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ComGroup Revamps 'Women in Industry' Podcast

by Kyle Massey - March 18, 2024, 1:48pm



The Communications Group of Little Rock is relaunching and rebranding its "Women in Industry" podcast, the marketing and public relations agency announced Wednesday.

ComGroup's WIN program has honored 73 women since its launch in 2019, giving them a platform to tell their stories. In conjunction with Women's History Month, the podcast has a new format and new logo design that prominently features a woman at its center, and sound waves radiating around her.



Anyone can nominate a woman for recognition through a form on the firm's website, comgroup.com.

"WIN was created to highlight women making a huge impact on the industries or sectors in which they work," according to Lisa Van Hook, ComGroup's director of client services and host of the WIN podcast. "Each woman we've featured tells an incredible story, so it's fitting that the new WIN logo features a woman at its center. It's an honor to be able to shine a spotlight on amazing women who are out in the world serving as inspirations to others."

ComGroup makes a financial contribution to a nonprofit of each honoree's choice, in the name of the honoree. Since the program's inception, ComGroup has donated to 73 nonprofits, the agency said in a news release.



"The WIN program is about honoring women who are making a difference," Van Hook said. "It's amazing that these women will give up 30 minutes or an hour in their busy schedules to spend time on our show, so as a small token of our appreciation we make a contribution in their name to a nonprofit that's special to them. It's another way the WIN program can be a reflection of each woman's passion for doing good in the world."

New WIN podcast episodes will arrive on the first Wednesday of each month, available on Apple Podcasts and Spotify.

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ComGroup, Lisa Van Hook, podcasting, The Communications Group, Women's History Month

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