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COMGROUP'S VAN HOOK HONORED BY PUBLIC RELATIONS SOCIETY

*Arkansas Public Relations Society of America Names ComGroup President
2024 Crystal Award Recipient*



*Pictured: 2023 Crystal Award Recipient Heide Harrell presenting
ComGroup's Lisa Van Hook with the 2024 Crystal Award*

LITTLE ROCK, Ark. (September 20, 2024) – The [Arkansas chapter](#) of the [Public Relations Society of America](#) (PRSA) honored [Lisa Van Hook, APR](#) with the prestigious [2024 Crystal Award](#) during the organization's annual Prisms Award banquet, held Thursday in Little Rock. The award recognizes chapter members who have made significant and continuous contributions to the field of public relations. Van Hook, principal and a 27-year veteran of [The Communications Group](#) (ComGroup), Arkansas's premier marketing and public relations firm, was recently [promoted to agency President](#).

"I grew up professionally in PRSA and am grateful for the role it has played in shaping my career," Van Hook said. "From the moment I joined PRSA, I was welcomed into a network of passionate professionals who are dedicated to excellence and ethical practice."

Van Hook's career spans three decades, during which she has cultivated long-lasting relationships with clients by giving [ethical](#) counsel and innovative solutions. She has consistently demonstrated excellence in various facets of her work, from media relations and crisis communications to strategic planning and community outreach.

In her past service as president of the Arkansas PRSA chapter and as an agency leader, Van Hook supported and mentored professionals while working to advance the Arkansas PR and marketing industry. In her time at ComGroup, she's launched over 40 outreach and education programs, including

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the [Women in Industry](#) program in 2019. The program underscores her commitment to promoting and supporting women across various sectors.

Learn more about Van Hook and the award-winning teams she manages 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, integrated technology-driven implementation and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at ComGroup.com.