# TEXAS STATE VITA

## I. Academic/Professional Background

A. Name and Title

Name: Dr. Prisca S. Ngondo Title: Associate Professor

B. Educational Background

| *Degree* | *Year* | *University* | *Major* | *Thesis/Dissertation* |
|---|---|---|---|---|
| PHD | 2013 | Texas Tech University | Mass Communication | |
| MA | 2008 | Univ of Oklahoma Norman Campus | Journalism and Mass Communication | |
| BS | 2005 | The University of South Dakota | Contemporary Media/Journalism | |

C. University Experience

| *Position* | *University* | *Dates* |
|---|---|---|
| Assistant Professor, Journalism and Mass Communication | Texas State University. San Marcos, TX, United States | August 2015 - Present |
| Assistant Professor, Journalism and Public Relations | California State University, Chico. Chico, CA, United States | September 1, 2012 - May 30, 2015 |
| Graduate Part-time Instructor, Mass Communication | Texas Tech University. Lubbock, TX, United States | January 1, 2010 - May 30, 2012 |

D. Relevant Professional Experience

| *Position* | *Entity* | *Dates* |
|---|---|---|
| Community Profile Intern | Susan G. Komen for the Cure, Lubbock, TX, United States | April 1, 2010 - April 1, 2011 |
| Public Relations Intern | Norman Economic Development Coalition, Norman, OK, | May 1, 2008 - August 1, 2008 |

| | | |
|---|---|---|
| Risk Specialist/Customer Service | United States Capital One Auto Finance, Plano, TX | 2005 - 2006 |

## II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Teaching Award of Honor, Alumni Association.
August 2020 - 2020

Award / Honor Recipient: Professor Recognition, Non-Traditional Student Organization.
April 27, 2017

Award / Honor Recipient: Faculty Learning Community, Office of Civic Engagement, California State University, Chico.
June 2014

Award / Honor Recipient: Civic Learning Institute, Office of Civic Engagement, California State University, Chico.
May 2014

Fellowship Recipient: Plank Center for Leadership in Public Relations Fellowship, Plank Center for Leadership in Public Relations.
July 15, 2013 - July 30, 2013

Fellowship Recipient: Teaching Effectiveness and Career Enhancement (TEACH) Fellowship, Teaching Learning and Technology Center, Texas Tech University.
2010 - 2011

B. Courses Taught:

Texas State University:

MC 3313 - FOUNDATIONS OF PR WRITING

MC 3314 - SOCIAL MEDIA FOR STRATEGIC COM

MC 3343 - INTRO PUBLIC REL

MC 3360 - PR RESEARCH

MC 3360 - PR RESEARCH AND STRATEGY

MC 4313 - ADVANCED WRITING FOR PR

MC 4313 - STRATEGIC WRITING FOR PR

MC 4313 - WRITING FOR PUB

MC 4322 - HEALTH COMM CAMPGS

MC 4326 - ADV SOCIAL MEDIA

MC 5304T - HEALTH CAMPAIGNS

MC 5306G - CRISIS COMMUNICATION

MC 5306M - SOCIAL MEDIA CAMPAIGNS

MC 5307 - PROJECT

MC 5308 - SEM IN ADV & PUB R

MC 5308 - SEM IN STRAT COMM

MC 5311 - INDEPENDENT STUDY

MC 5399A - THESIS

MC 5399B - THESIS

California State University, Chico:

JOUR 244 - Race and Diversity in the Media

JOUR 341 - Writing for Public Relations

JOUR 342 - Public Relations Research

JOUR 344 - Public Relations Strategy

Texas Tech University:

Instructor of record: ADV 3310 Principles of Advertising

Instructor of record: PR 3311 Public Relations Strategies

Instructor of record: PR 3312 Public Relations Writing

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Supervisor / Chair, Master's Thesis, "Framing Political Protests on Social Media: Authenticity and Engagement During Election Seasons", Status: In Progress. (September 2025 - Present). SJMC, Texas State University.

Student(s): Praise Chiedozie, Graduate.

Supervisor / Chair, Project, "Exploring Emerging Digital Technologies in U.S. Higher Education: A Professional Project Website", Status: Completed. (August 2025 - December 2025). SJMC, Texas State Univerity.
Student(s): Mabel Mba, Graduate, Master's.

Member, Project, Status: Completed. (August 2024 - December 2024).
Student(s): Charlcee Cervantes, Graduate.

Member, Project, Status: Completed. (August 2024 - December 2024).
Student(s): Cittlaly Escatel, Graduate.

Supervisor / Chair, Project, "Engaging School Counselors in Texas State Recruiting", Status: Completed. (September 2022 - May 2023). School of Journalism and Mass Communication.
Student(s): Terry Vaught, Graduate, Master's.

Supervisor / Chair, Project, "Boys and Girls Clubs of South Central Texas- San Marcos Turned DEI Enthusiast", Status: Completed. (September 2022 - April 2023). School of Journalism and Mass Communication.
Student(s): Je'den Clark, Graduate, Master's.

Member, Project, "Bohéme: Creating an Inclusive Fashion Brand Strategy", Status: Completed. (September 2022 - April 2023). School of Journalism and Mass Communication.
Student(s): Kelly Engram, Graduate, Master's.

Supervisor / Chair, Project, "Twitch Interactive Public Engagement", Status: Completed. (September 2021 - December 2022). School of Journalism and Mass Communication, Texas State University.
Student(s): Alexandra Miles, Graduate.

Supervisor / Chair, Project, "BNCO’s Path to a Preferred Vendor & Influencer", Status: Completed. (September 2021 - May 2022). School of Journalism and Mass Communication, Texas State University.
Student(s): Allison Jones, Graduate.

Member, Project, "Project LGBTTV: An Analysis of Queer Representation in Film and Television", Status: Completed. (September 2021 - May 2022). School of Journalism and Mass Communication, Texas State University.
Student(s): Jaelyn Ashford, Graduate.

Member, Project, "Communication Audit for Makeup Art", Status: Completed. (September 2020 - July 2021). School of Journalism and Mass Communication, Texas State University.
Student(s): Perry Thompson, Graduate.

Supervisor / Chair, Project, "Bolstering Advocacy in the River City", Status: Completed. (August 2020 - May 2021). School of Journalism and Mass Communication, Texas State University.
Student(s): Grant DeVuyst, Graduate.

Member, Project, "Improving CoSearch's Digital Presence: A Case Study", Status: Completed. (July 2018 - December 2018). School of Journalism and Mass Communication, Texas State University.
Student(s): Alexandra White, Graduate.

Member, Master's Thesis, "Snapping Up Legacy Media: Using Theory of Affordances to Explain How News Outlets Behave on Snapchat", Status: Completed. (October 2017 - May 2018). School of Journalism and Mass Communication, Texas State University.
Student(s): Eun Jeong Lee, Graduate, MA.

Member, Master's Thesis, "#StandWithWendy versus #SitDownWendy: Hashtag Activism and the Texas Senate Bill Five", Status: Completed. (October 1, 2016 - May 2017). School of Journalism and Mass Communication, Texas State University.
Student(s): Nicole Hengst, Graduate, MA.

Member, Master's Thesis, "Twitter Use by Young African American Women During the 2016 President Election", Status: Completed. (June 1, 2016 - May 2017). School of Journalism and Mass Communication, Texas State University.
Student(s): Carissa Kelly, Graduate, MA.

D. Courses Prepared and Curriculum Development:

Curriculum Development. Approved: January 2020 - Present.

JOUR 411: Race and Diversity in the Media, Curriculum Development, California State University, Chico: May 2015.

School of Journalism and Mass Communication, PR Sequence, Curriculum Development, Texas State University: May 2019.

MC3314 Social Media For Strategic Communication, New Course, Texas State University. Taught: August 2020 - Present.

MC5306G: Crisis Communication, New Course, Texas State University. Taught: 2018.

E. Teaching Grants and Contracts

3. Funded Internal Teaching Grants and Contracts:

Bhalla, Nandini (Principal), Ngondo, Prisca Sibongile (Supporting). Service-learning Collaboration with the University Writing Center (UWC) to Enhance Students' Engagement, Service Learning Excellence, Texas State University, $2,000.00. (Funded: September 2025 - Present). Grant.

F. Other:

Escape Room, Mass Comm Week, SJMC, PR and Advertising Sequences. San Marcos, TX, United States. 70. (October 16, 2017 - October 19, 2017).

Guest Lecture, Lessons from COVID-19, Strengthening Universities through Learning Innovation –A look at International Universities and Colleges. Harare. 10. (September 21, 2021).

Guest Lecture, MC5308 Seminar. San Marcos, TX. (November 8, 2018).

Guest Lecture, Texas State Leadership Capstone Program, Texas State University. San Marcos, United States. (November 2, 2018).

Guest Lecture, MC 3367: Advertising, Texas State University. San Marcos, United States. 310. (December 5, 2017).

Webinar, United We Disagree, Bateman 2021 Competition. San Marcos. (March 2021 - Present).

G. Teaching Professional Development Activities Attended

Conference Attendance, "Fall Stukent Digital Summit 2020.," Stukent. (November 6, 2020).

Roundtable, "Crisis Communication Roundtable," Texas State Alumni Association, San Marcos, TX, United States. (October 20, 2020).

Workshop, "Teaching Online at Texas State," Texas State University, San Marcos, TX. (June 2020).

Workshop, "Quality Matters, "Designing Your Online Course."," Office of Distance and Extended Learning, TXST, San Marcos, United States. (January 11, 2018).

Conference Attendance, "18th International Symposium on Online Journalism," Knight Center for Journalism in the Americas, Austin, TX, United States. (April 19, 2017 - April 22, 2017).

Workshop, "Teachapalooza," The Poynter Institute, St Petersburg, FL, United States. (June 10, 2016 - June 12, 2016).

Workshop, "Digital Media Workshop," School of  Journalism and Mass Communication (DMI). (May 12, 2016 - May 13, 2016).

Workshop, "Program for Excellence in Teaching and Learning," Program for Excellence in Teaching and Learning. (August 2015 - April 2016).

## III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Refereed:

Haigh, M. M., & Ngondo, P. S. (2025). Examining how Medium, Message, and Image Restoration Strategy Used in Crises Responses Impact Stakeholders. In *Media and Crisis Communication* (pp. 33–51). Routledge.

Ngondo, P. S., & Klyueva, A. (2023). Public Relations in Sub-Saharan Africa: A Ten-Year Review. In *Public Relations and Communication Management in Africa: Current and Future Practices* (Vol. 1). Palgrave Macmillan.

Ngondo, P. S., & Klyueva, A. (2023). Inviting An Ubuntu-based Approach to Public Relations Theory Building in Sub-Saharan Africa. In *Public Relations Theory III*. Routledge.

Ngondo, P. S. (2022). The Reality of Our Dreams: Black Lives' Fears. Rutgers.

Ngondo, P. S., & Craig, C. M. (2019). Seeing Through the Golden Arches: Transparency in the Digital Age. In *Cases in Public Relations; Translating Ethics into Action*. Oxford University Press.

2. Articles:

a. Refereed Journal Articles:

Kiambi, D., Klyueva, A., & Ngondo, P. S. (2025). The Role of Social Media in Fostering Organization-Public Relationships in Kenya. *Journal of Communication Management*. Published.

Bauer, J., Murray, M., & Ngondo, P. S. (2023). Does Who Impact How?: LinkedIn, Diversity, and Entering the PR Field. *Public Relations Review*. Published.

Klyueva, A., & Ngondo, P. S. (2023). Perceptions of Ethically Ambiguous Public Relations Practices on Social Media: A View from Zimbabwe. *Communicare: Journal for Communication Studies in Africa.*, *42*(1), 81–96.

Bauer, J., & Ngondo, P. S. (2022). Moms, Memes, and Mitigating Pandemic Stress: Exploring Themes and Implications in an Academic Mamas' Facebook Group. *Women's Studies in Communication*, *45*(1), 45–69.

Ngondo, P. S., & Klyueva, A. (2022). Toward an Ubuntu-Centered Approach to Health Communication Theory and Practice. *Review of Communication*, *22*(1), 25–41. https://doi.org/https://doi.org/10.1080/15358593.2021.2024871

Ngondo, P. S., & Klyueva, A. (2020). Exploratory Study of Public Relations Roles in Zimbabwe. *Public Relations Review*. Published.

Ngondo, P. S. (2019). An Exploratory Study: Digital and Social Media Use by Zimbabwean Public Relations Practitioners. *Public Relations Journal*. Published.

Craig, C. M., Ngondo, P. S., Devlin, M. B., & Scharlach, J. M. (2019). Escaping the Routine: Unlocking Group Intervention. *Communication Teacher*, *34*(1), 14–18.

Ngondo, P. S., & Klyueva, A. (2019). Fear Appeals in Road Safety Advertising: An Analysis of a Controversial Social Marketing Campaign in Russia. *Russian Journal of Communication*. Published.

Craig, C. M., Ngondo, P. S., & Flynn, M. A. (2016). How firm is your digital handshake?: Mission statements & transparency. *Public Relations Review*, *42*(4), 692–694.

Wirtz, J. G., & Ngondo, P. S. (2013). An analysis of the Website strategies of top-fee U.S.-based public relations agencies. *Public Relations Journal*, *7*(1).

Wirtz, J. J., Ngondo, P. S., & Poe, P. (2013). Talking with us or at us: How U.S. religious denominations use organizational web sites to communicate with their constituents. *Prisca Ngondo*, *12*(4), 165–180. https://doi.org/http://dx.doi.org/10.1080/15348423.2013.845022

3. Conference Proceedings:

a. Refereed Conference Proceedings:

Ngondo, P. S., & Wirtz, J. G. (2012). Do as I say or do as I do?: An analysis and critique of dialogic communication website strategies of top fee-producing U.S.-based public relations agencies.

Ngondo, P. S., Wirtz, J. G., & Gardner, E. (2011). A Systematic review of the contribution of public relations theory and practice to health campaigns (pp. 957–975).

10. Other Works in Print:

Article in Book Chapters:

Ngondo, P. S. (2016). Write Professional Emails Like a Boss. In *PR News Writer's Guidebook Vol. 2* (Vol. 2, pp. 33–35). Maryland, USA: PR News Press.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Sussman, K. L., Ngondo, P. S., Klyueva, A., American Academy of Advertising 2026 Annual Conference, "Ubuntu as a Moral Frame: Advertising Engagement Reveals Insight into Moral Behavior in Africa," American Academy of Advertising, The Westin Austin Downtown, Austin, TX, United States. (March 26, 2026).

Klyueva, A., Ngondo, P. S., Kiambi, D., 110th National Communication Association, "Communicating Greater Regard of Ubuntu: Public Relations Role in Public Participation Mandate in Kenya," Public Relations Department, New Orleans, LA, United States. (November 24, 2024).

Kiambi, D., Klyueva, A., Ngondo, P. S., International Public Relations Research Conference, "Building Trust in Governance: The Role of PR in Kenya's Public Participation Mandate." (March 2024).

Kiambi, D., Ngondo, P. S., Klyueva, A., International Public Relations Research Conference, "Social Media as a Tool for Building Trust and Establishing Public Participation and Governance in Kenya." (March 2024).

Klyueva, A., Ngondo, P. S., 109th National Communication Association, "Will The Truth Set You Free?: Ethically Acceptable Behaviors on Social Media," National Communication Association, Gaylord National, National Harbor, MD, United States. (November 16, 2023).

Ngondo, P. S., Klyueva, A., NCA 108th Annual Convention, "Honoring PLACE: African Discourses of Renewal and Transformation," New Orleans, LA. (November 2022).

Ngondo, P. S., Klyueva, A., NCA 108th Annual Convention, "Honoring Ubuntu's place: Toward an Afro-centric approach to public relations (Top Faculty Paper)," New Orleans, LA. (November 2022).

Bauer, J. (First author), Murray, M. (Second author), Ngondo, P. S. (Third author), 72nd Annual ICA Conference, One World, One Network, "Does Who Impact How?: Trying to Enter the PR Field During the Pandemic," International Communication Association, Paris, France. (May 26, 2022).

Haigh, M. M., Ngondo, P. S., Broadcast Education Association Annual Meeting, "Examining how Medium, Message, and Image Restoration Strategy Used in Crises Responses Impact Stakeholders," Broadcast Education Association. (2021).

Ngondo, P. S., Klyueva, A., 107th National Communication Association, "Renewal and Transformation of the Global PR Agenda: Public Relations Practice and Research in

Africa," National Communication Association, Seattle Convention Center, Seattle, WA, United States. (November 18, 2021).

Ngondo, P. S., Klyueva, A., 107th National Communication Association, "Toward an Ubuntu-Centered Approach to Health Communication Theory and Practice," National Communication Association, Seattle Convention Center, Seattle, WA, United States. (November 18, 2021).

Bauer, J., Ngondo, P. S., The Organization for the Study of Communication, Language & Gender, "Moms, Memes and Mitigating Pandemic Stress: Exploring Themes and Implications in an Academic Mamas' Facebook Group," The Organization for the Study of Communication, Language & Gender, NORFOLK, VA (ONLINE). (October 8, 2021).

Ngondo, P. S., NCA 106th Annual Convention, "Whose Role is it Anyway? An Analysis of Public Relations Roles in Zimbabwe," National Communication Association, Online. (November 2020).

Ngondo, P. S., PRSA 2018 Educators Academy Super Saturday Conference, "Digital and Social Media Use by Zimbabwean Public Relations Practitioners," Public Relations Society of America, Austin, TX, United States. (October 6, 2018).

Haigh, M. M., Ngondo, P. S., International Public Relations Research Conference, "Bad Press? How CEOs Drive Business Forward via Apology Strategies," Orlando, FL, United States. (March 2018).

Ngondo, P. S., Craig, C., Wilson, W., Gervais, B., Southwestern Social Science Association Conference, "Interaction between elites, the public, and the media national issues and congressional tweets: Assessing legislative responsiveness to salient news through social media," Austin, TX. (2017).

Ngondo, P. S., Klyueva, A. V., NCA 2017 conference, "The legacy and relevance of public relations ethics in the digital age: An analysis of published work." (2017).

Ngondo, P. S., Ehmer, E., Villigran, P., Panel at Public Relations Society of America Educators Academy Mini-Friday, "Crisis Communication in the Digital Era," Texas State University, Texas State University, San Marcos, TX. (April 2017).

Ngondo, p., Klyueva, A. V., Public Relations Society of America Educators Academy Mini-Friday, "PR Ethics Goes Digital: Past, Present and Future Trends," San Marcos, TX. (April 2017).

Ngondo, P. S. (Presenter), National Communication Association 102nd Annual Convention, "Promoting transparency via social media codes of conduct," Texas State University, Philadelphia, PA. (November 2016).

Ngondo, P. S., National Communication Association 101st Annual Convention, "I didn't intend to eat that!: To what extent does trait impulsivity impact planned behavior?," Las Vegas, NV. (November 2015).

Ngondo, P. S., Craig, C. M., annual conference of the International Public Relations Research Conference (IPRRC), "Seeing through the golden arches: Transparency in the digital age," Miami, FL. (March 2014).

Ngondo, P. S., Wirtz, J.G., PRSA International Conference (The Best of Public Relations Journal program session), "An analysis of the Website strategies of top-fee U.S.-based public relations agencies." (October 2013).

Ngondo, P. S., Wirtz, J.G., Paper presented at the 15th International Public Relations Research Conference, "Do as I say or do as I do?: An analysis and critique of dialogic communication website strategies of top fee-producing U.S.-based public relations agencies," Miami, FL. (March 2012).

Ngondo, P. S., Borua, S., Koch, W., Lowry, W., Poe, K., Powers, J., Panel presented at the Broadcast Education Association, "He said, she said: Representing masculinity and femininity on television," Las Vegas, NV. (May 2011).

Ngondo, P. S., Wirtz, J. G., Gardner, E., Paper presented at the 14th International Public Relations Research Conference, "Health public relations: How public relations theory can (and should) contribute to the practice of health campaigns," Miami, FL. (March 2011).

Ngondo, P. S., Klyueva, A.V., National Communication Association 96th Annual Convention, "Researching ourselves to death: What public relations research really tells us," San Francisco, CA. (November 2010).

Ngondo, P. S., Klyueva, A.V., National Communication Association 96th Annual Convention, "Road safety and fear appeals: An analysis of the controversial social marketing campaign in Russia," San Francisco, CA. (November 2010).

Ngondo, P. S., Wirtz, J. G., Poe, P., "Do denominations talk with us or at us? A content analysis of U.S. denominational Websites," Association of Education in Journalism and Mass Communication, Denver, CO. (August 2010).

Ngondo, P. S., Klyueva, A.V., 13th International Public Relations Research Conference, "Best practices in public relations: Practitioners' perceptions versus academic research findings," Miami, FL. (March 2010).

Ngondo, P. S., Poster presented at the National Communication Association 95th Annual Convention, "Threat vs. efficacy messages: An analysis of the HPV vaccination campaign," Chicago, IL. (November 2009).

Ngondo, P. S., 12th International Public Relations Research Conference, "The use of fear-based strategic communication messages in the HPV vaccination campaign," Miami, FL. (March 2009).

Ngondo, P. S., 11th International Public Relations Research Conference, "How women understand, perceive and evaluate credibility of messages about human papillomavirus (HPV)," Miami, FL. (March 2008).

Ngondo, P. S., Sooner Communication Conference, "Merck’s Gardasil vaccination campaign: A content analysis grounded in the extended parallel processing model," Norman, OK. (March 2008).

2. Invited Talks, Lectures, and Presentations:

Pearce, M., Ngondo, P. S., SJMC Mass Comm Week, "Digital Networking for Your PR Job Search," TXST School of Journalism and Mass Communication, Texas State University, San Marcos, TX, United States. (October 4, 2023).

Ngondo, P. S., PUBLIC RELATIONS & COMMUNICATIONS CAFE, "Exploring Digital and Social Media Use by Zimbabwean Public Relations Practitioners," Zimbabwe Institute of Public Relations, Online. (September 26, 2023).

Ngondo, P. S., College of Fine Arts and Communication Dean's Seminar, "Towards an Afro-Centric Approach to Public Relations," College of Fine Arts and Communication, Texas State University, San Marcos. (April 3, 2023).

Kiambi, D., Ngondo, P. S., Klyueva, A., 26th International Public Relations Research Conference, "Public Relations in Africa: The Emerging Role of Social Media in Kenya," Orlando, FL, United States. (March 2023).

Scharlach, J. M., Ngondo, P. S., Higgins Joyce, V. D., 2022 Women of Distinction Awards Event, "Hispanic Vaccination Hesitancy Research Results," TAMACC, Austin Southpark Hotel, Austin, TX. (June 17, 2022).

Ngondo, P. S., National Communication Association, "Decolonizing Public Relations Scholarship to Combat Racism," National Communication Association, Online. (November 21, 2020).

Ngondo, P. S., Organization For The Study of Communication, Language & Gender, "Navigating Risk: Mothering, Decentering Privilege, and Parenting during COVID-19," Organization For The Study of Communication, Language & Gender, Online. (October 1, 2020).

Ngondo, P. S., Presenter at California State University, Chico, College of Education Faculty Colloquium Series, "“To Snack or Not to Snack? A closer look at how impulsivity and planned behavior affect food choices”." (November 14, 2013).

Ngondo, P. S., Guest lecture in EMC 3858: International Electronic Media, "“The state of the Zimbabwean media”," College of Mass Communications, Texas Tech University. (November 2009).

Ngondo, P. S., 2008 Invitational Masters Student Institute, "Fear appeals and the Human Papillomavirus vaccination campaign," New Brunswick, NJ. (2008).

Ngondo, P. S., Guest lecturer in ADV 3320: Advertising and Society, spring semester, College of Mass Communications, Texas Tech University, "“Does Mad Men perpetuate or deviate from the feminine mystique?”." (1925).

4. Workshops:

Ngondo, P. S., Guest lecturer at Hamburger University, "“Public Relations Strategy”," McDonald’s Corporation, Oak Brook, IL. (2013).

Ngondo, P. S., "“Public Relations Writing”," Oak Brook, IL. (July 2013).

Ngondo, P. S., "Bridging the continental divide: Exploring public relations practices in a developing nation." (1925).

Ngondo, P. S., Ngondo, P.S., "Public relations ethics in the digital age: Practitioners’ perceptions versus academic research findings." (1925).

Ngondo, P. S., Klyueva, A.V., "The legacy and relevance of public relations ethics in the digital age: An analysis of published work." (1925).

5. Other Works not in Print:

b. Works "in progress":

Books:

Ngondo, P. S., & Klyueva, A. (In Preparation; Not Yet Submitted). *Strategic Communication in Health Campaigns: An African Perspective*. Johns Hopkins University Press.

Journal Articles:

Sussman, K. L., Ngondo, P. S., & Klyueva, A. (In Preparation; Not Yet Submitted). Ubuntu as a Moral Frame: Behavioral Engagement with Health Messaging on Social Media in Sub-Saharan Africa. *Journal of Advertising*.

c. Other Works Not in Print:

Conferences:

M. (Moderator), Ngondo, P. S. (Presenter), Villagran, P. D. (Presenter), Ehmer, E. A. (Presenter), PRSA Educator's Academy, "Teaching PR in The Digital Era: Tools and Strategy," Public Relations Society of America, Baylor University, Waco, TX, United States. (April 7, 2017).

Other:

Ngondo, P. S., National Communication Association 106th Annual Convention, "Truly at the Crossroads : Decolonizing Public Relations Scholarship to Combat Racism," NCA, Virtual/Online, Indianapolis, IN, United States. (November 2020).

Panels:

Ngondo, P. S., Klyueva, A., Tsetsura, K., Samoilenko, S., Keremidchieva, Z., 109th National Communication Association Convention, "Globally Rooted Knowledge-Building & Global Collaborations," National Communication Association, Gaylord National, National Harbor, MD, United States. (November 19, 2023).

Podcasts:

Scharlach, J. M., Higgins Joyce, V. D., Ngondo, P. S., Latino Business Report, "Hispanic Vaccine Hesitancy Podcast," Latino Business Report, Podcast, Kyle, TX. (August 2, 2022).

Posters:

Scharlach, J. M., Ngondo, P. S., Higgins Joyce, V., Texas State Health Scholar Showcase, "COVID-19 Vaccine Hesitancy Among Texas Hispanics," Translational Health Research, Texas State Performing Arts Center, San Marcos. (April 8, 2022).

Muckensturm, E., Ngondo, P., Gender & Equity Research Symposium, "Pedagogy, Leadership, and Gender in Public Relations," North Carolina State University Women's Center, North Carolina State University Women's Center, Raleigh, NC, United States. (April 25, 2017).

Kaufhold, K., Craig, C., Devlin, M., Ngondo, P., Health Scholar Showcase, "Health Scholar Showcase," Translational Health Research Initiative, Texas State University, Texas State University, San Marcos, United States. (February 10, 2017).

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

Scharlach, Jennifer (Co-Principal), Ngondo, Prisca Sibongile (Co-Principal), Higgins Joyce, Vanessa (Co-Principal). COVID-19 Vaccine Hesitancy Study, The Texas Association for Mexican American Chamber of Commerce, Private / Foundation / Corporate, $1,000.00. (Funded: January 2022 - Present). Grant.

2. Submitted, but not Funded, External Grants and Contracts:

Ngondo, Prisca (Co-Principal). Public Relations Ethics In The Digital Age: Practitioners’ Perceptions versus Academic Research Findings, The Arthur W.

Page Center for Integrity in Public Communication., Private / Foundation / Corporate, $6,400.00. (Submitted: 2016). Grant.

3. Funded Internal Grants and Contracts:

Ngondo, Prisca Sibongile (Principal). Wilson Research Awards, Center for International Studies, Texas State University, $1,500.00. (Funded: January 2026 - August 2026). Grant.

Scharlach, Jennifer M (Principal), Ngondo, Prisca Sibongile (Co-Principal), Higgins Joyce, Vanessa D (Co-Principal). Health Research Accelerator award, Translational Health Research Center, Texas State University, $6,000.00. (Funded: June 2021 - May 2023). Grant.

Ngondo, Prisca S (Principal), Percent Contribution: 100%. Bridging the Continental Divide: Exploring Public Relations Practices in a Developing Nation, Research Enhancement Program, Texas State University, $8,000.00. (Funded: January 1, 2017 - May 31, 2018). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: College Achievement Award in Scholarly/Creative Activities, TXST College of Fine Arts and Communication.
August 2025

Award / Honor Recipient: Distinguished Themed Edited Journal Award, NCA Philosophy of Communication Division.
November 2023 - 2023

Award / Honor Recipient: NCA Ethnography Division Best Special Issue Award, NCA Ethnography Division.
September 2023 - 2023

Award / Honor Recipient: College Achievement Award in Scholarly/Creative Activities, College of Fine Arts Communication.
August 2023

Award / Honor Recipient: Faculty Top Paper, National Communication Association Public Relations Division.
November 2022 - 2022

Award / Honor Nominee: Excellence Awards for Scholarly/Creative, School of Journalism and Mass Communication.
December 2021 - 2022

Award / Honor Recipient: Distinguished Edited Book of the Year, NCA Applied Communication Division.
November 2022

Award / Honor Recipient: Top Papers in Public Relations, National Communication Association Public Relations Division.
November 18, 2022

Award / Honor Recipient: Excellence Awards for Scholarly/Creative - Presidential Distinction Award, College of Fine Arts and Communication.
February 2022 - August 2022

Award / Honor Recipient: Presidential Excellence Awards for Scholarly/Creative - College Achievement Award, College of Fine Arts and Communication.
August 2020 - 2020

Award / Honor Nominee: Presidential Award for Excellence on Scholarly/Creative Activities, School of Journalism and Mass Communication.
December 2019 - 2019

Award / Honor Recipient: Teachapalooza VI, The Poynter Institute.
2016

Award / Honor Recipient: Diversity Certificate Program, California State University.
2015

Award / Honor Recipient: Top Papers, PRSA International Conference in Philadelphia.
October 2014

Award / Honor Recipient: Top Student Paper (with Anna Klyueva), Public Relations Division, National Communication Association international conference.
November 2010

Award / Honor Recipient: Top Faculty Paper award (with Dr. John Wirtz and Philip Poe).
August 2010

Award / Honor Recipient: Top Graduate Student Paper, Sooner Communication Conference.
March 2009

E. Scholarly / Creative Professional Development Activities Attended:

Workshop, "The AI Advantage: Engaging Students Through Artificial Intelligence Tools," TXST Faculty Development. (November 5, 2024).

Workshop, "Allies Training," Texas State University, San Marcos, TX, United States. (January 11, 2017).

F. Media Recognition:

Internet, Texas State University Newsroom. (April 1, 2022).

Internet, Voice of America, Zimbabwe. (2017).

Newspaper, Texas Standard. (June 2022).

Newspaper, San Marcos Daily Record. (March 30, 2022).

Podcast, Communication Matters. (April 2022).

Press Release Distributor, Newswire News. (March 30, 2022).

Radio, Voice of America- Zimbabwe (Based in D.C.). (2021).

Radio, Voice of America- Zimbabwe (Based in D.C.). (2020).

Radio, Voice of America -Zimbabwe (Based in D.C.). (2019).

Radio, Voice of America- Zimbabwe (Based in D.C.). (2018).

Radio, Capitalk fm (100.4). (July 18, 2018).

TV, Bobcat Update. (February 4, 2022).

## IV. SERVICE

A. Institutional

1. University:

Communications Director, TEDx at Texas State University. (September 2022 - Present).

Member, Common Reading Selection Committee. (May 2018 - 2023).

Member, Common Experience Search Committee. (October 15, 2021 - December 2021).

Social Media Director, TEDxTexasStateUniversity. (August 2018 - 2019).

Social Media Director, Texas State University CoSearch. (June 2017 - 2019).

Panel Chair, Tenth Annual International Research Conference for Graduate Students. (November 13, 2018 - November 14, 2018).

Panel Chair, Nineth International Research Conference for Graduate Students. (November 7, 2017 - November 8, 2017).

Panel Chair, Eighth International Research Conference for Graduate Students. (November 16, 2016 - November 17, 2016).

Panel Chair, Women and Gender Research Collaborative Symposium. (March 25, 2016).

Panelist, Conversations on Diversity and Inclusion “Black in the Ivory Tower”. (February 18, 2015).

Faculty Hearing Committee. (2014).

Commencement marshal. (2013 - 2014).

2. College:

Member, Presidential Excellence Awards- Teaching. (October 2025 - Present).

Presentation Coach, CoSearch. (September 14, 2018 - September 2021).

Panelist for the REP Workshop, C3 Research Center / Center for Communication, Collaboration & Creativity. (September 15, 2020).

Coach, CoSearch. (September 15, 2017 - September 16, 2017).

College of Communication and Education, Journalism and Public Relations Assessment Coordinator. (2013 - 2015).

3. Department/School:

Member, Tenure Advisory Commitee- Kristen Sussman. (December 2023 - Present).

Member, Instructional Faculty Committee. (November 2023 - Present).

Member, SJMC Graduate Committee. (September 20, 2017 - Present).

Member, Equity and Inclusion. (September 2020 - December 2024).

Member, PR Search Committee. (October 2022 - 2023).

Participant, Bobcat Days. (November 4, 2023).

Participant, Bobcat Days. (February 19, 2022).

Member, PR Search Committee. (August 2019 - 2020).

Member, REP Committee. (October 2018 - December 2019).

Participant, Bobcat Days. (February 17, 2018).

Assisted PRSSA Adviser, Paul Villigran, on site tours with PRSSA students to the Dallas Mavericks, Texas Ranger and Dallas Cowboys headquarters, Spring 2017. (2017).

Member, PR Search Committee. (August 2016 - 2017).

Personnel committee. (2014 - 2015).

Accreditation Committee. (2013 - 2015).

Assessment committee /coordinator. (2013 - 2015).

Curriculum committee. (2013 - 2015).

Scholarship committee. (2013 - 2015).

Chair, Chico State Preview Day, J&PR Dept. representative. (2013).

Chair, election committee. (2013).

Chair, Hiring committee. (2013).

B. Professional:

Officer, NCA Public Relations Division. (January 2026 - Present).

Editorial Review Board Member, Communicare - Journal for Communication Studies in Southern Africa. (March 2022 - Present).

Reviewer / Referee, The Broadcast Education Association. (January 2022 - Present).

Reviewer / Referee, Public Relations Review. (December 2019 - Present).

Reviewer / Referee, Mass Communication Division, National Communication Association. (2016 - Present).

Reviewer / Referee, Journalism and Mass Communication Quarterly. (2015 - Present).

Reviewer / Referee, Journal of Communication in Healthcare. (2013 - Present).

Reviewer / Referee, Public Relations Division, National Communication Association. (2011 - Present).

Officer, NCA Public Relations Division. (December 2023 - December 2025).

Officer, NCA Public Relations Division. (November 2021 - November 2022).

Reviewer / Referee, Religion and Media Interest Group, Association of Education in Journalism and Mass Communication. (2012).

D. Organization Memberships:

National Communication Association (NCA). (November 2009 - Present).

Public Relations Society of America (PRSA). (January 24, 2018 - 2020).

F. Service Grants and Contracts:

3. Funded Internal Service Grants and Contracts:

Farris, Kristen Nacole LeBlanc (Principal), Burns, Michael Edward (Co-Principal), Paz, Mark A (Supporting), Ngondo, Prisca (Supporting). TEDx Texas State University, Common Experience, Texas State University, $1,000.00. (Submitted: September 2022, Funded: September 2022 - Present). Grant.

G. Service Professional Development Activities Attended:

Tutorial, "Diversity and Inclusion Training for Faculty Searches," Texas State University, San Marcos, United States. (October 2021 - November 2021).