

FOR IMMEDIATE RELEASE

Horn Elected to PRSA Board



Carson Horn, APR, Vice President and Director of Public Relations, will serve as Ethics Officer on the Public Relations Society of America's Arkansas Chapter Board of Directors.

LITTLE ROCK, Ark., December 19, 2025 - [The Communications Group](#) (ComGroup), Arkansas' premier [marketing](#) and [public relations](#) agency, celebrates the induction of [Carson Horn, APR](#), Vice President and Director of Public Relations, to the Public Relations Society of America's (PRSA) Arkansas Chapter Board of Directors. His term as Ethics Officer begins January 2026.

Horn will serve as a resource, educator and advocate for the ethical practice of public relations across the profession in Arkansas. In this role, he will provide year-round ethics education and guidance to the local Board and chapter members. He is the second person to serve in this new position, added to the board in 2024.

"At The Communications Group, we hold ourselves to the highest ethical communications standards outlined by the [PRSA Code of Ethics](#)," said [Lisa Van Hook, APR](#), ComGroup President. "Carson has built a reputation as a public relations ethics thought leader and advocate. This has earned the respect and credibility required to serve our chapter as Ethics Officer. We know he will lead with clarity and excellence alongside our peers in the industry."

Horn leads the agency's public relations team and contributes to the agency's overall growth. He's nationally accredited in public relations, certified in crisis communication and provides strategic counsel for the agency's clients.

Learn more about [Horn](#) and the agency's [commitment to ethical public relations](#) at [ComGroup.com](#).

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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](#).