

FOR IMMEDIATE RELEASE

ComGroup Rolls Out New AI Policy for Responsible Innovation

New AI resource page launches in time for PRSA Ethics Month



LITTLE ROCK, Ark., September 4, 2025 – [The Communications Group](#) (ComGroup) Arkansas’s premier [marketing](#) and [public relations](#) agency, announces its position on the use of artificial intelligence with the implementation of a new policy. Backed by extensive [research](#), the policy reflects ComGroup’s commitment to responsible innovation.

ComGroup’s [AI Promise](#) outlines how the agency uses artificial intelligence and features detailed guidelines for internal use. Developed to highlight both the advancements and limitations of AI, the policy provides a framework for how the agency applies the technology responsibly.

“The Communications Group has always been at the forefront of innovation and high-quality work for clients across the world,” said ComGroup President [Lisa Van Hook, APR](#). “We took a serious look at AI’s capabilities and saw an opportunity to streamline our processes while giving our clients the best data-driven results.”

Every September, the [Public Relations Society of America](#) (PRSA) recognizes [Ethics Month](#). The purpose is to explore honest and integral topics related to businesses and how you can maintain those standards throughout the year through education and the [PRSA Code of Ethics](#).

Throughout the month, ComGroup will highlight the important role of ethics with a variety of resources curated on a dedicated [Ethics Month resource page](#). The series encourages companies to reflect on the importance of integrity and transparency in the workplace and explore best practices for using AI.

“Good business is built on trust, and ethics are the foundation of that trust,” said ComGroup’s Vice President, Director of Public Relations [Carson Horn, APR](#). “At ComGroup, we have a 30-year legacy of ethical practice in everything we do. Now, we’re adapting that practice to include artificial intelligence.”

You can view the [ComGroup AI Promise](#) and the agency’s [Ethics Month](#) page now. To learn more about The Communications Group, visit comgroup.com or follow ComGroup on [Instagram](#), [Facebook](#), [LinkedIn](#) and [X](#).

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**About The Communications Group**

[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-informed strategy, customized research, innovative technology and creative campaigns to drive results for clients across North America and Europe. Learn more at ComGroup.com.