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UCA'S FREDICKA SHARKEY RECOGNIZED AS NEWEST WOMEN IN INDUSTRY INDUCTEE



Fredricka Sharkey (pictured) is The Communications Group's newest Women In Industry (WIN) inductee.

LITTLE ROCK, Ark. (September 18, 2024) – [The Communications Group](#) (ComGroup), Arkansas's premier marketing and public relations firm, recognizes [Fredricka Sharkey](#) as the newest inductee to the agency's award-winning *Women in Industry* (WIN) series, which celebrates women who excel in their chosen industries nationwide.

Sharkey is the Director of Media Relations for the [University of Central Arkansas \(UCA\)](#). She's part of an executive team that leads the effort in telling UCA's story. She also serves as a connection to local, statewide, regional, and national media.

"Fredricka is a great storyteller and mentor," said [Lisa Van Hook](#), APR, ComGroup president and host of the *WIN* podcast. "We're proud to showcase her determination to tell the UCA story and play such an integral part in the university's continued growth."

“I've always seen my role as one of the voices to help tell the university story,” said Sharkey during the episode. “We have faculty members who are doing some incredible work, we have students who are doing mind-boggling work, and we've got everything in between. So, I've always seen myself primarily as part of that structure that tells other people about the great things that are happening here.”

ComGroup donated to the [Bear Essentials Food Pantry](#), which serves UCA students, faculty and staff, to honor Sharkey's commitment and service to the UCA community.

WIN inductees are selected through an open nomination process via a nomination [form](#) on ComGroup's website. Anyone can nominate a woman for recognition from across the country and a variety of industries. See inductee profiles and listen to podcast episodes [here](#).

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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, integrated technology-driven and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at [ComGroup.com](#).

About WIN

The award-winning Women In Industry (WIN) series, developed in 2019, is presented by [The Communications Group](#) (ComGroup) in Little Rock, Ark. It recognizes women nationwide across the industries the agency serves. WIN inductees are selected through a nomination process, which is open to the public and can be submitted [here](#). Find WIN profiles and more information [here](#).