



Priscilla Luong

SENIOR ACCOUNT SUPERVISOR

Priscilla Luong joined the CommPac team in April 2018. She currently serves as member of the Emerging Leaders Committee for IPREX, a global partnership of independent communication firms, where CommPac is the Hawai'i affiliate.

Priscilla provides media and crisis communications training to CommPac's clients, helping them prepare for interviews and communicate with confidence in different settings. She has trained clients from various sectors including law, education, hospitality, real estate development, and the sciences. Priscilla also works to secure media coverage for clients' news and events while helping them refine their storytelling approaches.

Some of her recent projects include campaigns with All Nippon Airways (ANA). CommPac was the Hawai'i-based public relations agency that collaborated with ANA on the A380 FLYING HONU launch in Honolulu. ANA's global campaign earned MarCom's 2019 Platinum Award for Strategic Communications/Public Relations, which is the international association's highest honor.

She also worked with Shidler College of Business at the University of Hawai'i at Mānoa on planning its announcement to join forces with the School of Travel Industry Management. This effort included extensive one-on-one interviews with key stakeholder groups to identify concerns and aspirations for bringing the schools together, analyzing data and trends from these interviews, and providing strategic counsel based on the key findings.

Priscilla also secured extensive coverage for the 2018 and 2019 Pan-Pacific Festival.

Prior to working in public relations, Priscilla spent 10 years in news. She has worked as an anchor and reporter at KITV in Honolulu, CBS-58 in Milwaukee, FOX-25 in Oklahoma City, and KTAB, the CBS-affiliate in Abilene (Texas). In 2010, at the age of 25, she earned an Emmy nomination for a special report she shot herself in Vietnam on the 35th Anniversary of the Fall of Saigon, making her one of the youngest nominees that year.

Priscilla has a bachelor's degree in communications and dramatic art from the University of California, Davis and speaks both Vietnamese and Spanish.