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HORN PROMOTED TO PUBLIC RELATIONS DIRECTOR BY THE COMMUNICATIONS GROUP



LITTLE ROCK, Ark. (March 27, 2021) – [The Communications Group](#), a full-service marketing and PR firm based in Little Rock, has promoted Carson Horn, APR, to Public Relations Director. In his new role, Horn will manage the agency's PR team serving the [agriculture](#) (AG), [business-to-business](#) (B2B) and [government-to-citizen](#) (G2C) clients.

Horn's promotion comes after earning his Accreditation in Public Relations (APR) from the Public Relations Society of America (PRSA). The APR credential requires a candidate pass a professional exam after participating in thorough peer review over several months. The APR credential certifies professional competence and encourages a practitioner 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 Little Rock. He is a graduate of Oklahoma State University and holds a Bachelor of Science in Agricultural Communications. Horn lives in Little Rock with his wife Morgan.

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About The Communications Group

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business, healthcare and government-to-citizen sectors. More at ComGroup.com

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