

For more information:

Erica Duncan, APR

501-607-0891

eduncan@comgroup.com



The Communications Group Celebrates APR Month

APR month is dedicated to accredited public relations professionals



Pictured (L-R): ComGroup's Erica Duncan, APR; Lisa Van Hook, MA, APR; and Carson Horn, APR

LITTLE ROCK, Ark., April 23, 2025 - [The Communications Group](#) (ComGroup), Arkansas's premier [marketing](#) and [public relations](#) agency, is celebrating its accredited public relations team members throughout April.

The coveted Accreditation in Public Relations (APR) is earned from the [Public Relations Society of America \(PRSA\)](#) after rigorous study, skills presentations and written testing. APR Month is sponsored by PRSA in April each year to highlight the drive, professionalism and principles of accredited PR professionals across the nation. The APR accreditation elevates PR practitioners to a higher standard of ethics, professionalism and strategic practice among peers in the industry. Three of ComGroup's public relations professionals are accredited: President [Lisa Van Hook](#), Public Relations & Client Services Director [Carson Horn](#), and Public Relations Manager [Erica Duncan](#). The three recently [hosted a panel](#) to share their knowledge and expertise about becoming APR accredited.

"Earning the Accredited in Public Relations (APR) credential reinforced my commitment to strategic, ethical and impactful communication," said ComGroup president [Lisa Van Hook, APR](#). "I'm proud of the APR certification year-round, but this month is a great opportunity for us to shine a spotlight on the immense expertise our agency has to offer with three accredited practitioners on our team. There is no doubt that the APR credentialing of our PR professionals means better outcomes for our clients."

ComGroup is also celebrating those who are newly "pinned" APR professionals. ComGroup's public relations team attended the Arkansas chapter of the [Public Relations Society of America](#) April event to congratulate those who earned their certification this year.

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About The Communications Group (ComGroup)

[The Communications Group](#) (ComGroup) is an award-winning, full-service digital, marketing and public relations firm. Since 1987, ComGroup has been a trusted partner for creating impactful communications and delivering powerful, integrated marketing solutions. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines data-driven strategy, customized research, innovative technology and creative campaigns to drive results for clients across North America and Europe. Learn more at [ComGroup.com](https://www.comgroup.com).

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