



**M**aría-José CANEL has a PhD in Journalism, [University](#) of Navarre. Professor in Public Relations, Political and Public Sector Communication at the [Universidad Complutense de Madrid](#) and *Visiting Professor* at the [London School of Economics](#) (1992). At present, she is Chair of the Department of *Comunicación Audiovisual y Publicidad II*, University Complutense of Madrid. Co-Chair of the Political Communication Section of the [International Association for Media and Communication Research \(IAMCR\)](#) (from July 2012), Chair of the [European Communication Research and Education Association \(ECREA\)](#) (2012-2014) and Vicechair (2010-2012 and since 2014) and Founding President of ACOP [Asociación de Comunicación Política](#).

- Her **specialized area of research is Political, Government and Public Sector Communication**: government communication, public affairs, issues management, intangible assets in the public sector.
- **She has published around 100 articles, books and book chapters** in nationally and internationally major publishing companies (Palgrave, Wiley-Blackwell, Sage, Hampton Press, Ariel, Tecnos, Planeta and Eunsa) as well as specialized journals (*Public Relations Review, International Journal of Press and Politics, Journal of Political Communication, European Journal of Communication, Local Government Studies* and *Journalism. Theory, practice and criticism*). She has published in different languages: Spanish, English, Portuguese, Italian, Polish and Catalan.
- She has worked on **communication projects** both in the public and private sector: design and analysis of governmental messages, intangible assets in the public sector, strategic communication plans for public leaders and public management, place branding, mass media-government relations and trust and public opinion on public policies.
- She has participated **in 20 research projects, funded by different institutions**: the Spanish Central Government, the Bank of Santander, the Regional Government of Madrid, the Italian Parliament, the Italian Public Broadcasting system (R.A.I) and the Regional Government of Navarre.

- She was **Advisor to the Spanish Minister for Education, Culture and Sport** (2000-2002) and **Chief of the Minister's Cabinet** (2002-2004). In this post, apart from the Communication Office, she coordinated the work of three Secretaries of State for the minister's support and 19 General Directions (7000 people). She worked in the reform of the Spanish education system, in the law for the promotion of cinema, law of the National Prado Museum and in several projects for the coordination and management of the Spanish state museums, the promotion of reading skills at schools, and for the preservation of the historic memory (Program for the Spanish Archives in the Internet).
- She has been **consultant for public sector communication** (cultural public policies, for the Madrid Regional Government; Immigration public policies, for the Madrid Regional Government). She has been consultant for government and presidential communication in several Latin-American countries. She has been consultant on corporate communication and public affairs for several companies in Guatemala and on international public relations for Spanish companies. She has worked on city reputation for several Spanish cities.
- She has also worked for several **local and national election campaigns** in Spain.
- **Chair of the Political Communication division of major academic associations** (the International Association for Media and Communication Research, IAMCR, and the European Communication, Research and Education Association, ECREA). She has also been **advisor for the World Bank**.
- She has got **large experience in training government communicators** in Spain and in teaching government and public sector communication in Europe and Latin America. She is co-head of the program of communication for Civil Servants at the Spanish National School of Public Administration (INAP) (since 2008).
- She is a regular collaborator as **writer of opinion pieces for *El País*** newspaper in Spain.