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LITTLE ROCK AGENCY HIRES STUDENTS FOR A DAY

20 PRSSA Members Attend 2nd Annual ComGroup Classic



The Communications Group awarded \$500 to the University of Central Arkansas PRSSA Chapter (pictured) during the 2nd Annual ComGroup Classic.

LITTLE ROCK, Ark. (April 10, 2024) – Public relations students from four universities across Arkansas joined [The Communications Group](#) (ComGroup), Arkansas’ premier [marketing](#) and [public relations](#) agency, at its downtown office for the 2nd Annual ComGroup Classic. The [award-winning](#), intern-led event provides aspiring professionals with industry insight into a full-service agency and highlights the agency’s commitment to mentoring students. This year’s event was immersive, showing students the development and execution of a public relations plan.

ComGroup presented a \$500 donation to the University of Central Arkansas Public Relations Student Society of America (PRSSA) Chapter to use toward increasing students’ knowledge of public relations and the communications field.

"We created our internship program to invest in the future of our industry and to develop the next generation of leaders," said [Lora Mosley](#), ComGroup Public Relations Specialist and Internship Coordinator. "The ComGroup Classic enables us to do so on a larger scale and provides students with insights they can't obtain inside a classroom, including the collaborative nature of a full-service marketing and public relations agency."

“Last year’s inaugural ComGroup Classic was a great event for all in attendance,” said [Braden Jones](#), Resident Intern and event coordinator. “We enhanced this year’s experience by providing students a closer look at what agency life is really like.”

ComGroup’s [award-winning services](#) in public relations have earned the *Bob Sells Best in Show Award* from the [Arkansas chapter](#) of the [Public Relations Society of America](#) (PRSA) and are led by two [APR-accredited](#) PR professionals. The agency serves a growing portfolio of globally recognized clients throughout North America in a variety of industries including [agriculture](#), [B2B](#) and the [public sector](#).

Learn more [about](#) ComGroup, its [services](#) and the opportunities the agency offers students through its [CGXperience](#) internship program at [Comgroup.com](#).

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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](#), [health care](#) and [outreach](#) and [education](#) sectors. More at [ComGroup.com](#).