

GENE L. HALL
Director of Public Relations
Texas Farm Bureau

Gene Hall was appointed Director of the Public Relations Division on Dec. 1, 1990. In this position, Hall heads a staff of 12 and is responsible for the publication of *Texas Agriculture* and *Texas Neighbors*. He also oversees the Television Department, the TFB Radio Network, the newsletter service, graphics services, and media relations.

Prior to his appointment as PR Director, Hall was director of Radio/Television until 1990. Under his direction, the department has received many awards. He joined the staff in 1978 as assistant director of Radio/TV.

Before coming to the Texas Farm Bureau, Hall was farm director at radio station KTXO in Sherman, and a news reporter for KFDM-TV in Beaumont.

During his career at Farm Bureau, Hall has received 14 information awards from the American Farm Bureau Federation, for news reporting, video production, public relations and news writing.

Hall is a member of the Public Relations Society of America. He received the PRSA's prestigious "Accredited in Public Relations" (APR) designation in January of 1995. In 2003, Hall was named a member of the PRSA's College of Fellows, an honor accorded to only a few hundred of the most senior of the PRSA's 20,000 members.

Raised on a farm in Newton County, he attended Lamar University and received his Bachelor of Science degree in agricultural journalism from Texas A&M University.

Texas Farm Bureau publications, video services and Internet communications are all part of his area of responsibility.

He and his wife, Ernette, have three sons, Roger, Steven, and Chad. The Hall family lives in Lorena, just south of Waco.