, Brazil

Additional coursework:

- 2025** Teaching and Engagement (TEP) WORKSHOPS . (Workload: 2h).
University of Oregon
- 2024** Introduction to /R . (Workload: 8h).
University of Oregon Libraries LibCal
- 2023** Human Research - Social-Behavioral-Educational Researchers - Stage 1 Basic Course -
Collaborative Institutional Training Initiative (CITI Program)
- 2020** Research Methodologies in Communication. (Workload: 12h).
Brazilian Society of Interdisciplinary Studies of Communication, INTERCOM, Brazil.
- 2019** Economics and Politics of Communications in Times of Crisis. (Workload: 20h).
ULEPICC - BRAZIL, ULEPICC, Brazil.
- 2015** II Campus Iberoamericano Etopía. (Workload: 40h).
Etopia Center for Art & Technology - Fundación Zaragoza Conocimiento, FZC, Spain.
- 2014** Mentoring Program of the Business School. (Workload: 50h).
Micro and Small Business Support Service (SEBRAE/SP), Brazil.
- 2014** Objective - Entrepreneurship on focus. (Workload: 90h).
Brazilian Association of Audiovisual Works Production (APRO) Brazil.

RESEARCH PROJECTS AND PUBLICATIONS

Masters Thesis

Regulation and promotion of independent audiovisual production in Brazil: an analysis of the Audiovisual Sector Fund policy. March 2018 - March 2021

<https://www.teses.usp.br/teses/disponiveis/27/27154/tde-24082021-212752/pt-br.php>

This dissertation discusses public funding policies for Brazilian and independent audiovisual production, contextualized in the normative arrangement of the Audiovisual Sector Fund (FSA, Law 11.437 of 2006) and the Conditional Access Service Law (Law 12.485 of 2011), focusing on the funding programs implemented between the years 2009 and 2018. The work discusses on the normative principles that guide audiovisual communication policies and discuss the impact and quality of implementation of the Audiovisual Sector Fund in correlation with its objectives. More generally, the research deals with the problematic of the role of the State in promoting access to culture and communication, in the current context of "technological convergence," communication oligopolies, and late capitalism. The theoretical framework was based on works by Critical Theory and Latin American studies of the Political Economy of Communication.

Committee Members: Dr. Vítor Souza Lima Blotta (president), Dr. Helena Martins, Dr. Eugênio Bucci, Dr. João Caldeira Brant Monteiro de Castro.

RESEARCH EXPERIENCE

Member of the Research Center Journalism, Law and Freedom (JDL), (2018 - Current)
Institute of Advanced Studies of the University of São Paulo

The group seeks to study the interfaces of journalism, political philosophy, and law. Our proposal is to displace the antagonistic debate between freedom and control that revolves around how to guarantee press freedom and the rights to information in a broad sense.

<https://jdlusp.org/>

PUBLICATIONS

Peer-Reviews Journal Articles

- 2021 BLOTTA, Vitor & FRANCISCHELLI, Giovanni. **Media convergence and convergent regulation: dynamics and policies of Brazilian audiovisual industry on the internet.** EPTIC, v.22, n.3, sep-dec 2020. <https://seer.ufs.br/index.php/eptic/article/view/12519>

This article discusses perspectives for regulation of Audiovisual Media Services on the internet in Brazil. It aims to outline contributions from a “convergent regulation” perspective, situated in the tradition of the political economy of communication and culture (EPC). The objective is to assess the recent disputes over regulatory reforms about the Law 12,485/11 and new regulatory frameworks proposed for Video On Demand (VoD) and video Over The Top (OTT) services. The text debates (i) technological neutrality of the Law; (ii) restrictions on “cross ownership”; (iii) tax contributions and (iv) the market reserve for national content on digital platforms

- 2018 FRANCISCHELLI, G.. **The agenda-setting process on the audiovisual public policies in Brazil.** In: IV Latin American Cinema and Art Colloquium (COCAAL), 2018, Niterói. Proceedings of the IV Latin American Cinema and Art Colloquium and II Women Authored Cinema Colloquium: lost fields, undermined myths. Niterói: UFF, 2018. p. 130-136. <https://cocaal2018.files.wordpress.com/2018/12/Anais-CocaalCocaf-2018.pdf>

A critical review of the agenda setting theories in Brazilian public policy for cinema and TV, rejecting notions of fragmentation and discontinuity and showing how an organized coalition of filmmakers and producers lead the definitions and implementation of State policies over the years. The theoretical framework that guides the analysis is the “punctuated equilibrium” that shows how a monopoly emerge and tends to remain stable, and which also explains sudden periods of radical change.

SELECTED PRESENTATIONS

- 2024 **Debate on the Documentary “Lo que queda en el camino”**
Forum Fronteiras Cruzadas, Sao Paulo, Brazil
- 2024 **Brazil's Response to Social Media: Tackling Fake News and Radicalism in the Digital Era**
IAMCR 2024, Christchurch, New Zealand.
- 2024 **Disinformation and Platform Governance**
IAMCR Pre Conference: Approaches to digital platforms from Latin America and other margins Social mediation, market structures, labour relations and sovereign alternatives
- 2021 **Panel Discussion: Economy, Distribution, and the Right to Education**
III Forum Cinematica, Univesity of São Paulo
- 2019 **Media Convergence and Convergent Regulation: Dynamics and Policies of Audiovisual Media from the Internet**
Conexão Pós, Univesity of São Paulo
- 2018 **Public policies for audiovisual in Brazil**
XXII Encontro SOCINE, University of Goiania
- 2018 **The process of agenda-setting in public policies for audiovisual media in Brazil**
IV Colóquio de Cinema e Arte da América Latina, Fluminense Federal University

PRESS

- 2021 *Growing consumption of streaming generates discussion about diversity of national content* ([Interview for USP Radio and Journal](#))
- 2020 *Deregulation of streaming services prejudices audiovisual production* ([Interview for AUN - University News Agency](#)).

TEACHING APPOINTMENTS

University of Oregon – *Instructor of Record*

Winter 2025: Instructor of Record for Audio and Visual Storytelling

Fall 2024: Instructor of Record for Introduction to Documentary Production Class

Summer 2024: Instructor of Record for Media History

University of Oregon - Teaching Assistant

Spring 2024: TA for Latino Roots (prof. Gabriela Martinez and prof. Lynn Stephen)
Winter 2024: TA for Latino Roots (prof. Gabriela Martinez and prof. Lynn Stephen)
Fall 2023: TA for Introduction to Documentary Production (prof. Gabriela Martinez)
Summer 2023: TA for Gateway (prof. Emmanuel Maduneme and Shane Burrell)
Spring 2023: TA for Photojournalism (prof. Will Yurman)
Winter 2023: TA for Introduction to Documentary Production (prof. Mitchel Block)
Fall 2022: TA for Introduction to Documentary Production (prof. Gabriela Martinez)

University of Oregon – Guest Speaker

Summer 2024: Media Professions (prof. Beatriz Mira)
Winter 2023: Latin America Cinema (prof. Gabriela Martinez)

University of Sao Paulo – Guest Speaker

2018 – 2019: Communication Law: public sphere, freedom of expression and regulation.
Prof.: Vitor Blotta
2020 – 2021: Contemporary Readings in Journalism. Prof.: Jean Pierre Chauvin

Primeiro Plano – Festival de Cinema de Juiz de Fora” - Instructor

2021: [Archive-based Filmmaking Workshop](#) – (12h)

Cultural Workshops of the State of São Paulo – Instructor

2011: Webdocumentary Workshop (20h) - Cultural Office Hilda Hilst (Campinas/SP)
2012: Webdocuemntary Workshop (20h) - Cultural Office Mario de Andrade (São Paulo/SP)

GRANTS AND FELLOWSHIPS

Rafi and Zoreh Scholarship SOJC – University of Oregon	.	.	2024
Global Oregon Travel Award Division of Global Engagement– University of Oregon	.	.	2024
Glenn Starlin Endowed Fellowship Scholarship. SOJC – University of Oregon	.	.	2023
Professional Development Graduate Scholarship Division of Graduate Studies – University of Oregon	.	.	2023
Columbia Scholarship	.	.	2022

Master Researcher Fellowship,

2019-2021

National *Council* for Scientific and Technological Development (*CNPq*).

FILMOGRAPHY

Looking for Norma

2024-2025

- Executive producer of a feature documentary directed by Livia Perez. In production
 - Officially Selected for CineBH Development Lab
 - Officially selected for Nuevas Miradas, Havana Film Festival Lab
 - Officially Selected for Forum RIDM - Montreal International Documentary Festival
 - Officially selected for National funding Historias Que Ficam / CSN (Brazil).
 - Managed all professional contracts and licensing.

M is for Mothers

IMDB

2018-2023

- Executive producer of a feature documentary directed by Livia Perez. Officially selected for Frameline - San Francisco International LGBTQ+ Film Festival, PERLEN - Queer Film Festival Hannover, Out On Film - Atlanta's LGBTQ Film Festival, Queer Film Festival Mezipatra.
 - Participated in all stages of research, development, production and editing of the film.
 - Participated in diverse international cinema events (CineBH International Film Festival, DocSP, Festival Internacional de Cine de Cartagena de Indias)
 - Consulted industry professionals, curators, players, distributors and film festivals.
 - Wrote the project and raised funds locally in Brazil (Ancine/SPCINE).
 - Managed all professional contracts and licensing.

A Wild Patience has taken me here

IMDB

2021-2022

- Executive producer of this short film, directed by Érica Sarmet. .
 - Participated in distribution stage of the film.
 - Premiered and awarded in 2021 Sundance Film Festival

From My Father Side

January 2016- January 2018

- Executive producer of this feature documentary on the life of Vitor Ramos, a professor, journalist, and militant against the dictatorship in Portugal. Directed by Guiomar Ramos.
 - Participated in research, development, production and editing of the film.
 - The film was selected in DocTV, one of the most important TV documentary programs and it was coproduced with Portugal and distributed to public TV of all Portuguese speaking countries (CPLP).
 - Managed all professional contracts, licensing of rights and sales.
 - Premiere at 21 Festival de Cinema de Tiradentes,

***Lampião da Esquina, Lighting up Brazilian Press* IMDB**

2014- 2016

- Executive producer of this feature documentary about 'Lampiao' the first publication specifically reaching out to a homosexual readership in Brazil during the 70s.. Directed by Livia Perez. Available internationally in Amazon Prime Video.
 - Participated in all stages of research, development, production and editing of the film which included diverse interviews with notable Brazilian writers, journalists and researchers. In this case I was also the sound recordist.
 - Wrote the project and raised funds locally in Brazil (Gouvernante of São Paulo) and coproduced the project with a Cable TV Channel (Canal Brasil)
 - Managed all professional contracts, licensing of rights and sales.
 - Made and independent distribution in cinema in eight capitals of Brazil.
 - Premiere at It's all true Festival, one of the most important documentary festivals. The film was also awarded with a Honorable Mention in MIX Brazil Festival
 - Trailer available at <https://youtu.be/ISr-MplZwzc> with more than 14k views.
 - Press article about the film: <https://www1.folha.uol.com.br/ilustrada/2016/08/1804347-editado-por-aguinaldo-silva-jornal-gay-lampiao-da-esquina-ganha-filme.shtml>

The Plebe is Rude

January 2014-April 2016

- Executive coproducer of this feature documentary on the punk rock band Plebe Rude. Directed by Diego da Costa.
 - Participated in the editing and post production as a coproducer of the film.
 - Raised funds locally in Brazil and coproduced the project with a Cable TV Channel (Canal Brasil)
 - Managed professional contracts, licensing of rights and sales.
 - Premiere at In Edit, one of the most important musical documentary film festivals.
 - Press Release: <https://rollingstone.uol.com.br/noticia/plebe-rude-revisita-historia-em-documentario-de-35-anos-da-banda-assista-ao-trailer/>
 - Trailer: https://youtu.be/0_6VZDXc4pI

***Who Killed Eloá?* IMDB**

2013- 2015

- Executive producer of this short documentary. The film is a pointed analysis of the Brazilian police and media's sensationalization of violence against women that sadly reflects about the country's elevated rate of femicide. Available in Youtube with more than 500k views.
 - Participated in the research, script writing, argument, development, production, editing, post production and distribution of the film.
 - After the release the film became a high impact project with dozens of exhibitions followed by debates about the media coverage. The short became a reference in courses of journalism in Brazil.
 - Screened in hundreds of festivals, included A-list documentary festivals such as IDFA, HotDocs, DocsDF and Cinélatino.
 - The film received dozens of awards including Best Short Documentary - 54th GENII Awards from Alliance for Women in Media Southern California, Atlantidoc (Uruguay), and 27th International Sao Paulo Short Film Festival.
 - Available at: https://youtu.be/4IqIaDR_GoQ
 - Press Release: <https://globalvoices.org/2017/03/30/what-role-did-brazilian-mainstream-media-play-in-the-murder-of-a-teenage-girl-this-filmmaker-wants-to-know/>

If I am a few Months Late?

January 2013-December 2013

- Director of this web-documentary where actors interpreted statements by political prisoners inside a building in São Paulo once used as a prison during the Brazilian dictatorship (1964-1985). Available in Youtube.
 - It was my first cultural independent project which was financed by Itau Cultural. It was pioneering on the exploration of interactive formats of webdocumentary.
 - The project yielded a short film, an interactive web documentary and a video art exhibited in many places such as Itau Cultural (Sao Paulo, Brazil), VI Bienal de Jovens da CPLP (Salvador, Brazil). The linear version was screened in dozens of festivals, included Festival de Cine de Lima, Icaro Festival de Cine de Centro América.
 - The film was awarded with Best Short in V Curta Amazônia
 - Available at: https://youtu.be/qbB_bkPgBWE

Webdoc Graffiti

January 2012-December 2013

- Director of this serial webdocumentary on graffiti and the street art of the city of Sao Paulo.
 - It was a very pioneering webdocumentary in Brazil, which got some attention of the media by its pioneering use of the georeferencing and video narratives, however the interactive map platform developed for the project is no longer available.
 - The project was part of a selection of projects which assisted Brazilian government to develop a national map of cultural initiatives –(knew as SNIIC)
 - Selected episode available: <https://youtu.be/I8FCd4q3JY4>

EVENT PLANNER

2018-2024	Co-organizer, Forum Fontié Ki Kwaze – Fronteiras Cruzadas (Brazil). University of Sao Paulo. SENAC, Sao Paulo, Brazil
2018-2023	Co-organizer, ICHT Colloquium Imaginary: Building and inhabiting the Earth (Brazil/France). Architecture and Urbanism College of the University of Sao Paulo. SENAC, Sao Paulo, Brazil
2020	Executive Producer and Coordinator Film Festival: The Cinema of Akira Kurosawa Caixa Cultural, Fortaleza, Brazil
2018	Executive Producer of the Film Festival: Retrospective Margarethe Von Trotta Caixa Cultural, Rio de Janeiro, Brazil

COMMUNITY ENGAGEMENT

2023-present: GTFF Steward – Department Steward for the Graduate Teaching Fellows Federation (GTFF) is a labor union representing over 1,500 Graduate Teaching Fellows and Research Assistants at the University of Oregon in Eugene, Oregon.

2016-2020: API Member - Brazilian Independent Producers, an association created in 2016, after the impeachment of Dilma Rouseff, to support small Brazilian independents production companies.

2016-present: ABD Member - Brazilian Association of Documentarists and Short Film Filmmakers, an association created in 1973, during the dictatorship, to support documentarists and to promote short films as a sustainable format and language. I was part of the direction of the organization between 2017 and 2018.

2018-present: International Forum Fontié Ki Kwaze - Crossed Borders - member of the organizing committee. The Forum is an interdisciplinary academic, social and artistic initiative that seeks to raise visibility and stimulate critical thinking in the field of contemporary transnational migrations, contributing to projects and policies with people committed on social struggles.

EQUIPMENT AND SOFTWARE SKILLS

Expertise in a wide variety of digital video cameras - Sony, Black Magic and Canon DSLRs

Expertise in media archives: 16mm and early video formats

Knowledge of direct sound recording with boom and lavalier mics and mixers

Expertise in Adobe Suite, especially Premiere, After Effects, and Photoshop

OTHER RELEVANT WORK EXPERIENCE

Doctela (Film Company) – Sao Paulo, Brazil

Co-founder, director and producer

www.doctela.com.br

(March 2011 - present)

LANGUAGES

Portuguese – native; English – full professional; Spanish – full professional; French – full professional;