



COMMUNICATIONS GROUP
Marketing | Public Relations
POWERING INSIGHT

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ATU Alumna Nichole Parks Recognized by ComGroup as Newest Women In Industry Podcast Guest



Nichole Parks is The Communications Group's newest Women In Industry Podcast guest.

LITTLE ROCK, Ark. (July 13, 2023) – [The Communications Group](#) (ComGroup), a [full-service marketing and PR firm](#) based in Little Rock, continues the summer season of its [award-winning Women In Industry Podcast \(WIN\)](#). WIN celebrates the professional achievements of women in multiple [industries](#) nationwide.

This week's WIN guest is [Nichole Parks](#), Director of Programs at the [Leading For Children](#), a national nonprofit that offers mutual early learning programs in communities to ensure all children thrive. Parks, a resident of Sherwood, Arkansas, supports the development and implementation of the organization's programs and is part of the leadership team.

"Nichole plays a pivotal role in ensuring the well-being and success of countless children and communities nationwide," said [Lisa Van Hook](#), APR, agency principal, Director of Client Services and host of the WIN Podcast. "Her commitment and leadership creates a brighter future for the next generation, and we are thrilled to share her inspirational story on the podcast."

Despite growing up in an impoverished and segregated community, Parks' early childhood educators nurtured a sense of respect within her and her peers, leaving a lasting impact on her throughout her formative years. This foundation became instrumental in shaping her career centered around advocating for equity, particularly in the field of early education.

"I wanted to be a part of giving that to other children," Parks said during the [episode](#). "I realized families are important, but we spend days and hours with young children. What we do and what we say with them has a lasting impact. I wanted to be a part of putting that good in the world."

Parks holds a bachelor's degree in professional studies – early childhood education from Arkansas Tech University.

In recognition of Parks' professional achievements and contributions to the community, ComGroup donated to [Our House Homeless Shelter](#), an organization she actively supports.

Women In Industry guests are announced on The Communications Group's [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#). Additionally, you can find WIN episodes [here](#). For more information on the WIN series, you can find each guest's profile at [ComGroup.com](#). WIN guests are selected through an open nomination process and can be submitted [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, multi-channel implementation 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 that is open to the public and can be submitted [here](#). Find WIN profiles and more information [here](#).