



Priscilla Luong

SENIOR ACCOUNT SUPERVISOR

Priscilla Luong, an Emmy-nominated television journalist, joined the CommPac team as an account supervisor in April 2018. She has worked as an anchor and reporter at four different television stations, including news operations in Honolulu, Milwaukee, Oklahoma City and Abilene (Texas).

Her responsibilities include supervising various accounts and providing strategic counsel, planning and execution for CommPac's clients. Due to her extensive journalism background, she also provides media training and works to secure media coverage for clients' news and events.

Prior to joining CommPac, she was an anchor/reporter at KITV in Honolulu for two years, serving on the anchor desk and also reporting stories in the field. She reviewed scripts for KITV's weekend evening newscasts and wrote stories for the station's website and social media platforms.

At CBS-58 in Milwaukee, she spent two years as an anchor/reporter, covering crimes, civic unrest and breaking news. In addition to traditional reporting, she put her social media skills to work, tweeting photos and videos, which generated thousands of impressions and dozens of retweets.

While working at FOX-25 in Oklahoma City for three years, she was on the front line to offer live coverage of tornado devastation, providing local, national, and international news outlets with live updates and safety advisories.

Her television news career began at KTAB-TV in Abilene (Texas), where she spent three years shooting video, writing stories and editing scripts for newscasts and online platforms. It was at KTAB-TV where she earned her Emmy nomination for a special report she shot in Vietnam on the 35th Anniversary of the Fall of Saigon.

Priscilla has a bachelor's degree in Communications and Dramatic Art from the University of California, Davis and speaks both Vietnamese and Spanish.