



FRANCISCO MORENO GARCIA

Degree in Information Sciences from the Complutense University of Madrid in 1987. Most of his professional career has been developed in the audiovisual media.

In 1987 he obtained a place by opposition in Spanish Television, where he remained until 1989.

In 1988 he assumed his first responsibility as coordinator of Informativos.

Subsequently, in 1990 he was appointed head of the Daily News Services of TVE in the Canary Islands, a position he held until 1999, when he left the state public television to assume the direction of Antena 3 in Las Palmas.

During the entire time he remained at TVE, he combined his executive tasks with the direction of the weekly space of journalistic investigative reports Canarias Semanal.

In his journalistic aspect, he has been special envoy to Mauritania, Morocco, Senegal, Ivory Coast and Liberia.

In Liberia the TVE team that ran the only one in the world that could enter Monrovia to cover the fall of dictator Samuel Doe at the hands of the rebel troops who took the capital. The report, broadcast in Informe semanal, was sold to the main North American networks.

In the executive sphere, it carried out a profound modernization of the prevailing work systems and in the elaboration of the informative contents.

He was responsible in 1989 for the implementation of the first automatic drafting system in the Canary Islands and the second in Spain and directed the operational assembly of several community summits held in the Canary Islands and all the electoral processes of that stage.

In 1999 he was commissioned to direct the expansion process of Antena 3 in Las Palmas.

In eight months, a new center equipped with the most modern digital technology is built and inaugurated. The production of content is substantially increased and there is a significant increase in the audience, until it is placed at its historical maximum and in absolute leadership.

In 2001 he was commissioned by the Government of the Canary Islands to refloat the Public Radio Television of the Canary Islands, which at that time suffered from serious economic, audience and programming problems. Management and programming are being thoroughly restructured.

During the years 2002 and 2003 the Canarian Television becomes the television of greater national growth in the whole State.

At that time, he joined the Forta, an organization of which he was president on two occasions, and numerous international organizations of Canarian Television. He ceased in June 2005 and joined grupo Editorial Prensa Ibérica as General Director of the Audiovisual area. Since April 2013 he has been an independent consultant and these tasks are compatible with those of training in public communication.

He is Professor of Communication at the Next International Business School. He has directed numerous courses in Television and Audiovisual Communication and given lectures at several Spanish universities.

He is a 2009 Talent Award from the Television Academy.