

Media Contact:
Carson Horn, APR
chorn@comgroup.com
501.515.0849

FOR IMMEDIATE RELEASE

Communications Group's Public Relations Team Achieves 100% Accreditation During APR Month

ComGroup recognizes newly credentialed specialists, reinforcing the agency's leadership in ethical, strategic communications



ComGroup Account Manager & Sr. PR Specialist Lora Mosley and PR & Client Services Specialist Hannah Phillips earn Accreditation in Public Relations (APR), the profession's highest credential during APR Month.

LITTLE ROCK, Ark., April 17, 2026 — [The Communications Group](#) (ComGroup), Arkansas's premier marketing and public relations agency, has achieved 100% [Accreditation in Public Relations \(APR\)](#) across its [award-winning public relations team](#) — a distinction held by fewer than 20% of public relations practitioners nationwide. The achievement places ComGroup among a select group of agencies backed by a fully accredited PR team, reinforcing the agency's leadership in providing strategic public relations counsel, ethical practice and measurable client results.

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The agency reached the milestone following the accreditation of Account Manager & Senior PR Specialist [Lora Mosley, APR](#), and PR & Client Service Specialist [Hannah Phillips, APR](#), who recently completed the rigorous process required to earn the designation. Their accomplishment reflects ComGroup’s culture of continuous learning and professional growth while strengthening the depth of expertise available to clients.

“Achieving 100% accreditation across our public relations team is a milestone that reflects intentional investment in our PR staff and our company’s professional excellence,” said [Lisa Van Hook, APR](#), ComGroup President.

The APR credential signifies mastery of the core elements of effective public relations practice including research, planning, implementation and evaluation. Administered by the Universal Accreditation Board (UAB), a consortium of nine professional communication organizations, the accreditation evaluates competence across 60 areas of knowledge, skills and abilities essential to modern communications. Candidates earn the designation through a rigorous process that includes a peer-reviewed panel presentation and a comprehensive written examination.

“Earning the APR reinforces our commitment to strategic and ethical communication,” said [Carson Horn, APR](#), ComGroup Vice President & Director of Public Relations and Arkansas PRSA Chapter Ethics Officer. “Reaching 100% accreditation is more than a milestone — it demonstrates to our partner organizations and clients that every member of our PR team meets the profession’s highest benchmark for expertise and professionalism.”

Mosley’s and Phillips’ achievement comes during APR Month, observed each April by the Public Relations Society of America (PRSA) and the broader communications community to recognize accredited practitioners and highlight the credential’s role in advancing the public relations profession.

Learn more about ComGroup’s award-winning, 100% accredited public relations team and service offering at [ComGroup.com](#).

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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. For almost four decades, ComGroup has been a trusted partner helping organizations navigate complexity and create impactful communications that deliver powerful outcomes. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines technology-driven strategy, customized research with integrated media, digital and creative campaigns to drive results for clients across North America and Europe. Learn more at [ComGroup.com](#).