

# Yukon High School grad promoted by Arkansas PR firm

## From Staff Reports

A Yukon native and high school graduate has been promoted by an Arkansas public relations and marketing firm.

Carson Horn has been promoted by The Communications Group of Little Rock, Arkansas to the firm's public relations director role.

Horn will manage the agency's PR team, serving the ag-

riculture, business to business and outreach and education clients.

Horn's promotion comes after earning his Accreditation in Public Relations from the Public Relations Society of America. The APR credential requires a candidate pass a professional exam after participating in a thorough



Carson Horn

peer review process over several months. The APR credential certifies professional competence and encourages a practitioner to adhere to ethical and professional standards by participating in ongoing professional development.

"Carson brings strategic and

creative leadership to our PR team, while also delivering superb service to our clients," said Lisa Van Hook, APR, agency principal and director of client services.

"His background in and commitment to ag communication and advocacy has been a key component in the company's growth in service to agriculture clients in the last year."

Horn is an alumni member of Alpha Gamma Rho Fraternity, the Arkansas Chapter of the Public Relations Society of America and Summit Church in Maumelle.

He is a graduate of Oklahoma State University, 2012 and holds a Bachelor of Science in Agricultural Communications. Horn lives in Little Rock with his wife Morgan.