

TELEFONICA S A
Form 6-K
February 27, 2003

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

For the month of February, 2003

Commission File Number: 001-09531

Telefónica, S.A.

(Translation of registrant's name into English)

Gran Vía, 28

28013 Madrid, Spain

3491-459-3050

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F X Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Yes No X

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

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Yes No X

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934:

Yes No X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): N/A

Telefónica, S.A.

TABLE OF CONTENTS

| Item | Sequential Page Number |
|-------------------------|------------------------------|
| 1. Director appointment | 3 |

FERNANDO DE ALMANSA, NEW TELEFÓNICA DIRECTOR

• **New director to chair recently created International Affairs Committee**

The Board of Directors of Telefonica has approved the proposal by the chairman, Cesar Alierta, to nominate Fernando de Almansa Moreno-Barreda as a new independent company director.

The company's highest decision-making body unanimously endorsed the appointment to the board of Fernando de Almansa, which should serve to strengthen the international ties of Telefonica and to safeguard its interests both in

countries where it operates and those where it maintains some kind of institutional or operational presence.

The board of directors, which from now on shall incorporate an International Affairs Committee that Fernando de Almansa himself shall chair, values very highly the new director's extensive professional and international experience.

Madrid, February 27th, 2003

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

| | | | | | |
|-------|-------------------------------------|--|-----|--------------------------|---|
| | | | | Telefónica, S.A. | |
| Date: | February 27 th , 2003 | | By: | /s/ Antonio Alonso Ureba | |
| | | | | Name: | Antonio Alonso Ureba |
| | | | | Title: | General Secretary and Secretary to the Board of Directors |