

**Bio:**

Marlene Neill, APR, is a lecturer at Baylor University in Waco, Texas and has 15 years of experience in journalism and public relations. She is a former television news reporter, who covered both of George W. Bush's campaigns for governor of Texas. Neill began teaching at Baylor in August of 2006 in the journalism department. She has taught the courses "Writing for Mass Media Markets," "Writing and Editing for Online Media" and "Public Relations Agency."

Neill expects to receive her Ph.D. in advertising at The University of Texas at Austin in August of 2012. While there, she has served as a teaching assistant for courses in public relations writing and public relations techniques. Her research interests include ethics in advertising and public relations, public relations management, integrated communication, and nonprofit public relations. She received her Master of Arts degree in journalism from the University of Missouri at Columbia, and her Bachelor of Science degree in journalism from the University of Kansas. Neill is an accredited member of the Central Texas Chapter of the Public Relations Society of America and was elected as president of the chapter for 2006. She is now serving as the past chair for the Southwest District of PRSA, a role that involves representing 14 chapters in six states. At the national level, Neill recently completed a three-year term on the Universal Accreditation Board, which administers the examination for Accreditation in Public Relations and coordinates all activities related to the Accredited in Public Relations (APR) designation. Neill worked for 10 years in government public relations. Her job responsibilities included media relations and overseeing publications for employees and citizens of Waco. Her public relations experience also includes work in nonprofit public relations at the YMCA of Central Texas.

**Topics:**

***"The Good, the Bad, & the Ugly: Experiences of Senior PR Practitioners in providing ethical counsel"***

Based on research using in-depth interviews with 30 senior public relations practitioners in 10 U.S. states and Australia. Learn what type of ethical dilemmas they faced and the techniques they use to raise concerns with senior management.

***"Seat at the Table (s): An Examination of Senior Public Relations Practitioners' Power & Influence Among Multiple Executive-Level Coalitions"***

**Speaker: Marlene Neill, APR**

Written by Administrator

Friday, 08 June 2012 12:03 - Last Updated Friday, 08 June 2012 13:10

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Based on dissertation research with 30 senior executives in 4 U.S. companies. For years, public relations scholars and industry leaders have advocated for public relations practitioners to become part of the dominant coalition, the most senior leadership team in their organizations. However, in reality public relations practitioners need to pursue seats at the tables of multiple senior executive level formal and informal coalitions. Learn what power strategies and key competencies are necessary to be influential at the senior executive level. Among the newest competencies discussed is the management of social media.

***"APR: Three Letters with a Big Impact: Why you should consider taking the APR exam"***

As a former member of the UAB, Neill discusses the value of credentials in general such as in the HR industry and shares a few testimonials.

**Speaking Experience:**

Neill has presented at PRSA chapters in Central Texas, Austin and San Antonio, at UT undergraduate classes, and at the 2011 AMA conference in Austin.

**Fees:**

No speaking fee, but requires reimbursement for travel expenses, if possible.

**Contact information:**

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