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COMGROUP CELEBRATES WOMEN'S HISTORY MONTH WITH AWARD-WINNING PODCAST RELAUNCH



The Communications Group highlights the impact of women in the workforce through the award-winning Women in Industry podcast.

LITTLE ROCK, Ark. (March 13, 2024) – The Women in Industry (WIN) program, started by [The Communications Group](#) (ComGroup) in 2019, has given 73 women a platform to tell their stories. This month, Arkansas' premier [marketing](#) and [public relations](#) agency is relaunching the award-winning WIN Podcast with a new brand and format to celebrate Women's History Month.

The new WIN logo design prominently features a woman at its center and gives a graphic nod to the podcast with sound waves radiating above the woman. Anyone can nominate a woman for recognition in WIN through an online [nomination form](#) at the agency's website.

"WIN was created to highlight women making a huge impact on the industries or sectors in which they work," said ComGroup's Director of Client Services and WIN podcast host [Lisa Van Hook](#). "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."

In honor of each WIN inductee, ComGroup makes a financial contribution to a nonprofit of the guest's choice. Over the course of the program, the agency has donated to 73 nonprofit organizations nationwide through the WIN program. Each donation is made in the name of a WIN inductee.

"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

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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 drop on the first Wednesday of each month. Listeners can find the show on [Apple Podcasts](#) and [Spotify](#).

Learn more about the WIN program and nominate an inspiring woman in your life by visiting <https://www.comgroup.com/women-in-industry>.

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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.