



Curriculum Vitae - Dr. Federico Rey Lennon

Federico Rey Lennon, Professor of Public Relations, University of La Matanza, Argentina. Professor of Political and Institutional Communication, Pontifical Catholic University of Argentina. Professor of Communication at 21st Century Business University, Argentina.

PhD in Public Communication, University of Navarra, Pamplona, Spain and Bachelor's in Advertising, Salvador University, Buenos Aires, Argentina.

Previous Positions:

Coordinator of Public Relations degree at University of La Matanza, Argentina (2015-2017); Director of the Advertising and Institutional Communication degree at Pontifical Catholic University, Argentina (2005-2008); and Academic Secretary at the School of Communication, Austral University, Argentina (1998-2000). Lecturer: in Argentina; Austral University (1996-2005); Salvador University (1988-2020); University of Buenos Aires (1992-1993). In Spain; University of Navarra (1994-1996). Executive Committee member, Public Relations Professional Council of Argentina (2000- 2011) and Political Communication Consultants Association of Argentina (2020-2021).

Research Activities:

Visiting positions at: University of Texas at Austin, College of Communication, USA. University of Navarra, Spain. Rey Juan Carlos University, Spain. University of Alicante, Spain. Pontifical Catholic University of Chile. Additionally, he has taught courses and conferences at several universities in Argentina, Brazil, Chile, and Peru. Known as a reference in Latin America for his studies on PR and on the role of the media agenda and has participated in various projects on this subject with Dr. Maxwell McCombs.

Professional Activities:

Director and founder of SmartPR, a PR firm specialized in Strategic Communication and Crisis Management (2020). He was Associate Director at a PR firm Rey Lennon & Assoc. (2012-2019); Newlink Communications (2010-2012), a Miami-based PR consultant; General Director of e.life Argentina (2007-2010) specialized in research and monitoring of social media and Associate Director at the PR firm Lavore & Assoc. (2002-2004).

Selected Publications:

Books: Handbook of organizational Communications, Bs. As. 2020 (with J. Bartoli); Doris & Eddy. Pioneers of PR, Bs. As., 2014; The Funes Syndrome. Corporate Communication in the

21st century, Bs. As. 2014; Reflections on Communication Management, Bs. As., 2014 (with J. Bartoli); Edward Bernays the day public relations were invented, Bs. As., 2006; and Small Handbook of Public Opinion Surveys, Bs. As. 2006 (with A. Piscitelli).

Chapters: "Homo digitalis. El nuevo paradigma de los medios sociales", pp. 15 a 22., in M. E. Centeno (comp.), Vida digital: nuevos medios, sociedad y transformaciones, INTA, San Luis (Arg.) 2013, "International Applications of the Agenda-Setting Acapulco Typology", (with Maxwell McCombs, Salma Ghanem, R. Warwick Blood, Katherine Chen), cap. 20, in Bucy, Erick P. y R. Lance Holbert (eds.), The Sourcebook for Political Communication Research. Methods, Measures and Analytical Techniques, Routledge, USA, 2011. "Corporate Reputation and the news media. A Quantitative & Qualitative Approach in Buenos Aires City", (with G. D. Peña), section 3, cap. 16, in Craig Carroll (Ed.), Corporate Reputation and the News Media Agenda-setting within Business News Coverage in Developed, Emerging, and Frontier Markets, Routledge, USA, 2010. "Responsabilidad Social Empresaria: entre el pragmatismo y las buenas intenciones", Fascículo 1, pp. 12-17, in Capriotti, P. y Garrido, F. J., Guía de la Responsabilidad Social Empresarial (RSE), Universidad del Desarrollo/Diario Financiero, Santiago (Chile), 2006. "El primer nivel del efecto agenda-setting en la información local: los 'problemas más importantes' de la ciudad de Pamplona", (with M^a. José Canel and J. P. Llamas), pp. 31-55, in McCombs, Maxwell and Issa Luna Pla (eds.), Agenda-Setting de los Medios de Comunicación, Universidad de Occidente, Los Mochis, Sinaloa, MX, 2003.

Articles: "¿Qué estudiamos cuando estudiamos Relaciones Públicas? Análisis bibliométrico de la bibliografía básica utilizada en las carreras de Relaciones Públicas de la Argentina". Rihumso n°19, 2021, pp. 71-85 (with F. Lavaise). "Relaciones Públicas y medios sociales digitales", vol.2 n°10, 2016, p.34 - 47. "Aproximación a un modelo de medición de la efectividad del patrocinio". Rihumso, vol.1 n°9, 2016, pp. 26-47. "La Web 2.0: el nuevo espacio público", Cuaderno 28. 9; N° 28; 2009, pp. 27-33. "Comunicación política: Procesos electorales en México y Argentina" Chasqui, CIESPAL, n° 83, 2003, pp. 25-29. "Crisis de la prensa argentina", Chasqui, CIESPAL, n° 80, 2002, pp. 4-11. "La crisis argentina y los medios de comunicación", Chasqui, CIESPAL, n° 77, 2002, pp. 4-9. "La comunicación en América Latina: Informe de Argentina", Chasqui, CIESPAL, n° 75, 2001 (with G. López Alonso). "El orden y el caos. Democracia y relaciones públicas en el pensamiento de Edward L. Bernays", Signos Universitarios, XVII, n° 33, 1998, pp. 85-98. "Two Levels of Agenda Setting in the 1995 Spanish Election", Political Communication, v. 15, n° 2, 1998, pp. 225-238 (with M. McCombs, E. López-Escobar, and J. P. Llamas). "Candidate Image in Spanish Elections: Second Level Agenda-Setting Effects", Journalism & Mass Communication Quarterly, v. 74, n° 4, 1997, pp. 703-717 (with M. McCombs, E. López-Escobar, and J. P. Llamas). "Lights and Shadows of Public Relations: Public Opinion, Propaganda, and Public Relations in the Work of Edward L. Bernays", Political Communication, 14, n° 4, 1997, p. 512. "El primer nivel del efecto agenda-setting en la información local: los 'problemas más importantes' de la ciudad de Pamplona", Comunicación y Sociedad, vol. IX, n° 1 y 2, 1996, pp. 17-37 (with M^a. José Canel and J. P. Llamas). "La imagen de los candidatos: el segundo nivel de la agenda-

setting", Comunicación y Sociedad, vol. IX, n° 1 y 2, 1996, pp. 39-65 (with M. McCombs y E. López-Escobar). "La agenda entre los medios: primero y segundo nivel", Comunicación y Sociedad, vol. IX, n° 1 y 2, 1996, pp. 67-89. (with E. López-Escobar y J. P. Llamas). "Marketing

Político, ¿hacer soñar o hacer pensar?”, *Comunicación y Sociedad*, vol. VIII, nº 2, 1995, pp. 173-184.

Editorial Activities:

Associate Editor: *The Journal of PR*, (2010-2011); *Ecos de la Comunicación* (2008-2010); *ACADEMIA*, *Revista Latinoamericana de Administración*, (2006–2008). **Advisory Board:** *Revista Argentina de Sociología* (2015-2020); *Austral Comunicación* (2013- 2020); *Revista SAAP* (2011); *Cronia*, (2009 – 2010)